

Publishing Principles and Practice ACP 2079, Semester 2, 2014

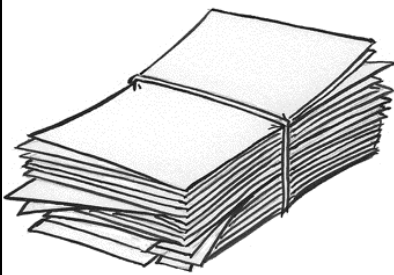
Lecture 2 – Managing the Writing Process

with Dr Euan Mitchell

Wednesday 30 July, 2014

24 Slides

Overall Goal for Option 1



- The words you write for your book are initially known as a **manuscript**.
- A manuscript can be word-processed, typed or hand-written. It can include diagrams, photos and illustrations.
- The overall goal for Option 1 is to write an engaging manuscript, regardless of the way it is put together.

Decision Tree 1A: To Write, Co-write or Delegate the Writing?

Four Main Ways to Write a Manuscript:

- 1. Individually
- 2. Co-write
- 3. Hire a ghostwriter
- 4. Commission a manuscript.

The Writer's Friend – The ASA



The **Australian Society of Authors (ASA)** is run by writers for writers.

Helps with contracts, including

- * Co-writing agreements
- * Ghostwriting contracts
- * Commissioning a manuscript

Plus many other services and resources. See:

asauthors.org

Decision Tree 1B: To Write Your Passion or Gauge the Market?

Three Main Ways to Decide on Content:

- 1. Write your passion (most writers)
- 2. Chase the market (the risks of trying to cash in on a hot book)
- 3. Target a **gap** in the market (publishers often use this approach).

Decision Tree 1C: To Take a Writing Course or Not?

Three Main Types of Writing Courses:

- 1. Short writing courses (e.g. Writers Victoria, CAE, ASA.)
- 2. TAFE writing courses (e.g. VU, RMIT, Swinburne.)
- 3. University writing courses (e.g. VU, RMIT, Swinburne, Melb Uni, Monash.)

Decision Tree 1D:

To Research, Plan and/or Discover as You Write?

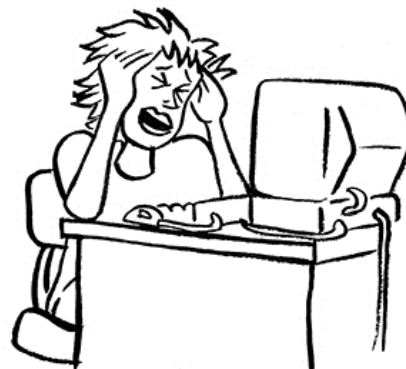
Four Main Ways to Approach the Writing:

- 1. Research first
- 2. Plan the whole book
- 3. Discover as you go
- 4. Layer-by-layer (plan and discover).

The Classic Writer's Dilemma



I KNOW **WHAT**
I WANT TO SAY...



I JUST DON'T KNOW
HOW TO WRITE IT.

Planners vs Discoverers

Planners make detailed notes and sketches in advance of the actual writing.



Discoverers don't use a detailed plan, they improvise as they write.



The C-SAW Approach

THE C-SAW APPROACH

Collect	Start your research by collecting the information you need. This might sound obvious, but it is amazing how many people start writing then stop to collect the material they actually need.
Select	You may select only 10% of the information you have collected for inclusion in your book. Do not simply pour out everything you know about the subject. Put yourself in your target readers' shoes and ask yourself: 'What do I most want or need to know?' Think of an iceberg – what you see above water is only a small fraction of its overall mass.
Arrange	Lots of subheadings will help you arrange a structure, even if you later delete them. The subheadings should summarise what you want to say and be arranged in a logical order. You can then flesh out this skeleton as you write. For fiction, subheadings can be used to flag scenes, then deleted when the scene is finished.
Write	This is the last step in the process for writers who are 'planners'. But 'discoverers' prefer to work out what they want to say as they write. See further discussion on the following pages regarding these alternatives.

The Layer-by-layer Approach

THE LAYER-BY-LAYER APPROACH

- | | |
|---------------|---|
| Step 1 | To begin with, verbalise to yourself or a friend WHAT you are trying to write. Don't worry about HOW you are going to phrase the written words yet. You can record these spoken words, but it is usually more convenient to jot down points – as rough as you like – during or immediately after your talk. There is no need to write proper sentences at this stage. You can use a computer but sometimes dabbling with a humble pencil can be surprisingly effective. |
| Step 2 | Take a Break. Let your unconscious mind work on solutions while you relax or otherwise distract yourself. It is amazing how the brain still works on a problem while you do other things. |
| Step 3 | Look over your points and expand them. You can add to, or subtract from, your original rough notes. Sentence fragments and/or full sentences should start to emerge. |
| Step 4 | Repeat steps 2 and 3 until your sentences and paragraphs become coherent and precise. This approach applies to writing fiction and non-fiction. The key is not to expect polished writing to flow every time you begin a blank page. Come at it gradually. Layer by layer. Once you build momentum with these steps, don't be surprised if your writing starts to pour out more freely. |

Decision Tree 1E:

To Write with Pen, Computer, Voice &/or App?

Four Main Ways to Actually Write:

- 1. Pen or pencil
- 2. Computer and writing software
- 3. Speech recognition software
- 4. Ebook creation apps.

The Australian Writer's Marketplace



The Australian Writer's Marketplace (AWM) exists online and as a printed book (see library).

A directory that lists a vast array of services especially for writers, including transcribers, updated annually.

Writing Software

Most writers get by with Microsoft Word, but there are two free options:

[see](http://openoffice.org) openoffice.org

[see](http://libreoffice.org) libreoffice.org

And other programs for writers:

[search](#) Pages (Mac)

[search](#) Scrivener

Two More Types of Programs

Speech recognition program, (which is a lot better than iPhone's Siri):

[search](#) **Dragon Naturally Speaking**

And other programs (apps) for creating picture books, cookbooks, etc:

[search](#) **Demibooks Composer**

[search](#) **iBooks Author**

Decision Tree 1F:

To Rewrite or Move onto the Next Stage?

Three Main Ways to Proceed:

- 1. Write a sample and seek feedback
- 2. An assessment before restructuring
- 3. Write another complete draft.

Mentorships with the ASA

asa
Australian Society of Authors
Advancing and protecting the interests of Australia's literary creators

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Paid Mentorships

Have a first draft but don't know how to improve it? Need help with structure or character development? Looking for professional support to strengthen your manuscript?

The ASA offers paid mentorships to all published and unpublished writers and picture book illustrators with a work-in-progress. Writers work closely with their chosen mentor for a set number of hours within a particular time period, to help bring their work to a publishable standard. Discussion may take place in person and/or via phone, Skype and email. Mentors may nominate their mentor of choice from our Mentors' Register (below).

All fees including the reading time for your manuscript and all prices include GST.

TIME	ASA MEMBER PRICE	NON-MEMBER PRICE
5 hours	\$500	\$650
10 hours	\$1010	\$1300
15 hours	\$1425	\$1800
20 hours	\$1835	\$2300
25 hours	\$2250	\$2700
30 hours	\$2660	\$3210

For more information or to register your interest, please download

Join the ASA
Australian Society of Authors

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Australian Book Illustrators

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There are a number of paid **Manuscript Assessment** services (typically \$500+) that you can find online, but the best opportunities for working with a **mentor** are available from the **ASA**.

Grants for Writing

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LITERATURE

Aboriginal and Torres Strait Islander Arts

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Literature

- News and projects
- Literature Panel members
- Literature Sector Plan 2013-14
- Stephen Cummins' speech at the ceremony for the 2012 Australia Council Award for Lifetime Achievement in Literature

Music

Theatre

Visual Arts

VISITING INTERNATIONAL PUBLISHERS

The Literature Section encourages and supports the creation, publication and promotion of Australian literature.

Each year the Visiting International Publishers (VIPs) initiative invites to Australia international editors, publishers and literary agents to attend a week long program of meetings, events and industry discussions. The program is designed to promote rights sales of Australian titles in international markets, and to strengthen links between Australian publishers and the international publishing industry.

For further information about previous visiting publishers, see the VIPs alumni list.

Follow this link for detailed information about the 2014 Visiting International Publishers.

Digital writing residency gives to Robert Lang

The first digital writing residency funded by the Australia Council for the Arts will launch tonight at the Commonwealth University of Technology with a project that challenges our perceptions about robots and entertainment.

Read more >

Frank Moorhouse honoured at award ceremony

The Australia Council for the Arts

AVAILABLE GRANTS

- Australia Council Fellowship - 01 July 2014
- Australia Council Award for Lifetime Achievement in Literature - 31 July 2014
- Honorary - 01 October 2014
- Program - 01 October 2014
- Language Clinic Trial (English-SLTE) Publishing initiative - 01 October 2014
- Publishing - 01 October 2014

SHOW ALL

Don't expect to receive a grant to write your first book, but the **Australia Council** is the biggest funder of literature in Australia.

There are also state and local government grants, but these can be even harder to land.

Arts Law Centre of Australia

The screenshot shows the homepage of the Arts Law Centre of Australia. At the top, there is a navigation bar with links for 'Solid Arts', 'Artists in the Block', 'Subscribe', 'View cart', and 'Sign in'. Below this is a search bar and a main content area featuring a large graphic with the letters 'C' and 'A' in various colors, and a circular logo with 'ARTS LAW CENTRE OF AUSTRALIA'. A prominent announcement reads 'Arts Law's 2013 Annual Report is out now' with a link to read more. A sidebar on the left lists various legal topics such as 'Art Forms', 'Design', 'Literature/Screening', 'Games', 'Music', 'Performance (Dance, Theatre, Comedy)', 'Photography', and 'Visual arts and crafts'. A 'Donate' button is visible. At the bottom, there is a warning about images of deceased people and a subscription form for the 'art+LAW' newsletter.

The Arts Law Centre is a not-for-profit organisation that can help writers with legal problems.

It can help with the following four legal issues that writers commonly have to deal with.

Copyright

The screenshot shows the title page of the Australian Copyright Council website. The header includes the council's logo and navigation links: 'Home', 'Find an Answer', 'Bookstore', 'Seminars', 'Legal Advice', 'News & Policy', and 'About Us'. A large banner image features a person playing a guitar, with an orange overlay containing the text 'How do I register?' and a right-pointing arrow. Below the banner, there is an 'About Us' section with the text: 'Supporting a creative Australia by promoting the benefit of copyright for the common good'. To the right, there is a 'Do you have a copyright question?' section with a 'Find an Answer' button. At the bottom, there is a '2014 Seminar Program' link.

Copyright is **intellectual property**. The Arts Law Centre can advise, and so can the **Australian Copyright Council** [see copyright.org.au](http://see.copyright.org.au)

The title page of a manuscript should have "My Book Title" copyright © Jane Doe, 2014

Moral Rights

Moral rights protect the integrity of an artistic work, including books, especially from being used in a **derogatory** way.

The Arts Law Centre can advise on moral rights, and so can the **Copyright Agency Limited (CAL)**
[see copyright.com.au](http://copyright.com.au)

Defamation

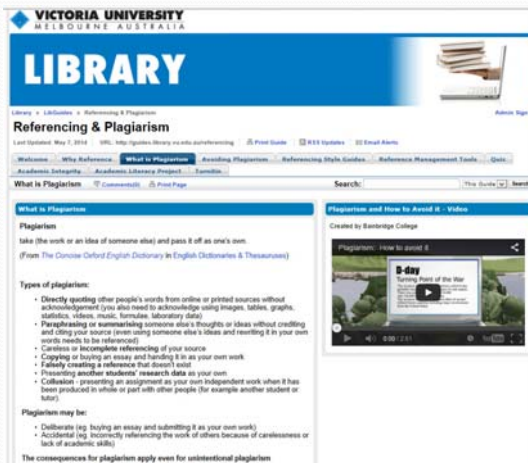
Defamation:

1. **Slander** (verbal)
2. **Libel** (written or recorded).

Unfairly harming another person's or organisation's reputation.

The Arts Law Centre has free downloadable info sheets on defamation.

Plagiarism

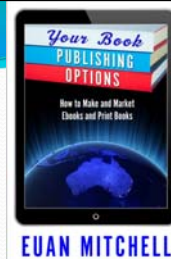


Plagiarism:

Trying to pass off someone else's work as your own, **even if unintended.**

One of the most common and serious crimes at university, as well as in the world of publishing.
(See VU Library's website).

Homework – Week 2



- Read **Option 1: Writing a Manuscript** in *Your Book Publishing Options*, pp 19-50.
 - Take special note of the FAQs on:
 - * Protecting copyright in the US
 - * Useful online resources for writers
 - * Common problems for first-time novelists.
- Note: if you haven't already bought a copy of *Your Book Publishing Options*, then either:
- * download the ebook from Amazon (US\$9.99) or
 - * buy a print edition discounted to \$30 in seminars.

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