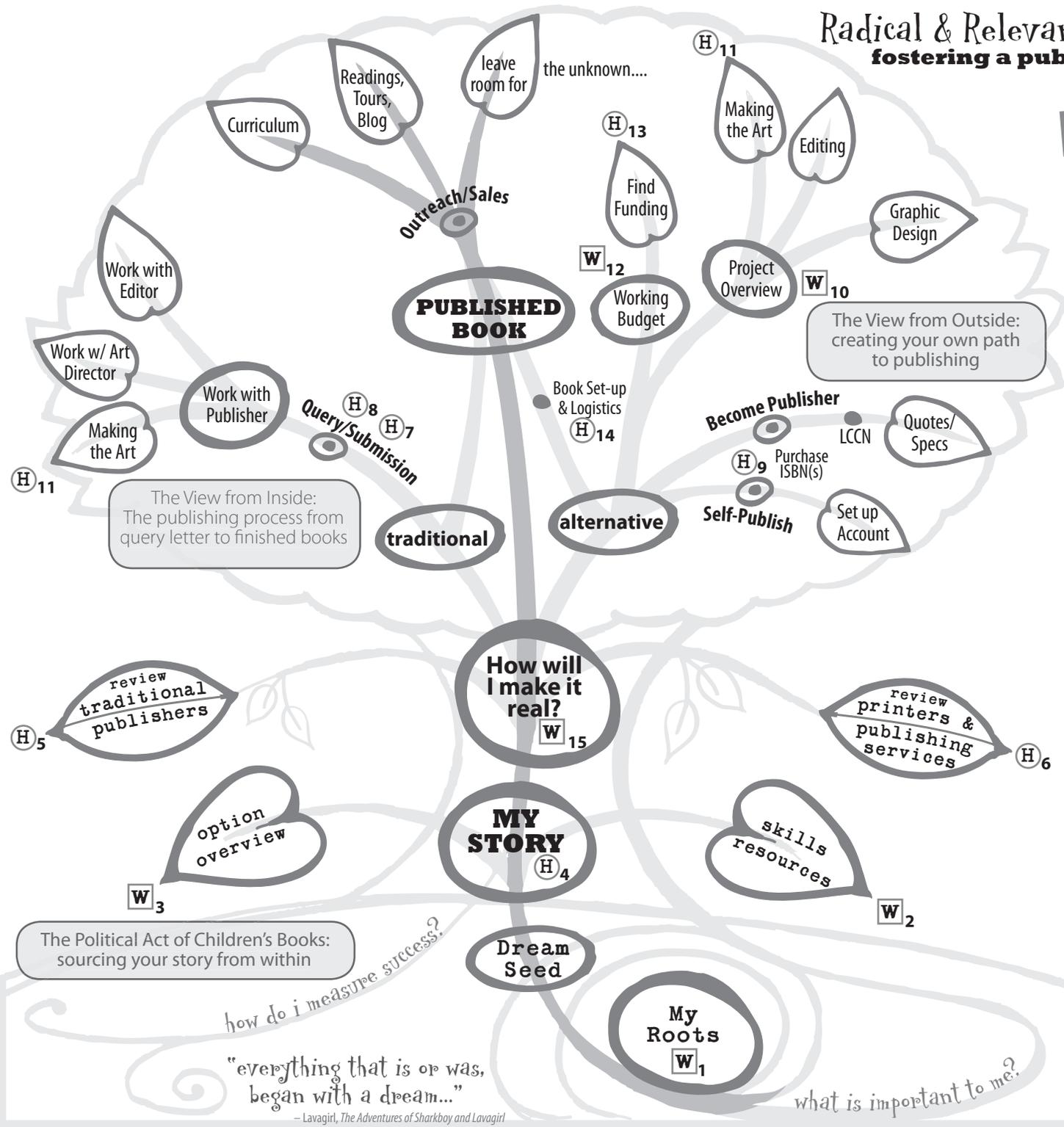


Radical & Relevant Children's Books

fostering a publishing revolution from within

WORKSHEETS & HANDOUTS



- W**₁ My Roots: Uncovering what guides & inspires me
- W**₂ My Skills & Resources Assessment
- W**₃ Option Overview
- H**₄ Tell A Tale
- H**₅ Traditional Publishers
- H**₆ Printers, Self-Publishing Services
- H**₇ A Few Pointers from the Slush Pile
- H**₈ Writing a Knock Out Query Letter
- H**₉ Should I Become a Publisher?
- W**₁₀ Project Overview
- H**₁₁ Making the Art
- W**₁₂ Creating A Budget
- H**₁₃ Finding Funding
- H**₁₄ Book Setup & Logistics
- W**₁₅ Next Steps: How will I make it real?



www.reflectionpress.com
create a new reality

Download the zip file containing all of these worksheets & handouts at:
www.reflectionpress.com/radicalbooks

how do i measure success?

"everything that is or was, began with a dream..."
- Lavagirl, *The Adventures of Sharkboy and Lavagirl*

what is important to me?

Everyone's life has a particular shape and color, a unique tone and quality.

Our most important work rises naturally out of the life we are living. It is an extension of our self and our purpose here on Earth.

As we began Reflection Press, we paid close attention to what was really important to us in the big ways trusting that this awareness would inform what we did in all the small ways. We wanted our values and philosophies to be embedded in every aspect of our work and guide our decisions. This brought meaning and a sense of grace. It also automatically established a consistency and integrity. We always return to what holds meaning to us as we grow and expand, remembering our roots holds us and keeps us grounded to mamiearth. Consider the words and questions on this sheet as you play with understanding your own roots and guidance.

- Who do I love in my life?*
- How do I measure success?*
- What supports me no matter what?*
- How do I find meaning? What guides my inner self? What drives me? What's the one thing I can't live without in my life? Where do I belong? What is my purpose?*
- What gives me a strong sense of satisfaction? What excites me? If I could change anything in the world, what would it be? Who am I inside? Who am I outside? How do I spend my free time? Where is home? What does balance feel like to me? What energizes me? What feels restful to me? What soothes my heart, my spirit, my mind? What is right relationship? Whose shoulders do I stand on? Whose labor do I benefit from? How do my actions impact the Earth? What does it mean to be a part of the world right now? Where does revolution begin?*
- What does my life and my work and my being contribute? Am I truly expressing myself?*
- What do I hold back?*

Use the PLAYSheets to gather what's important to you...

The PLAYSheets allow you to play with alternate ways of thinking about and finding what's important to you-**YOUR ROOTS**. Feel free to use the format as a guide and start wherever feels the most compelling, whether it's something you like to do or a particular image or word that comes to mind when you think about your life or work. Use one side of the PLAYSheet, both sides, or make up your own format, whatever fits your particular style. Allow yourself to freely PLAY, this is not a linear journey...

when you're done playing, use the back of this sheet to gather your roots and think about how they can guide and affect you in your work, story, or project...

My Roots:

Affect & Guide my Work:

if you're ever unclear about choices to make in regards to your work or project or what direction to take, this is a good page to revisit to get in touch with your roots....

What's Important to Me?

a drawing, story or concept about something important to me or how meaning plays out in my life.

*Yates Summer time
see quiet wild nature bears
my baby deep love why is th
magical powerful
Zai matthew*

why is this important to me?
*nature as friend and teacher
tree water bears fine to make*

My Roots: My Roots: PLAYsheets **W**₁

a drawing, story or concept - how meaning plays out in my life

why is this important to me?

My Roots:

EQUALITY
word, short phrase, or desire - MY ROOT

Freedom
word, short phrase, or desire that embodies meaning for me - MY ROOT

MAMI EARTH
word, short phrase, or desire - MY ROOT

why is this important to me?

a drawing, story or concept - how meaning plays out in my life.

Gathering Meaning in my Work

why is this important to me?

Playful & Expanding

word, short phrase, or desire - MY ROOT

why is this important to me?

Allows people to use their different parts of creativity to play to what a different way.

Design that embodies the message of the book/work not just a background

what I like to do in my work, what is meaningful work, what is fun to me

www.reflectionpress.com | Radical & Relevant Children's Books : fostering a publishing a revolution from within

My Roots:

Playful, Equality, Freedom

Affect & Guide my Work:

affects graphic design: We want to support creative and expansive ways of learning that inherently support equality and freedom embedded in what words we use and how we organize thought

a drawing, story or concept about something important to me or how meaning plays out in my life.

a drawing, story or concept - how meaning plays out in my life.

What's Important to Me?

why is this important to me?

why is this important to me?

My Roots:

word, short phrase, or desire-MY ROOT

word, short phrase, or desire-MY ROOT

word, short phrase, or desire that embodies meaning for me -MY ROOT

word, short phrase, or desire-MY ROOT

why is this important to me?

why is this important to me?

a drawing, story or concept - how meaning plays out in my life.

a drawing, story or concept - how meaning plays out in my life.

what I like to do
in my work, what is
meaningful work,
what is fun to me

I like to do
what I like to do
in my work, what is
meaningful work,
what is fun to me

why is this
important to me?

why is this important to me?

My Roots:

word, short
phrase, or
desire-MY ROOT

word, short phrase,
or desire-MY ROOT

word, short
phrase, or
desire-MY ROOT

word, short phrase,
or desire-MY ROOT

why is this
important to
me?

why is this
important to
me?

what I like to do
in my work, what is
meaningful work, what
is fun to me

what I like to do
in my work, what is
meaningful work,
what is fun to me

Gathering Meaning in my Work

a drawing, story or concept about something important to me or how meaning plays out in my life.

a drawing, story or concept - how meaning plays out in my life.

What's Important to Me?

why is this important to me?

why is this important to me?

My Roots:

word, short phrase, or desire-MY ROOT

word, short phrase, or desire-MY ROOT

word, short phrase, or desire that embodies meaning for me -MY ROOT

word, short phrase, or desire-MY ROOT

why is this important to me?

why is this important to me?

a drawing, story or concept - how meaning plays out in my life.

a drawing, story or concept - how meaning plays out in my life.

We often have more resources available to us than we know.

This is an opportunity to stop and think of everything that could support your project and the places where you may need help. Check all that apply.

Monetary\$\$:

- have enough money
- secret savings
- loan:
 - friends
 - family
 - community support
- fundraising sites: kickstarter/indiegogo
- bake sales
- garage sales
- trade
- partnership
- co-op
- I'm going to do most of the work myself and with my partner or friends so don't need much money

Skilled friends who could possibly help:

- computer techy/web person
- graphic designer
- blogger
- librarian
- artist or craftsperson
- childcare, other caregiver
- accountant
- graffiti artist
- animator
- doll maker
- researcher
- people who love to read
- photographer
- muralist
- editor
- publicist
- I only know physicists and deep sea divers
- sculptor,
- do bakers count?

Time:

- have mornings available
- love evening projects
- could devote weekends for a short time
- not working right now
- use my vacation
- have very little time
- have no time at all

Things I could trade:

- cooking
- special skills
- something I have
- some place to stay
- no trade

Creative:

- author-fiction
- author-nonfiction
- poetry
- short story
- blogging
- reporting
- artist
- graphic designer
- web designer
- craftsperson

Special Skills:

- computer skills
- draw cats like a pro
- can learn from a book/website
- anything else I can think of:

Personality/Quirks:

- love figuring out how to do things
- want to support our children
- brave in the face of the unknown
- persistent
- can't stop making books
- constantly telling stories
- driven to have fun
- won't stop until it's done
- patient
- love to take classes/read books to figure things out
- never take no for an answer
- love the creative process
- on a mission
- believe can change the world
- flexible

Strong Areas:

Areas where I need help:

Traditional or Alternative Publishing?

Take the quiz below to get a sense of what is most valuable to you when it comes to getting your work published. Add up your answers to get a suggestion as to which avenue to pursue. Of course, these are only suggestions not rules.

Check all that apply:

- I am committed to green environmental values.
- I do not have very much money to put into this project. I need to make money from this work.
- I'm more comfortable with established structures and support systems that are familiar with the terrain.
- I have a complete vision of this book and want to have primary control to make that happen.
- I want to change the world with my philosophy and books.
- I am willing to take on a lot of responsibilities and decisions for this project.
- I understand that this will take a time commitment.
- I love my idea but I do not have the time or inclination to create it all for myself.
- I want to work with a group of professionals.
- I have no idea how a book even gets made.
- I need a lot of freedom. I'm used to working independently and calling the shots.
- I want to reach as big of an audience as possible.
- I want to make a classic, hardcover, full color children's book.
- I need to be free enough to be exactly who I am and say exactly what I want to say.

Add up all of the 's and the 's that you have checked:

_____ _____

higher amount of 's suggest that you may consider a traditional publisher

higher amount of 's suggest that you may consider alternative publishing through self-publishing or even becoming a publisher

even amounts....you are perhaps "*bi-publishing*" and attracted to both forms of publishing....try them out and see which way you swing

Tell A Tale...

with Maya Gonzalez, artist & children's book illustrator and author

Stories whether spoken or written down are a valuable way for us to share our beliefs and life lessons,

remember and honor our histories and communities, teach what we've learned and what we know and more. When our tales are made into books, they provide a place for our children to land and be for awhile. Books provide the opportunity to be present with and provide reflection for all of our children.

Here are a few areas of writing to consider:

- Folktales and myths we grew up with
- Personal experiences or storylines
- Non-fiction/Educational
- Curriculum/Activity
- Other

When developing your work:

- Just start writing
 - o Try not to think too much at first or worry about shape and form
 - o Think of it as crazy notes and ideas
- Verbalize it, begin telling it as a tale, especially to a child-test it out:
 - o Let it change and move around
 - o Let others affect the story
- Visualize and be present with your audience
 - o In your imagination speak directly to them
 - o Speak from your most relaxed self, be conversational
- Keep things simple
 - o What would you write if you only had 3 sentences to describe your tale?
 - o What would you let go of if you had to cut your story in half?
- Write what matters to you, what supported you the most as a child
- Write who you are
- Write what you see

Editing:

Everyone's style and process is different. This is a peek into mine.

My first draft is done when I've read my rough draft about 25-100 times

- I make changes almost every single read
- I allow large chunks of text to move about, sometimes I have all the right words just not in the right places
- I follow my storyline page to page to make sure it follows
- I notice and mark any time I feel like "stopping" when I read; I keep track to see if this continues and figure out the reason
- I don't stop rereading until I stop making changes for about 5 reads
- I take breaks, sleeping on things is my trick

My second draft is done when I've allowed 1-3 others to either read it and/or have me read it to them.

- I choose readers/listeners based on the content
 - o ie. I have educators read curriculum
- I try to be curious and open about feedback from others and not take it personally
- I generally sleep on changes I make based on other's feedback to make sure it feels like me
- I repeat the process for first draft until this draft feels done
- My work is very personal and I am so driven to create it that when I can emotionally and spiritually walk away from a piece I know I've done what I can and I have to let go

Traditional Publishers

What is Traditional publishing?

Traditional publishing is thought by many to be the Holy Grail of authorship. Someone else takes all the risk, you just write the book. It's more complicated than that...

Industry standard royalty is 8% for paperback, 10% for hardback. Sometimes you can get an advance—which is money the publisher gives you at contract signing in hopes you will earn it back in sales.

In most situations, you will need an agent to help you find a publisher. To look for an agent who is right for you, look through *Writer's Market*, *The Publishing Game: Find an Agent in 30 Days* or *Literary Marketplace*

What are the Advantages of Traditional Publishing?

You don't have to worry about the mechanics of producing the book. After some editing, your work on the book is done. You will have to do some marketing, though.

What are the Disadvantages of Traditional Publishing?

- You have no control over the product. It's rare that you are consulted over the cover, the timing of the release or the marketing of the product.
- An agent gets 15-20% of all of your checks. Your advance can be as little as a few hundred dollars. Royalties, if you earn any, are paid twice yearly.
- In most cases, YOU will still be responsible for marketing the book.

- excerpted from <http://www.spannet.org/page/faq-getting-started#publishing%20choice>

Finding Traditional Publishers:

Multicultural:

<http://spanglishbaby.com/resources/bilingual-publishing-houses/>

<http://www.ala.org/aasl/sites/ala.org.aasl/files/content/aaslpubsandjournals/knowledgequest/docs/Multicultural%20Resources%20Appendix.pdf>

LGBT & LGBT-Friendly:

<http://www.lambdaliterary.org/resources/publishers/>

a few statistics...

While Traditional publishing has its benefits it is worthwhile to really take a good look at the industry, where it is headed, what you are willing to participate in and what you will not (*refer to your roots*). There are many smaller and independent publishers who may hold similar values to you and many who participate in more green practices such as print on demand and sustainably forested materials as well as printing in the US instead of overseas.

According to one Publishers Weekly survey of five large publishers, only one in ten of their fiction books make back their advance.

Most publishers actively promote only the top 20% of their books.

In a recent report, the Rainforest Action Network said most of the top 10 children's publishers have released at least one picture book containing paper fiber linked to the destruction of Indonesian rainforests.

In the United States, half the books printed in 2002 and shipped to booksellers were returned to the publishing company to be remaindered or destroyed (Association of American Publishers).

More statistics: <http://www.bookmarket.com/statistics>

<http://parapublishing.com/sites/para/resources/statistics.cfm>



Alternative Publishing: Self-Publishing Services, Print-on-Demand Printers

What is Self-publishing? *(or becoming your own publisher)*

Self-publishing is all about YOU. You assume all the risk—you form a company, you pay for all the expenses, you make all the choices. All the responsibility for success or failure depends on you. The ISBNs are registered to you/your company, you make all the book design decisions and marketing plans.

What are the advantages of Self-publishing?

- If there is a reward, you get it all.
- You control absolutely everything about the project.

What are the disadvantages of Self-publishing?

- It is a lot of work.
- It is often confusing to those who are new. Read a lot of books. Ask a lot of questions. Some folks decide not to try and learn how to do all the tasks necessary to produce a fine quality book. That's where book packagers come in.
- It doesn't just end at producing the book. You'll need to form a company, learn how to distribute the book (by yourself or by getting a distributor) and learn how to market or else no one will know about your book.

- excerpted from <http://www.spannet.org/page/faq-getting-started#publishing%20choice>

Finding Alternative Routes to Publishing:

Author Services/Book Packagers

Besides assisting you to print your book there are numerous companies that offer assistance with graphic design, layout, editing, marketing, etc. When using these services some important things to be aware of are:

- Who owns the ISBN
if you do not purchase the ISBN directly from Bowker (myidentifiers.com) you mostly likely do not own it and will not be listed as the publisher. This means that if you chose to print the book with another service you would have to use a new ISBN.
- What exactly are you paying for
are they offering custom jobs or are you only getting to choose from templates, are they offering you services that you really need, how skilled are they, if your priority is to get the work out the quickest and the cheapest these services may come in handy if alternatively you are seeking greater quality over price and speed, you may want to consider searching out and hiring professionals in specific fields such graphic designers, illustrators, editors, etc..

<http://www1.lightningsource.com/links.aspx#AuthorServicesLinks> - lists some of these services

Print On Demand & Short Run Digital Printing

Print on Demand (POD) is service model that allows you to print only what you need when you need it. In other words, a book is only printed when a customer orders it. Short runs can be as few as 50 books or less. Both allow lower up front costs which can be invaluable especially for the new publisher just starting out.

- Lightning Source (who we use, expects print-ready files)
- CreateSpace (also offers book packaging services)
- List of book printers both POD & traditional:
<http://www.aeonix.com/bookprint.htm#anchor362837>

What is an ISBN?

“ISBN” stands for “International Standard Book Number”. The ISBN identifies a book or other book-like product (such as an audiobook) in a specific format and edition, but also the publisher.

A Few Pointers From the Slush Pile...

By Dana Goldberg, Whirligig Editorial, © 2012

What follows are some important guiding principles to help make your manuscript catch an editor's attention, and be the best it can be.

What's Your Project?

As you sit down to write, ask yourself the following questions. What is my project here? What is my objective in telling this particular story? What am I trying to accomplish or get my readers to think about? Maybe your project is to make your readers laugh. Maybe your project is to make your readers understand what it's like to live someplace else. Maybe your project is to make your readers think about the format of the book in their hands. Maybe your project is to make your readers appreciate what their elders have to teach them. Make sure every word or paragraph or poem you write serves that goal.

Good examples:

A Light In the Attic by Shel Silverstein

Press Here by Herve Tullet

Been There, Done That

Thousands of picture books are published every year, and there are no new ideas under the sun. If your picture book idea is completely original, congratulations! That's fantastic. But know that it's entirely likely that there already exists a similar picture out there in the world already. And that's okay. Do some research. If a book already exists that's similar to yours in subject, plot, etc, don't despair—figure out what distinguishes your alphabet book/immigrant story/first day of school tale and spend your energy on developing that aspect. Think about how your book is different, and why a publisher should publish it.

Good example:

Alphabet City by Michael De Feo

Show, Don't Tell

The most basic tenet of good writing. Don't tell your readers that your main character is quirky/grumpy/selfish/shy. Show them through what your character does, says, thinks, and how they react to their circumstances.

Good examples:

Any of Juan Felipe Herrera's picture books

Use Fewer Words

Perhaps Strunk and White's most important directive for aspiring picture book writers. Picture books as a form demand that you distill language down to the essence. You only have a very small number of words to tell your story, introduce your characters and make your reader care about them, resolve your plot, communicate your idea. A picture book should not, in general be longer than 1500 words at the maximum. Some of the most successful picture books have far fewer words; some have no words at all. Choose every word with care. Every word should be absolutely necessary in telling your story. This point is closely related to Show, Don't Tell.

Good examples:

The Snowy Day by Ezra Jack Keats

Little Pea by Amy Krouse Rosenthal

The Loud Book! By Deborah Underwood

Think in Scenes

A typical picture book consists of 32 pages, or 15 double-page spreads. To keep your pacing snappy, try to think about how your story breaks down into 15 chunks or scenes. You might be surprised to find that most of the action consists of one setting, over the course of an afternoon. That could present a big challenge to an illustrator. Think about how you can move your story forward in the space you have.

Let Me Help! by Alma Flor Ada

Marisol McDonald Doesn't Match by Monica Brown

Voice Is Important!

Read your story aloud. Does the narration flow smoothly? If your story only consisted of dialogue, would you be able to tell your characters apart? Do your characters speak like real people, or do they speak in an idealized or stilted way? Remember, your dialogue should sound fresh and natural, even if your style is not completely naturalistic. It's okay for your dialogue or your narrative voice to be stylized, but try to avoid stiff, generic, or outdated language.

Good examples:

Just a Minute! By Yuyi Morales

Marisol McDonald Doesn't Match by Monica Brown

Beware of Bias

As an editor, I try to be very careful to watch out for hidden "isms"—sexism, racism, ableism, etc. Sometimes, bias can surface in very subtle and unexpected ways. Read your story carefully—are the most active characters always boys? Are your characters engaged in behaviors that have a basis in stereotypes? Children are very astute and can pick up on subtle messages that are reflected in the choices writers make about their characters, dialogue, and plots. Think critically and deliberately about the choices you make as you write and re-write.

Good examples (when I say "good" here, I mean that these books, which I admire for other reasons, exhibit certain subtle biases):

Madlenka by Peter Sis

That's How! by Christoph Niemann

Writing a Knock Out Query Letter

By Dana Goldberg, Whirligig Editorial, © 2012

What is a query letter, anyway?

A query letter is your chance to grab an editor's attention and pique their interest in your story. It's what will (or won't) get them to take the next step and actually read your manuscript.

What goes into a great query letter?

A fantastic query letter is usually just a few paragraphs long—in general it should never be longer than one page. In your query letter, you'll want to do the following:

Introduce yourself and your story to the publisher—who are you and why did you write this particular story? There are thousands of children's books published every year, how is yours unique?

Explain why you're submitting your story to that publisher. This is perhaps your most important task. Publishers like to see that you're submitting your particular story to them for a reason—because you've studied their list and know, because of x, y, and z reasons why your story is a perfect match for them. Also, be sure to research the company's submissions policy, and follow it. If your story is nonfiction and they only publish fiction, for example, they won't even bother to read your submission. If you appear to have sent your manuscript to them blindly, without a clue as to what they publish, it's likely your work will end up in the “no” pile.

Demonstrate knowledge of the market. Let the publisher know that you've been thinking about marketing your book. Show them that you know that either there's no other book out there currently that does exactly what yours does, or that it covers a topic that's big right now but does it in a fresh way. If you have ideas about how to market it (i.e. with a book tour that incorporates quirky elements, with outreach to mommy bloggers, etc), let them know that, too.

What should I include with my query letter?

If you're submitting a picture book manuscript, you can generally include it (unless the publisher's submission guidelines say only to submit a query). If you're submitting a chapter book or YA novel, include an outline of the book and one sample chapter (again, unless the submission guidelines say otherwise). Offer to send along the rest of the book if they're interested in seeing more.

I'm ready to get started on my query letter! What now?

Follow these tips and you're on your way to crafting an exciting, effective query letter. Good luck! For information on which publishers and agents are interested in which kinds of work, check out Literary Marketplace: <http://www.literarymarketplace.com>

Should I become my own Publisher?

If you plan on publishing more than one book you may want to consider creating your own publishing company. Now before you run screaming...

Just what is a Publisher?

A publisher is simply the person who owns the ISBN.

Whether you plan on just publishing one book in the hopes of catching the eye of a big publisher or if you're going to be making a habit of it, when you purchase an ISBN you are the publisher. Yet, if you use any business name other than your own, there are some additional steps you'll need to take to make it more "official."

How to become a Publisher in 3 simple steps

1. Register your "fictitious business name"/"doing business as(DBA)" statement.

- register your DBA and apply for a business license with the registrar-recorder/county clerk office in the county where the business resides.

? Find help: <http://www.sba.gov/content/register-your-fictitious-or-doing-business-dba-name>

2. Purchase your ISBNs.

- purchasing a block of 10 ISBN is cheaper than buying two individually

***IMPORTANT TO NOTE:** in most cases if you do not purchase the ISBN DIRECTLY FROM THE BOWKER website (via MyIdentifiers) you will NOT be listed as the publisher. For example, if you buy through a service such as Createspace, you will be an "imprint" of them and will not own the ISBN, in that case, if you decide to take your work to a different printer you will have to use a new ISBN.

? Find help: <https://www.myidentifiers.com/isbn/main>

(this is the site where you will also enter information about each book once you assign your ISBN which allows your book to be found under "BOOKS IN PRINT")

3. Register for a Seller's Permit.

- allows you to sell goods in California and be exempt from sales tax when purchasing for resale.

? Find help: <http://www.boe.ca.gov/info/reg.htm>

? More help in setting up your publishing business:

Nolo Press has great books that help understand the startup process:

The Small Business Start-Up Kit for California

Tax Savvy for Small Business

US Small Business Association (SBA): steps to starting a business

<http://www.sba.gov/content/follow-these-steps-starting-business>

Side Note: If you decide to create your business as anything other than a sole-proprietorship it is likely you will need to get an FEIN (Federal Employer Identification Number); simply apply online with the IRS.

Now the exciting work begins...

The internet and your local library can be invaluable as you start your journey as a publisher.

Self-Publisher's FAQ - <http://www.spannet.org/page/publishing-faq>

The Self-Publishing Manual, by Dan Poynter

- great book to get an overview of the process, includes some great checklists and calendars as you prepare your book for publishing, his website also includes helpful links and tips - <http://parapublishing.com/>

The Complete Guide to Self-Publishing by Tom and Marilyn Ross

- another great book that includes helpful checklists and tips as well as marketing contact list

How To Start And Run A Small Book Publishing Company: A Small Business Guide To Self-Publishing And Independent Publishing by Peter I. Hupalo

Business and Legal Forms for Authors and Self-Publishers by Tad Crawford

There are a lot of different areas to keep track of when producing a book

whether you're working with a traditional publisher or becoming a publisher yourself. We create lists, charts, outlines and drawings to keep track of our progress and make sure we include everything we need for completion. These are some of the things we keep track of. Feel free to use this Project Overview PLAYsheet to see where your project stands, we've included some examples of the words we use to keep track of where things are as the project progresses. Use the words and designations that work best for you.

Story: *example: concept, first draft, feels close, still working, done for now, final draft*

Art: *example: concept/research, thumbnails and layouts, first roughs, working roughs, medium research and trials, finals, ready to shoot or scan*

Design: *example: concept, book layout, page layout, text/font/size/layout, bleed, printer specs, image layout, data, cover, titles, final layouts, ready to upload*

Documentation: *example: scan, 600dpi, tiff, digital photograph, high res*

Book Logistics: *example: assign ISBN, apply for LCCN, cover generator for bar code, add info to account on myidentifiers.com, decide release date, pre-reviews prior to release date*

Budget: *example: cost to publish book, retail/wholesale price of book, money raised, money needed, what's already covered (Can track in stages or overall project)*

Printing: *example: price quote, printer choice - POD, short run, traditional, set-up account with printer, ready to upload print-ready file, confirm printer requirements for files*

Outreach: *example: blogging, readings, reviews, fairs, libraries, university classes, local schools, after school programs, tours, teaching, creating curriculum, website, distribution, wholesale, press releases, something completely unknown at this point*

Art for Your Story...

with Maya Gonzalez, artist & children's book illustrator and author

Creating art, whether for a traditional publisher or for your self is basically the same.



If you're an Artist:

- Thumbnails
 - o Tiny drawings to see the overall visual sweep that moves through the whole book
- Rough sketches
 - o Blocking in text and imagery
- Final sketches
 - o Include all details
- Page Template
 - o I like to make mine out of heavy plastic sheeting from the fabric store
 - o I have also used tracing paper
- Research and test mediums
 - o It's most fun to have all the art materials you need and a moment to play freely
- Final art

Not an Artist but going to make art anyway!

- Image Collage
- Photo Collage
- Cut Paper
- Work On Photographs
- Copy and Trace
- Combination of Any or All of the Above

Working with an Artist:

- I can only speak from an artist's perspective.
 - o Find an artist whose work you love and let go

Documentation if publishing yourself:

- Scan or photograph artwork so printed resolution is 300dpi or greater (dependent on printer specifications)
- May need to seek out professional services if don't have equipment necessary

When considering a budget for your project, you may want to think about

*how to budget your money

*where you want to spend your money and where you don't

*how much money you want to raise

*how much to trade in goods or services

*financial framework to discuss each person's contribution to a project

*whether or not to make your own art even though you don't consider yourself an artist

*whether or not to get your friends to be your editors

Budget for Initial Set-up:

	an example	Estimate	Actual
Business Registration/Licenses	(\$150)		
ISBN Purchase	(\$250) block of 10		
<i>Adobe InDesign, Photoshop, etc.</i> Design Programs	(\$1500)		
<i>Hosting, Domain Registration</i> Website Setup	(\$150)		
Web Design	Self		
<i>Letterhead, Business Cards, etc.</i> Graphic Designer	Self		
<i>Office Supplies, Phone, Classes, Books, Outreach</i> Other, Misc.	(\$500)		
NEED:	(\$2550)		

Budget for Actual Book:

	an example	Estimate	Actual
Editor	<i>friends, trade</i>		
Artist/Illustrator	Self		
Graphic Designer	Self		
<i>Lightning Source, CreateSpace, etc.</i> POD Printer Setup	(\$100)		
<i>distribution channels, Ingram Advance, etc.</i> Market Distribution	(\$60)		
<i>short run, traditional run</i> Print Run	(\$75) run of 25		
<i>Selfpublishing.com, CreateSpace, etc.</i> Book Packaging Services	<i>don't need</i>		
<i>for Kickstarter or Indiegogo, other fundraising</i> Rewards/Incentives	(\$100)		
Publicist	Self		
Computer Software	(\$80)		
Other	(\$85) art materials		
NEED:	(\$500)		

I've got these big ideas, now where do I find the money to fund it?

You no longer have to rely on big investors or go into debt to fund your project, take it to your community (in person or online) and raise funds through some of these great crowd funding platforms.

Kickstarter www.kickstarter.com

We just submitted a project on here for our upcoming book, *I See Peace*. One thing you'll need to learn how to do is create a video because projects with videos have a better chance of getting funded than ones without. The kickstarter website walks you through how to set up your project and create your rewards and even gives some tips on how to make a great video. Once you finish setting up your project, you submit it for review, the Kickstarter staff reviews to make sure it meets their guidelines (takes a couple of days generally) and once approved you can launch at any time. We'll be launching ours next week, wish us luck!

? Find help: <http://www.kickstarter.com/help/school>

Other funding sources:

www.indiegogo.com

www.brainpickings.org/index.php/2010/03/10/crowdfunding-for-creativity

- lists some of the popular funding platforms

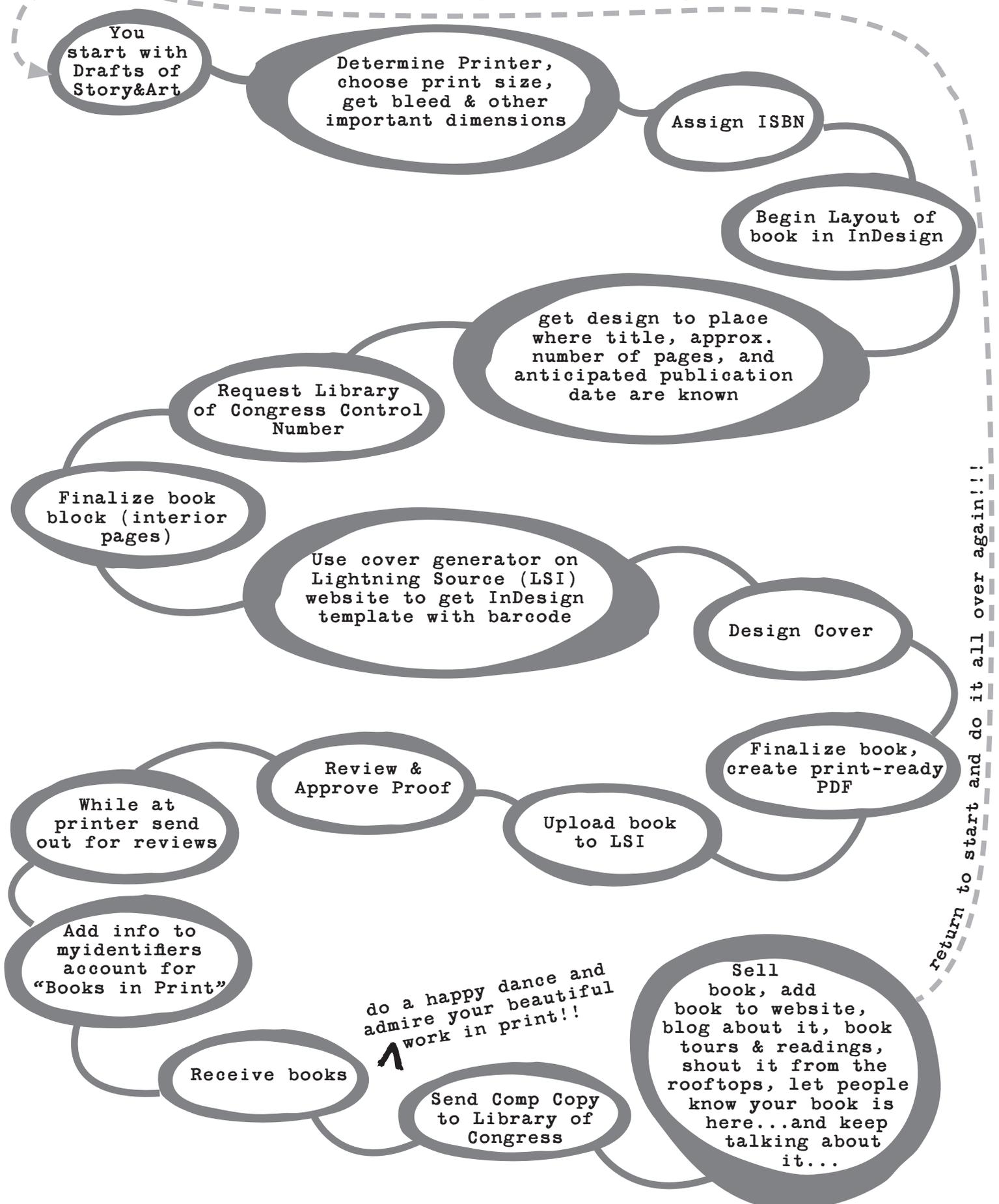
other creative fundraising possibilities - hold a fundraiser, do a raffle, make up a contest

- we know people who have done this for a master's degree, and friends did it for Maya for her medical bills

if you're determined to get your book published you'll find a way to raise the funds!

The Path to a Printed Book...

when it's all up to you



Now that you have all of this information what are your next steps?

Before you leave today, take a few moments to think about what your next steps are and commit to making them happen.

What I have:

What I need:

One thing I could do that would be the most helpful in moving my project forward:

I will do this one thing by:

The questions I still have:

Where can I find the answers, who can I ask for help?

And always feel free to email us and let us know how it's going, ask a question, let us know about your kickstarter project, or just to say hi:

Matthew - manager@reflectionpress.com & Maya- maya@reflectionpress.com