

HOW TO STAND OUT: A DEEP DIVE DISCUSSION

with Pamela Jeffs & Lauren Elise Daniels

Manners & Etiquette in a Competitive Industry

- Editors, publishers, agents are overworked—respect their time, say thank you
- Pay it forward, share others' news, and give a hand up
- No AI-gen content—theft of others and yourself/ability to discern quality
- Create a supportive community around you
- Arts are not about ego—about love, vision, expansion of community and thinking

Follow Format & Submission Guideline—Send Professional Vibes from the Start

- Shunn example: <https://www.shunn.net/format/>
- Dialogue formatting (ref. Marcy Kennedy and Louise Harnby)
- Understand role of editors and publishers—they're not writing teachers

Self-Publishing & Traditional Models: It's a Business

- Set up a self-publishing 'press', hire accountant/create website/manage your social media platforms
- Hire professional beta readers, editors, cover artists, mentors
- No AI-generated material, even as promotion, or you may be met with silence
- Invest in learning how to market: newsletters/YouTube channel/social media
- Establish ARC reading teams and opportunities for community engagement
- Attend writing events, award ceremonies and conferences—network
- Look for opportunities to promote your work to broader audiences, e.g., collaborating with other authors in your genre

Educate Yourself

- Workshops: Brisbane Writers Workshop, Gold Coast Libraries in November, QWC and other state WCs, AUS Writers Centre
- Events: QPoetry, SwanCon, Brisbane Writers Group Convention, ComicCon, GenreCon, Conflux, Continuum, Asylumfest, MonsterFest, Capital City and other cities' Writers Festivals
- Memberships: State Writers Centres—QWC, Society of Australian Authors, Australian Science Fiction and Fantasy Writers, Australian Fairy Tale Society, Australasian Horror Writers Assoc, Romance Writers of Australia
- Awards: Aurealis, Ditmar, Australian Shadows Awards, Scarlet Stiletto Awards, Otherwise Awards, State Literary Awards
- Publishers: Hawkeye Publishing, Interactive Publications Pty Ltd, Black Hare Press, Brain Jar Press, Severed Press, Cohesion Press, Pantera Press, Hachette

- Periodicals: *Grimdark*, *Aurealis*, *Midnight Echo*, *P'rea*, *Specul8*, *Island*, *Meanjin*, *Griffith Review*, *the Lifted Brow*, *Kill Your Darlings*, *Voiceworks*, *Overland*, *Quadrant*, *Westerly*, *HEAT*, *Seizure*, *Australian Book Review*, *Cordite*
- Social media groups: FB, 20Booksto50K, Learn Self-Publishing Community
- Agents and Contracts: Alex Adsett Literary Consultancy Service, Australian Literary Agents Assoc: <https://www.austlitagentsassoc.com/>

✚ Services

- Scribophile: <https://www.scribophile.com/>
- Fiverr: <https://www.fiverr.com/>
- AJC Publishing: <https://www.ajcollins.com.au/australian-beta-readers/>
- Pikko's House: <https://www.pikkoshouse.com/services/beta-reading/>
- Element Editing Services: <https://www.elementeds.com/beta-reading>
- Self-Publishing/Production: IngramSpark: <https://www.ingramspark.com/>

✚ Facebook Groups: Beta Readers & Critique Partners

- <https://www.facebook.com/groups/professionalbetareaders/>
- <https://www.facebook.com/groups/1782619931753141/>
- <https://www.facebook.com/groups/1662819743977604/>

✚ Find an Editor

- IPed.: http://iped-editors.org/Find_an_editor.aspx
- Editorial Freelancers Association: <https://www.the-efa.org/>
- Chartered Institute of Editing & Proofreading: <https://www.ciep.uk/>
- Editors of Colour: <https://editorsofcolor.com/>
- Freelance Editors Network: <https://www.fen.net.au/>
- Ask a Book Editor: <https://www.facebook.com/groups/1754530731241951>
- Editors' Assoc of Earth: <https://m.facebook.com/groups/327917224031132>

✚ Editors' Rates

- IPed. http://iped-editors.org/About_editing/Editors_pay_rates.aspx
- EFA Hourly Rates: <https://www.the-efa.org/rate-survey/>
- CIEP Hourly Rates: <https://www.ciep.uk/resources/suggested-minimum-rates/>
- Kat Betts' Rates per Word: <https://www.elementeds.com/rate-faq>
- MEAA: <https://www.meaa.org/download/recommended-freelance-rates/>

✚ Associations & Societies

- Australian Society of Authors: <https://www.asauthors.org/>
- Romance Writers of Australia: <https://romanceaustralia.com/>
- Australian Science Fiction Foundation: <https://asff.org.au/>

- Horror Writers Association: <https://horror.org/>
- Australasian Horror Writers Association: <https://australasianhorror.com/home/>
- Australian Crime Writers Association: <https://www.austcrimewriters.com/>
- Society of Children's Book Writers & Illustrators: <https://www.scbwi.org/>
- Publisher's Marketplace: <https://www.publishersmarketplace.com/>

Your Presenters:

Pamela Jeffs, author/publisher: www.pamelajeffs.com

Lauren Elise Daniels, editor/author: www.brisbanewriters.com



Brisbane Writers Workshop