

# Publishing & Publishing Contracts Workshop

Stephen Dedman

Held for the PCWC four centres' participants  
on 10th December 2022

## Reasons to write and publish

The workshop covered the full spectrum of the publishing process, challenging the writers to consider WHY they want to write, and WHY they would like to be published, as publishing is just one aspect of the artistic pursuit of writing.

Writers were prompted to construct lists of -

- a) Why they write and,
- b) The reasons they want to publish their work

Following this, writers were invited to notice which motivations featured in both lists, and then to rank their reasons. Writers were urged to keep a copy of these lists and to refer to these whenever their motivation to keep writing and working toward publication cooled.

## The importance of the synopsis and the elevator pitch

Writers created a synopsis and an elevator pitch, sharing the latter with the group. The importance of the synopsis was explored – with many publishers not reading beyond the synopsis itself. The synopsis needs to capture the interest of the editor or agent.

## Different types of Publishing Contracts

Writers were provided with real publishing contracts to look over, and discussed important topics such as the book sales process, indie publishing, and royalties.

## What was gained

While the workshop was very educational and interesting, its greatest strength was that it wasn't just based on theory.

Stephen Dedman was able to apply his real-life experiences to the topics being taught. He has been writing for many decades and could provide accurate insights into the different ways to achieve publication, what pitfalls can occur along the way, what issues publishers are facing locally and overseas and what to expect financially re: royalties and income streams. Writers were urged to be realistic about their ability to make a living from writing, with the average Australian writer making approx. \$18,000 per annum. The majority of writers do not earn an income from writing.

Writers were invited to calculate probable earnings to consider how much they could write per day, how many words they sold (on average) and how much they were paid per word.



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