

BAIPA September 2011

Q&A

What makes a good book cover

- Marsh Theater, Berkeley incubates one person performances or plays
- Can also use skills for web video
- Can also give talks or adult ed courses to build the content for new books
- Every minute, 48 hours of video is uploaded to Youtube.com
- Put keywords and domain names in the titles and descriptions of your videos
- Grammar book is yellow
- Keep in mind your genre and what other covers look like. You want to stand out but be recognizable to genre buyers
- Writers are not often designers. Learn about fonts from professionals or from looking at other books to find fonts that work for you
- Use Flickr.com but check licensing for your specific use, or use stock agencies and read the license carefully

- Do changes to the book cover require a new ISBN? — No, you have not changed the text
- Do you need permission to use a quote on the front cover of your book? — It's prudent to make sure you have permission
- Do you need permission to use another book's title in a blurb? — No, titles are not copyrightable
- Lee Foster showed the app with gadget from Square.com for taking credit card payments on your smartphone

Introductions: Who was there?

- Graphic designer and video expert
- Book editor and author
- Author with book that just came out
- Author who speaks and consults with lobbyists
- Novelist whose 2nd book is out next month
- Developmental editor
- Blogger and writer's coach
- Author of 4 books with 2 more coming out
- Short story writer
- Author of science and religion books
- Intellectual property lawyer and blogger
- Printing broker
- Poet with several books out this year
- Poet with a new book out
- Lawyer interesting publishing law
- Author working on historical novel
- Poet and photographer with book out this week
- Author with second edition of book just out
- Printing broker for overseas printing
- Author with 4th book of historical nonfiction
- Author of new book who has gone from "overwhelm to action" via BAIPA
- Photographer with first inspiration book
- Software developer who creates book apps
- Author of children's picture book
- Travel journalist/photographer with many books
- Author of 40 books who also consults
- Printing and publishing consultant
- Author working on novel
- Author of spiritual psychology books
- Book designer
- Book designer and blogger

Announcements

- Arrangements for Sonoma County Book Fair
- Arrangements for NCIBA show
- Redwood Writers conference coming up
- South Bay Writers e-book workshop coming up
- Street fair coming up in San Francisco

Speaker: Sallie Goetsch Turn a Blog into a Book

- Use a blog as the first draft of a book
- Started with Blurb.com blog "slurper"
- There are also plugins for Wordpress that will dump your blogs to a file, but it's not a book
- To put blogs together into a book you'll need editorial intervention
- Using tags and categories will help sort your content
- Use mind mapping software to organize your content in pieces to populate the mind map
  - Freemind is free and open source
  - Mind manager is excellent but expensive
  - Use mind mapping to experiment with different ways to organize your content
- Then moved the content pieces from the mind map into Word for editing
- You need to be careful moving text between word processing and HTML-based systems
- Formatting is very important to make your book look professional to readers
- Blogging tools are much better today
- Wordpress uses categories and tags
- Anything you can do at the beginning before you start writing lots of blog posts will help later when it comes time to organize
- You can also use Wikis to get other people involved in developing your content
- You need an editor to make your blog posts coherent
- Wordpress has better and more sophisticated tools than Blogger
- You don't need to worry about having content on your blog that you put in the book, they are different ways to communicate with readers
- Your blog will build the audience for your book, not take away from it