

Westercon 56 Presents

COMMERCIALIZE YOUR CRAZY IDEAS

(or The Business of Writing)

by

JACQUELINE LICHTENBERG and JEAN LORRAH

Wednesday, July 2, 2003

10 a.m. – 5 p.m.

SeaTac DoubleTree Hotel

18740 Pacific Highway South, SeaTac, WA—1-206-246-8600

Two award-winning, published writers of science fiction and fantasy will introduce you to ways to include a marketing perspective that keeps readership firmly in mind while developing writing projects.

Topics will address the following:

- ✦ How to decide what ideas will sell
- ✦ When and how to get an agent
- ✦ How to choose a publisher to submit your work to
- ✦ What do you really need to know about contracts?
- ✦ How much self-promotion can or should you do?
- ✦ Using mailing lists (listservs) to share promotion ideas without drowning in social chat
- ✦ Which writers organizations to join and what they can and cannot do for you
- ✦ The electronic publishing contract
- ✦ Taking your own writing as serious business
- ✦ Keeping records for IRS purposes
- ✦ Incorporating: How to decide if and when you should, and one gigantic pitfall to avoid

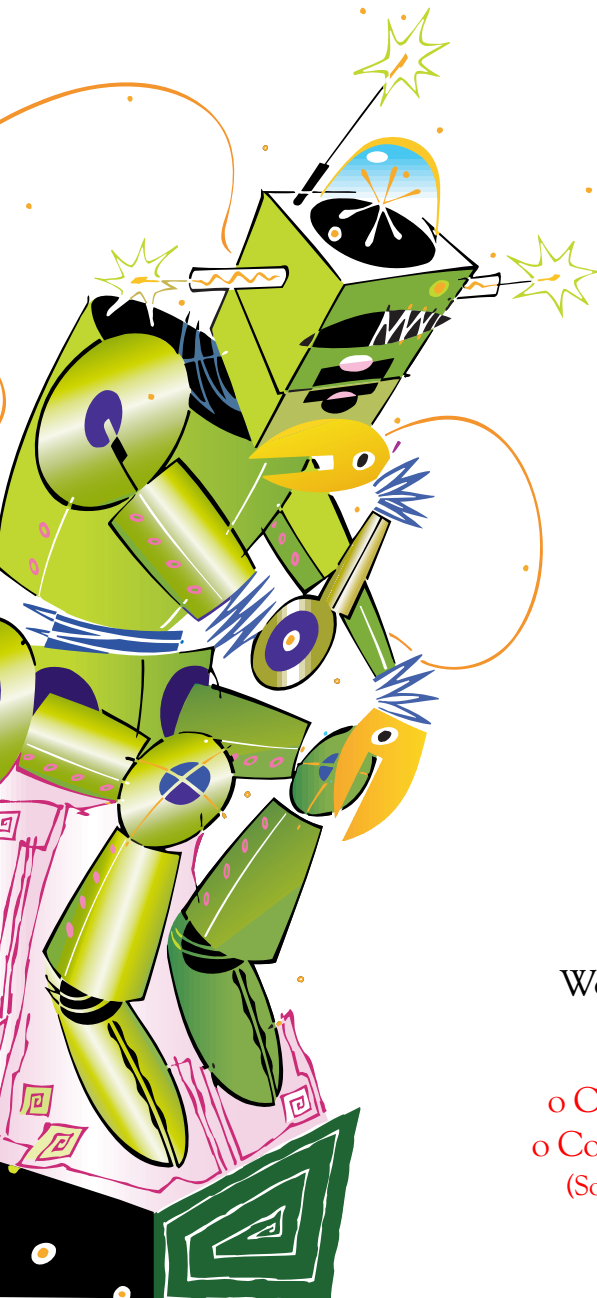
(Topics will be covered as time and interest permit.)

Workshop attendees will be able to go to a pay-your-own-way dinner with the authors of the workshop.

- o Cost of workshop to current members of Westercon 56 - \$75
 - o Cost of workshop and full membership to Westercon 56 - \$115
- (Sorry, you must be a full member of Westercon 56 to attend this workshop.)

Please print the registration form on page 2, check the appropriate box, fill in the information and mail to the address shown.

(Note: one form per person)



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Registration

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Make your check for the amount checked above to Westercon 56 and mail it to:
(Paypal accepted on website)

Westercon 56
P.O.Box 1066
Seattle, WA 98111

(Note: one form per person)

Name _____

Address _____

City _____ State/Prov _____ Zip/pc _____

Phone(_____) _____ e-mail _____

Westercon membership number _____

(If you received Westercon Progress Report #2 in the mail, your membership number can be found on the mailing label or you can write to registration@wester56.org to find out if you are already a member.)

Use e-mail as my primary source of contact from Westercon 56.

Web: <http://www.wester56.org>

e-mail: info@wester56.org