

# Picture Books: From Concept to Completion

# **Publishing basics**

Publishing is a business

Genera

Board book

Picture book

Early reader

Middle grade

YA | Young Adult

# What is your favorite book?

Organizations & Conferences

Networking

SCBW11

Writing and Illustrating for Young

Readers<sup>2</sup>

Printing

Signature

Limitations

Possibilities

Book anatomy

Spine

Spread

Gutter

Dust jacket

Endpaper

#### Idea

A starting point

How can I prevent the publishing companies from stealing my idea?

#### Interpretation

Visualization tools

Storyboards

Overview, Planning, Flow

**Dummies** 

Scale , Page turn

**Anticipation** 

Revision

Who wants to read what you wrote and/or illustrated?

# Finding a publisher or agent

Where to look

Writers and Illustrators Guide

**Book spines** 

Industry blogs

Jacketflap<sup>3</sup>

Children's Book Council<sup>4</sup>

Bookstores

Libraries

Submission

Slush pile

Agent

Publisher

Self publishing

sen pablishing

Submission guidelines

example: Andrea Brown<sup>5</sup>

How do I find an illustrator so that I can submit my picture book manuscript?

# Waiting

## Rejection

#### Sold!

#### **Contracts**

Be smart, get advice

Who chooses the illustrator for my book?

# **Content production**

Time frame

# At the publisher

Why does it take so long for my book to be published after it is under contract?

Book design and production F&G's and ARC's Printing Shipping

# Marketing & promotion

Send to Reviewers
Industry Journals
Horn Book Magazine<sup>6</sup>
School Library Journal
Bloggers

Who reads reviews?

Trade shows/Conferences
Book Expo America
ALA – American Library Association
School visits
Speak at conferences

#### Distribution

Maintain a blog

**Book signings** 

**Bookstores** 

**Buyers** 

Remainders

Shelf space

Online

Sales

Libraries/Schools

Worldcat.org7

How soon until I am rich?

### **Payment**

Advance against royalties

For more Information<sup>8</sup>

<sup>3</sup> http://www.jacketflap.com

<sup>4</sup> http://www.cbcbooks.org > about > cbc member list

<sup>5</sup> http://www.andreabrownlit.com

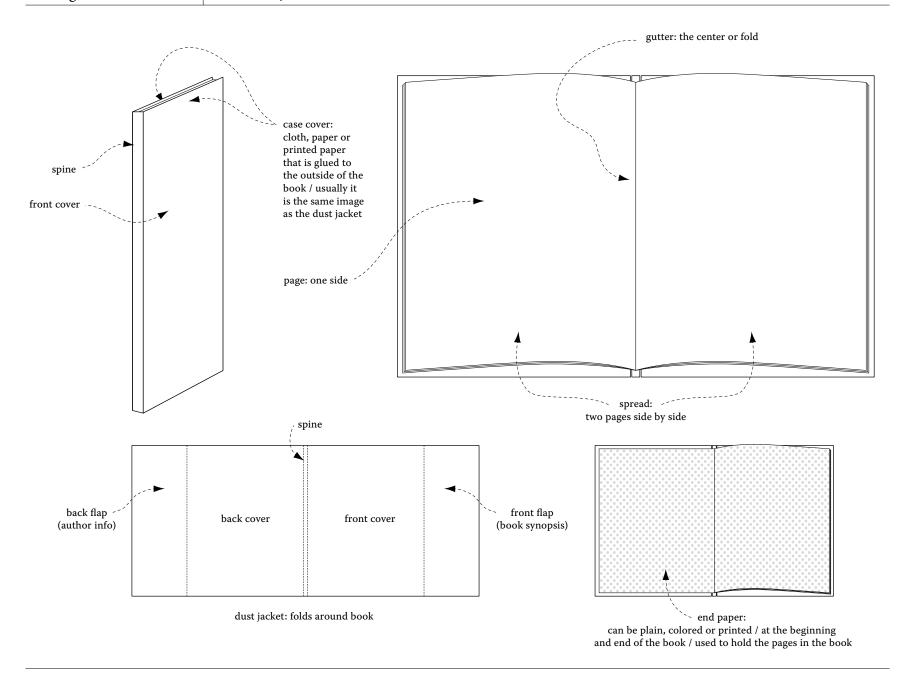
<sup>6</sup> http://www.hbook.com > Resources > Librarians > Recommended books > Fantasy and Science Fiction

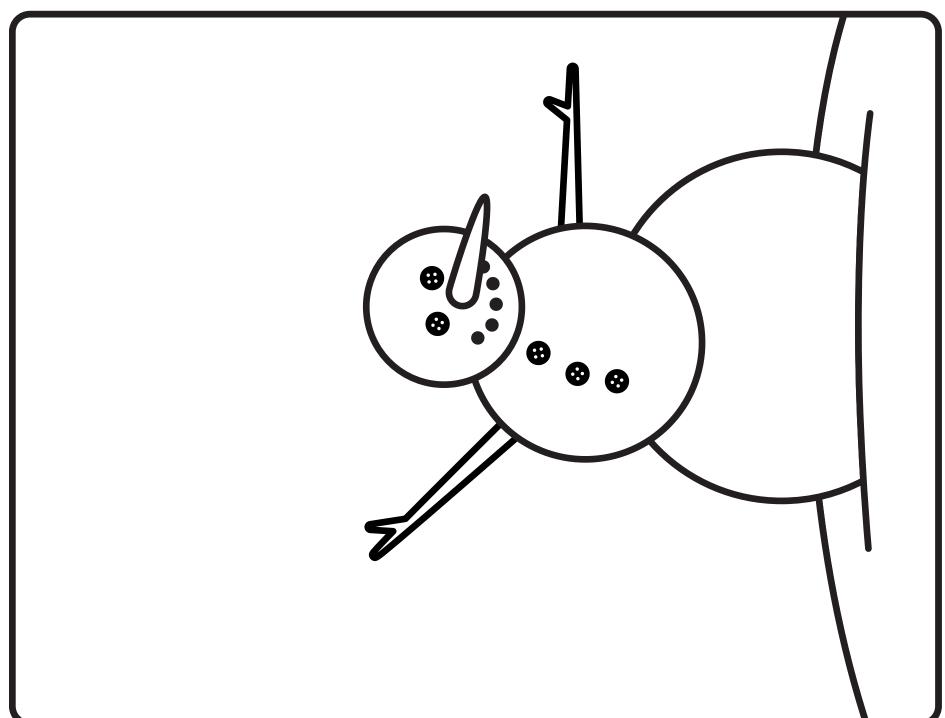
<sup>7</sup> http://www.worldcat.org/

<sup>8</sup> http://www.scottefranson.com

<sup>1</sup> http://www.scbwi.org

<sup>2</sup> http://www.foryoungreaders.com/





A Snowman for all Seasons | You choose the season