

# Write To Publish

by Fran Lebowitz, U.S. and books@jacaranda, LLP.

## ABOUT THE COURSE

If you have the *wish* to publish and the *will* to write, **Write to Publish** will help you find the way to succeed.

The course's unique approach is broken down into three parts. The first six hours of classroom time involve organizing your thoughts, pitch writing, conceptualizing, understanding genres and freeing up your creativity. The next is two weeks, mentored writing off campus. Then it's back in the classroom for six hours over a period of three weeks of prose polishing, critical skills and marketing yourself.

You'll learn how to get your foot in the door and get your work read - the first, the toughest and the most crucial step on the path to becoming a published author.

## WORKSHOP LEADERS

The two month course is presented by books@jacaranda, LLP., a literary agency in Singapore and Fran Lebowitz, a New York publishing professional with twenty plus years of experience in several aspects of the industry.

### **Fran Lebowitz:**

Having worked in New York with some of the industry giants in publishing, Fran brings to this course an expertise in mentoring both aspiring and seasoned writers in the fundamental areas of story writing. Fran's track record in the business has been exemplary. Fran is also a very successful writer. After relocating to Singapore a decade ago Fran wrote a best seller in Singapore. Fran's unique mix of wearing different hats as a successful publisher, agent, and writer makes her an expert in the know-how of writing fiction, non-fiction and childrens' books.

Fran's New York Times bestsellers include the authorized Linda McCartney biography written by Danny Fields that turned into a mini series, the autobiography of David Helfott, the subject of the movie Shine, Animorphs, and Hanson. Her success in this paperback genre allowed her to nurture talented first time authors. Two writers plucked from obscurity were finalists for the prestigious American Book Awards – Jack Gantos and Chris Lynch.

## COURSE OUTLINE

### **WEEK ONE – 23 Oct: Business of Publishing**

An overview - the industry, the divisions, the market.  
The importance of pitch. Marketing yourself.  
How to get an agent. Breaking in.  
Dealing with rejection.  
A little about the children's book market

### **WEEK TWO – 30 Oct: Foundations of Writing Something Saleable**

Check your VIP – Voice, Insight, and Perspective.  
Trends – what's hot, what's not, what's coming back.  
The importance of finding a place on the shelf.

### **WEEK THREE – 6 Nov: The Workout.**

Verbal gymnastics.  
Shedding those unwanted inhibitions.  
Method acting for writers. Vocabulary.  
Whet your wit, loosening up and getting improvisational.

### **WEEKS FOUR and FIVE - SELF-GUIDED WRITING WITH MENTOR SERVICES.**

Comments will be provided on sample chapters or manuscript submitted by a deadline.

### **WEEK SIX – 25 Nov: Sharing the material.**

Compatible writers to team up and assist one another.  
What was working, what wasn't.  
Write a pitch for your own work.

### **WEEK SEVEN - 2 Dec: Meet your partner.**

Learning to speak critically and precisely.  
Self editing techniques.  
Verbal pitch. Read it and we'll tell you if we'd buy it.

### **WEEK EIGHT – 9 Dec: Read your final piece.**

Silent vote: Who Will Be the Next Published Author.  
Winner of vote receives free **mentoring** from the Write To Publish Agency.

## TIME

7.00pm to 9.00pm, 2 hours per session  
Light refreshment will be provided.

## VENUE

Geylang East Community Library  
50 Geylang East, Avenue 1

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## COURSE ADMINISTRATION

### Registration Fees

S\$700nett per person

### Ways to register

1. Register online by visiting [www.bookcouncil.sg/clap.htm](http://www.bookcouncil.sg/clap.htm)  
or
2. Complete the form below and fax it to **(65) 6742 9466**.

### Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for substitution must be made on/before 13 Oct 2008. A cancellation charge of 25% of the full course fee is applicable for cancellations made after 13 Oct 2008

### Payment

Payment is required before the course commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration.

### Mailing Address

National Book Development Council of Singapore  
c/o Geylang East Community Library  
50 Geylang East Avenue 1  
Singapore 389777

### Enquiries

Email : [clap@bookcouncil.sg](mailto:clap@bookcouncil.sg)  
Tel : (65) 6848 8290

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## ABOUT THE ORGANISER

NBDCS is a non-profit umbrella body inaugurated in 1969 to promote storytelling, reading, writing and publishing, with a current objective to establish and develop Singapore as the Asian centre for publishing and the literary arts. NBDCS brings Singapore book industry and literary community together through industry events, courses, seminars, conferences and author lectures. NBDCS has been organising the prestigious Singapore Literature Prize since 1990 and also manages the Centre for Literary Arts and Publishing and Singapore Writers Centre

## Registration Form – Write to Publish

Mr/Mrs/Ms/Dr \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_