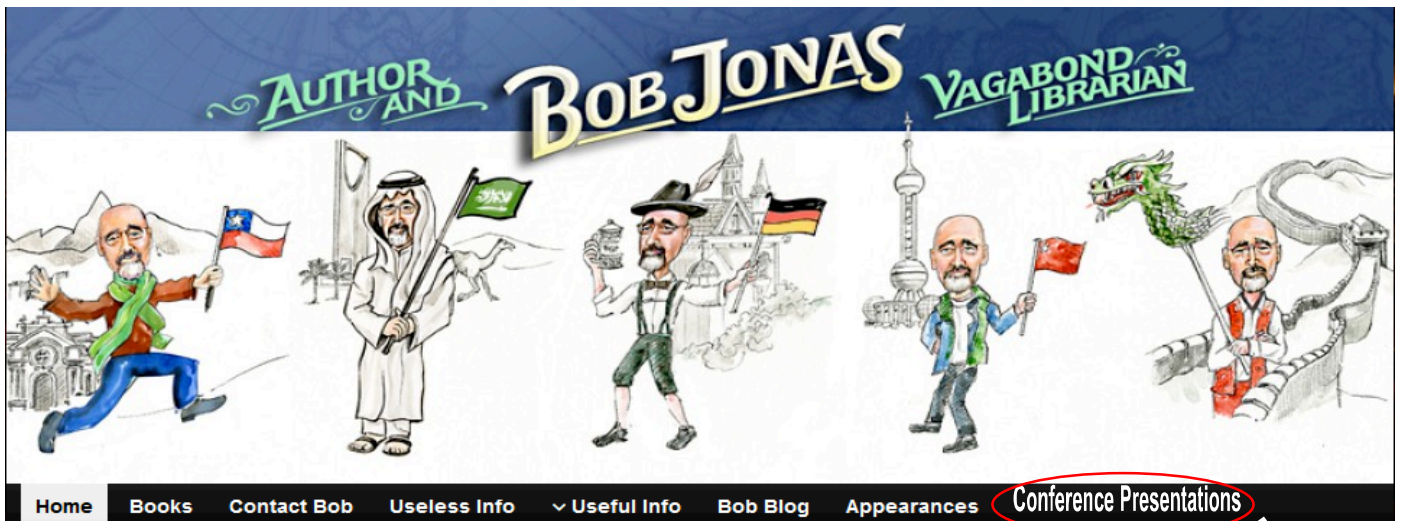


WLMA Workshop: *Indie Publishing(2):* (*Specific Content Areas*)



<http://www.vagabondlibrarian.com>

The following are all areas I introduced to my students. It was an amazing way to get kids thinking about what goes into the making of a book, electronic and conventional, publishing mechanics, as well content. Writing workshops, how to write a book, was never the focus of what I did.

1. Graphic Design

- a. Cover
- b. Front matter
- c. Trim size, paper color, font, margins

2. Marketing

- a. Contests
 - i. Goodread's *give aways*
 - ii. Facebook Author Page contests
- b. Reviews
 - i. How to search for YA blogs, reviewers on Amazon, and in your own community
- c. Social Media
 - i. Facebook, Pinterest, LinkedIn, email, Twitter, Youtube etc. etc. sky is the limit. Choose ones you think would benefit your marketing efforts

3. Website

- a. Blog
- b. Contests
- c. Suggested authors, books, and author blogs

4. Advertising

- a. On Facebook
- b. Google
- c. Goodreads

5. Writing opportunities to get a book to market

- a. Synopsis
- b. Query letter
- c. Summary
- d. Reviews
- e. Asking for help

6. Research

- a. Adwords and keywords and ways to get your book noticed
- b. Compressing and expanding searches
- c. Use of advance searching tools

7. Publication help

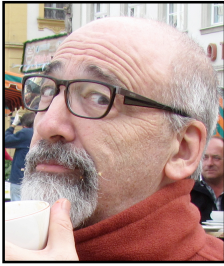
- a. Copyeditor
- b. Proof reader
- c. Readers
- d. Books, blogs,

8. Librarian psychoanalysis

- a. Self esteem
- b. Tough skin
- c. Believe in yourself
- d. Persistence

9. Ebook and issues specific to their editing and publication

WLMA Presenter: Bob Jonas
Author/Storyteller/Librarian/Traveler



Bob Jonas has been a school librarian for twenty-one years—four in Beaverton, Oregon and seven in China—Shanghai, Beijing, and Hong Kong. In South America he worked for three years in Santiago, Chile, and then three years in Riyadh, Saudi Arabia. Bob's final overseas post was in Erlangen, Germany. As of this writing he has been retired for fifteen days.

As a storyteller, writer, and librarian, he motivated, inspired, stimulated, stirred, cajoled, provoked, and did what was necessary to instill a love of reading in kids on four continents. As an author he hopes to continue his quest—in one degree or another—for as long as there are kids waiting to be inspired.

Although he has left the work-a-day world behind, he has a mountain of work yet to do. He and his wife Susan—recently hired as the new high school librarian on Vashon Island, WA—will be camped out on the island where he will write every day, she will go to school every day, and where he has promised to have dinner waiting when she returns from a hard day—of this promise she still has a few doubts. Bob is now booking conference presentations and school visits for 2015/16—still darn cheap.

As an author he has explored many forms of writing over the years. After becoming a school librarian the focus of his writing shifted to YA literature, the perfect age audience from which to share an enormous well of experiences gained working overseas.



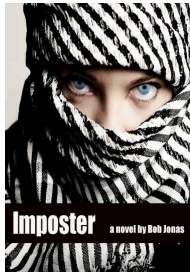
ChinAlive, his first YA novel, focuses on a teenager attending a school in Shanghai. Jonas loves seeing the world through the eyes of kids who are relocated to countries where they have little knowledge, and at times find themselves on the edge of political intrigue, government overthrow, and unrest.

Charlie Evers is a tenth grade student at an international school in Shanghai, China. After Ignoring all warnings about Chinese Internet censors, he navigates to sites that look informative but shred the government on politically sensitive issues. As a teenage American student he thinks he is safe. He will never finish his last research assignment

The illusion of safety is ripped away when Charlie is taken. Imprisoned onboard an old riverboat, a seven-day journey up the Yangtze River catapults him deep into China's turbulent past, to a buried mountain fortress. This is the headquarters of ChinAlive, a Democracy movement he never imagined, with a mission the world thought long dead--the overthrow of the Chinese government.

The life Charlie Evers took for granted is over. His new life—that of a conspirator, terrorist, and refugee—is certain to earn him a date with the executioner. But the bullet will not be free. Charlie's family will be charged if they wish to reclaim his body, but only if they are still alive.

***ChinAlive* is Available on Amazon, Kobo, Barnes & Noble, Powell's, and just about any online store in both electronic and paperback editions.**



Imposter, his second YA thriller—this time set in Saudi Arabia—continues his exploration of the world as experienced by his students, again finding danger in a part of the world with which they have no familiarity.

In a more tolerant world, Zane Walker's charade would have been ignored. In Saudi Arabia, a sixteen-year old boy masquerading as an online cleric cannot be ignored. In a media studies class he is taking at an international school, he is to create media personae, an online presence using social media. One student creates a new product. One creates a service. Another creates a non-profit to raise money and awareness. Zane Walker creates an international incident.

His interpretation of the assignment, because of its incendiary possibilities, was never to go live, like those of his classmates. Somehow, inexplicably, it does. He now has thousands of followers, thinking his fatwas—religious edicts—are coming from a scholarly Muslim cleric. To many, he is leading a long overdue Islamic reformation.

When the religious police show up at his western compound with a decree to detain him, the only reformation they are interested in is his head on a plate. The truth of his efforts, that he was set up by a terrorist cell to create discord between the United States and Saudi Arabia, may not be enough to quell the wrath of the religious establishment, the Royal family, and the worldwide condemnation for his disrespect.

Launch Date for *Imposter*: Fall, 2015