



Topic: Writing, Promoting and Marketing Your Self-Published Book

Instructors: Authors, James and Me'Shae Rolling

DATES: Wednesdays – January 11, 18, & 25, 2012 **Time:** 6:00-8:00 p.m.

Course Description:

Class Session #1: Writing Your Book

In this session, participants will learn about the writing process, specifically: the discipline of meaningful writing; an overview of some elements and principles of good writing; the art of revision; and strategies for building a user-friendly chapter framework.

Class Session #2: Self-Publishing Your Book

In this session, participants will learn the difference between traditional, vanity and self-publishing and the pros and cons of each, as well as respective royalty structures.

Class Session #3: Marketing and Promoting Your Self-Published Book

In this session, participants will learn strategies on effectively marketing and promoting their self-published book with limited resources.

To register contact:

Crystal Ross at **315-443-8466** or email crross@syr.edu

South Side Innovation Center
2610 South Salina Street
Syracuse, NY 13205

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