

books, and I am a sessional tutor. Basically, when they'll have me, I teach in the Writing Dept at UC, in the Faculty of Arts and Design.

*Anything else you'd like to add?*

Some people may know me by the name Rebecca Halpern. It's a long story, but I've gone back to my actual name now. More than anything else, I'm on cloud nine. I love children's literature, and to be able to have something in print is a dream come true!

*Would you like to promote one of your children's book titles? By writing about the process you went to in order to get your book published, you'll be fascinating and informing Buzz Words readers and also publicising your title! Send your blurb (to 275 words) to [dibates@outlook.com](mailto:dibates@outlook.com)*

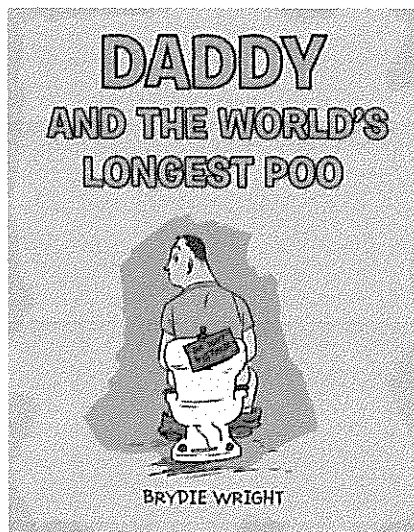
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## A FOOT IN THE DOOR

An interview with **Brydie Wright**

*Can you tell readers about your latest book? Is it your first?*

My first picture book for children (and the adults who read to them) is *Daddy and the World's Longest Poo*. It is a quirky book for preschoolers and early primary readers, revealing the truth



behind 'toilet procrastinators' and why they spend so much time on the loo. It is told from the perspective of a little boy who worships his daddy and spends ages looking for him. What exactly is Daddy doing in the toilet and what does Mummy have to say about it? The conclusions the little boy draws, are both imaginative and funny!

*Why did you choose to self-publish?*

I sent my manuscript for *Daddy and the World's Longest Poo* to all the big trade publishers but I was very 'green' and without much of a social media presence, at the time. When the book wasn't picked up, I still felt that it was a story that had legs and would resonate with readers. After all, we all know a 'toilet procrastinator', don't we? I researched self-publishing options and investigated quite a few avenues. If I was going to do it, I wanted to do it right, so I invested a

substantial amount in an illustration and full-service publishing package with Lulu.com. I would have loved to be trade published but I also wasn't prepared to let my book disappear without a trace, so I took matters into my own hands.

*Why did you choose your publisher?*

I chose Lulu Publishing Services ([www.lulu.com](http://www.lulu.com)) as my publisher because it was the most reputable full-service, self-publishing and 'Print on Demand' vehicle I could find when I did my research in late 2015. Unfortunately, I could not find the complete service package (including illustrations) that I required in Australia, so I went with a US firm, with connections to the global distribution network of online book retailers. I interviewed Lulu with every question I could think possible and was satisfied with the answers and the contract I received. Lulu also offered me professional marketing services as an add-on package and I retain full rights to the finished book file and the illustrations included, should I wish to take my book elsewhere for publishing.

*What services did the above company offer? (Mention any/all of the following: Editing, book design, cover design, printing, distribution, publicity.)*

For the publishing and distribution package I purchased with Lulu, the service included Project Management, Line Edit, Illustrations and Cover Design, Graphic Design and Book Layout, ISBN purchase, Global Distribution in eBook and print format and listing for sale on the Lulu website. I also purchased a Marketing and Publicity package which included a Goodreads Giveaway promotion and a six-week traditional media and social media campaign.

*How long did it take from submission of your manuscript to receipt of advance copies?*

Once I signed the contract with Lulu, it took seven months to bring the book to fruition and receive the advance copy for proofing. Once I had signed off on the proof copy, the book was listed immediately for sale on Lulu's website. It then took up to six weeks for it to make its way onto the online retailer websites in Lulu's global distribution network (in eBook and print). The main holds-ups in the process were ironing out misunderstandings with corrections on book layout, caused by email communication, due to the Australia/US time difference. I found it best to phone in these circumstances, as the problems were always resolved quickly once the Lulu team understood my written instructions.

*How many copies did you get printed? And what was the unit cost?*

I was originally provided with two free print copies as part of my publishing package and thereafter, I could purchase author copies for AUD\$15 each, via the print on demand service, plus postage costs. The per copy and postage costs decrease when you buy in bulk. The high unit cost of print on demand via an overseas printer is a drawback for self-published authors but I take advantage of discount-buy offers with Lulu, whenever they are available and I need to re-stock.

*Are you happy about the quality of paper, design and printing?*

At first I was concerned with the print quality when some early copies arrived with print defects. I wrote and complained and was assured that any defective copies would be replaced and since then, I have not had any problems with the print quality. The paper stock and design quality of the book is high and I don't have any qualms putting copies forward to bookshops, libraries or reviewers, as I believe the quality is as professional as possible, for a self-published book.

*How do you distribute your book?*

The book is distributed online through the globalREACH network that includes Lulu, Amazon, Barnes and Noble and Ingram (including Fishpond in Australia). It retails in print (via these online channels) between AUD\$15-20, with some exceptions, plus postage costs. It has just been picked up for sale by Little Gnome Bookshop in Wynnum, Queensland for an RRP of AUD\$16.95. It sells in ebook on Lulu and iBookstore for AUD 4.99.

Print: <http://www.lulu.com/shop/brydie-wright/daddy-and-the-worlds-longest-poo/paperback/product-22846654.html>

eBook: <http://www.lulu.com/shop/brydie-wright/daddy-and-the-worlds-longest-poo/ebook/product-22857572.html>

*Anything else you'd like to say about your publisher? Would you recommend them to other authors?*

So far, I haven't come across any other 'indie' authors in my circle who have used Lulu and I can understand there may be several reasons for this, including the fact that it is a US-based service, the full-service package is a significant financial investment and distribution originates from an overseas POD service. Having said that, I would heartily recommend the publisher to anyone who wants to ensure their self-published offerings are as professional as possible, including international distribution and marketing channels.

My experience wasn't perfect but I couldn't have been more impressed with the illustrations, maintaining full creative control and owning the images and the finished print-ready book file. I may not ever recoup my investment on this book but I believe that I have given myself the best chance possible of attracting attention for *Daddy and the World's Longest Poo* and putting myself forward as an author who is serious about my writing as a business. Though I would love to be trade published, I have been entrepreneurial and invested money and my time into producing and promoting my book and my author platform. Hopefully this will pay off in the end.

*This section features authors who have self-published their book/s. The focus here is on the publishing experience; this is so that any Buzz Words readers thinking of self-publishing can read about and learn from others' experiences. If you are keen to have your experience featured, please contact [dibates@outlook.com](mailto:dibates@outlook.com) and you'll be sent an interview sheet*

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## YOUR OWN WORK

*(Where a children's book creator show-cases a sample of their writing or illustration)*

*The Owl at the Window* by **Ann Martin**

The first time it happened, Leo wasn't sure why he'd woken up. He'd been sleeping quite soundly and he hadn't even been dreaming. At least he didn't think he had. All he could remember was this weird feeling, slowly creeping into his mind, that he was being watched. Then he opened his eyes.

At first he thought it was morning. Then he realised that it wasn't sunlight, but moonlight, that was pouring into his room. And he was still being watched.

He turned his head towards the window and.....Yikes!! A face was staring in at him from a gap between the curtains.

It was eight years since Leo had last wet the bed. But he came *that* close right then as he stared at a pair of huge, yellow eyes that stared fixedly back at him. It was a good few years, too, since he'd yelled out for his mum in the middle of the night. Right at that moment it seemed like a very good idea. But his teeth were rattling together, his tongue was stuck to the roof of his mouth and all he could raise was a noise like a walrus being sick.

Slowly, slowly he began to recognise the face peering in at his window. Well, it wasn't actually someone he knew. It was an owl and it was like one he'd seen at Nan's.

Leo's Nan collected stuffed owls. She had a whole room full of them and she knitted little hats for them.

*Above is the opening of The Owl at the Window, Ann's novel for middle grade readers: it is a work in progress. The first draft is completed and Ann is now working on a second draft.*

*Would you like to show-case your own writing or illustrations? Send your illustration (jpg) or writing (to 250 words). Here is an opportunity for you to let others see what you are working on. The work can have been published elsewhere, but you are asked to include your name, website (if you have one) and the title of your work and a short piece about where it's been published or if it's part of a work-in-progress. One piece will be displayed in each issue. Send your work by Word document to [dibates@outlook.com](mailto:dibates@outlook.com) (Book covers in jpg, please).*

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