

Xania Masterclass for Self-Publishing Authors

Wednesday 28th Feb 2024 7 - 8pm virtually
Wednesday 6th March 2024 7 - 8pm virtually
Wednesday 13th Feb 2024 7 - 8pm virtually
Wednesday 20st Feb 2024 7 - 8pm virtually
Wednesday 27th Feb 2024 7 - 8pm virtually

Presentation modes

1. Slides for audience read along

Week 1: Foundations of Writing

Session 1: Introduction to the masterclass (Tim Mwangi - 10 minutes)

- Welcome and overview of the program
- Setting expectations and goals for participants

Session 2: Traditional vs. self-publishing (Tim Mwangi - 15 minutes)

- Pros and cons of traditional and self-publishing
- Making the right choice for your book

Session 3: Discovering your writing voice (Ruth Kimani - 25 minutes)

- Understanding the importance of a unique writing voice
- Practical exercises to help authors find their voice

Week 2: Writing Techniques and Styles

Session 4: Writing styles and genres (- 25 minutes)

- Exploring various writing styles
- Choosing the right genre for your story

Session 5: Advanced writing techniques (- 25 minutes)

- The role of technology in writing

Week 3: The Art of Editing

Session 6: Self-editing techniques (Tim Mwangi - 15 minutes)

- Tips for effective self-editing
- Common pitfalls to avoid
- The role of technology in writing

Session 7: Working with editors (Tim Mwangi - 15 minutes)

- The role of professional editors
- How to communicate with editors for the best results

Session 8: Book cover design (Grasig Designs - 25 minutes)

- What is an ISBN and why it's essential
- Understanding book metadata for discoverability

Week 4: Publishing and Legal Aspects

Session 9: Understanding copyright and plagiarism (Becky Kathurima - 25 minutes))

- Importance of copyright protection
- Avoiding plagiarism in your work

Session 10: ISBN and book metadata (Tim Mwangi - 25 minutes)

- What is an ISBN and why it's essential
- Understanding book metadata for discoverability

Week 5: Book Marketing and Author Branding

Session 12: Building your author brand (Ruth Kimani - 15 minutes))

- Establishing a strong author brand
- Connecting with your target audience

Session 13: Effective book marketing strategies (Robert - 30 minutes)

- Pre-launch marketing
- Social media, book reviews, and collaborations

Session 14: Q&A and final thoughts (Tim Mwangi - 15 minutes)

- Addressing participant questions
- Recap and final insights