

Workshop on Self-Publishing – Module Outline

by Roslyn Fuller

Module I – Getting Your Work Into Print

- I. Should you Self-Publish?
- II. Preparing your Manuscript
- III. Preparing your Jacket
- IV. Finding an ISBN
- V. Finding a UPC
- VI. Finding a Printer
- VII. Pricing
- VIII. Checking Proofs
- IX. Legal Issues

Module II – Selling Your Product

- I. Distribution and How to Make it Happen
- II. Marketing Tools
- III. Developing a Marketing Strategy and the “Elevator Pitch”
- IV. Feedback
- V. The Support Group

Roslyn Fuller – Short Bio

Roslyn Fuller was born and raised in Ontario, Canada. As a teenager she moved to Germany where she studied law at the prestigious Georg-August-Universitaet in Goettingen. After passing the First Bar Exam, she took a position at the Embassy of the Federal Republic of Germany in Dublin, and a post as a PhD student at Trinity College.

She self-published her first book, *ISAK*, in 2005 which has sold hundreds of copies around the world. She is currently working on her second novel, *Frustration of a Line*.

In addition, she writes a substantial amount of legal non-fiction and has had articles published in major legal journals. She also gives seminars in public international law at Trinity College.

Roslyn moved to Dublin in 2006 and co-founded the Irish Writers’ Exchange in 2008. She currently contributes to a weekly book review column in Metro Eireann.