



Peter Cowan Writers Centre Inc. proudly presents

The Pro's and Con's of Self-Publishing

Supporting writers of all ages and abilities

A three hour workshop with

Glennys Marsdon

Saturday 11th August 2018 1:30pm-4:30pm

Places in this workshop are limited, so don't miss out!



The Pro's and Con's of Self-Publishing with Glennys Marsdon (SPGM1)

Technology has made self-publishing significantly easier, now anyone can create and upload a book within hours. But what does it take to be a successful self-publisher? More importantly how can you avoid the pitfalls and scammers?

Consumer psychology consultant, columnist and author Glennys Marsdon is passionate about making sure vulnerable consumers don't get taken advantage of. During her time on the Consumer Protection Advisory Council she learnt the formulae used by scammers. Recently she has become aware of scammers entering the self-publishing arena. These insights plus her own 10 year experience in self-publishing form the basis of this workshop.

This is not a workshop about the nuts and bolts technical aspects of self-publishing. Instead participants will come away with an understanding of:

- The benefits of self-publishing
- Tips on how to maximise the benefits
- The pitfalls of self-publishing
- How to avoid scammers and other costly mistakes
- The personality of a successful self-publisher
- Case studies of successes
- Time to ask specific questions

Glennys Marsdon

Her first short story won first place in the Stirling Literary Award 2008. Her first *novel 50 Ways To Grieve Your Lover* has been used in international disasters such as the NZ Pike Mine Disaster, and resulted in her being profiled in a worldwide competition run by Seth Godin about people making a difference. She has published six books, has a monthly column, and her blog is read in over 60 countries.

Glennys Marsdon's passion for people and solving problems saw her train as a consumer psychologist. She then spent 25 years helping organisations with their brand/advertising campaigns, KPI development, new product, customer service and employee research, before opening her own consultancy, The Customer's Voice in 2000. Her research has been behind many products we still use today, and instrumental in various Ad campaigns and social issues including drug abuse, domestic violence and higher education. In 2012 she was nominated for the Telstra Business Women's Award and she now sits on several boards. She is also the Australian Society of Authors Professional Development Office in W.A.

Remember to bring your pen and some paper.

REGISTER NOW. [Click Online Entry Form and complete.](#) Please note that you can also pay **online**.

Cost: \$38 for Members

\$48 for Non-Members

Venue: ECU Joondalup Campus, Edith Cowan House, Building 20, 270
Joondalup Drive, Joondalup WA 6027

(Parking: From Lakeside Drive to Deakin Road Car Park 14 Visitors area
near Gymnasium and Child Care Centre; free at weekends)

[Click ECU Map](#)

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www.pcwc.org.au