



# Self-Publishing

Picture Books and  
Middle Grade Books

Saturday, Sept. 27, 2025

[write2ignite.com](http://write2ignite.com)

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# Welcome!

## to Write2Ignite's Master Class!

In this packet, you will find everything you need for the conference, including class outlines and worksheets for the breakouts.

### **How to Use the Packet**

You can download the entire packet, then print it. But if you prefer to print only specific pages, simply change your print setting from “print all pages” to the specific page numbers you prefer.

### **Feel Free to Interact**

During the conference, we would love for you to use the chat to ask questions and interact with other attendees. We recognize the importance of building community and encourage you to share freely about your writing journey and the lessons being presented.

### **Take a Break**

Just like an in-person conference, you are free to take breaks whenever you need. And don't worry ... if you miss anything, you will have access to all the recordings until Aug. 1, 2025.

### **Survey**

At the end of the conference, we have a survey for you designed to help make our Master Class experiences even better! We appreciate your feedback, in both survey form and any other way you'd like to share your thoughts.

# Stay Connected!

Writing might often be a solitary endeavor, but it certainly doesn't have to be lonely. Choosing to connect with fellow writers opens up a world of friendship and shared experiences. You'll gain valuable insights from those who truly understand the craft's ups and downs. Write2Ignite warmly invites you to join our community, where we can all share, grow, and enhance our journeys in writing together. Here's how:

## Join a Critique Group

We have virtual critique groups for Master Class attendees. If you are interested in joining a group, please email [write2ignite.critiquegroups@gmail.com](mailto:write2ignite.critiquegroups@gmail.com).

## Time to Write

Get ready to fire up your writing with Time2Write! It doesn't matter if you're a Write2Ignite vet or if it's your first time with us – everyone's invited to this casual, virtual writing hangout. Just shoot an email to Sue Irwin at [write2ignite.time2write@gmail.com](mailto:write2ignite.time2write@gmail.com). She'll hook you up with the Zoom link.

## Blog posts

Our blog posts feature seasoned authors and editors who know the business and share their experiences and expertise. Sign up to receive notice when a new post is posted by visiting [write2ignite.com](http://write2ignite.com) and scrolling down to "Follow Our Blog" in the right sidebar.

## Newsletter

When you signed up for the Master Class, you also signed up to receive our monthly newsletter. The newsletter will keep you posted on our upcoming Master Classes, highlight our latest blog posts, and alert you to some of our fantastic giveaways.

## Facebook

We'd love to be more of a part of your writing journey! Interact on our [Facebook](#) page where you can share and comment, ask questions, or even message us.

## Other Social Media Options

You can also find us on [Instagram @Write2Ignite](#), [Pinterest @write2igniteleadershipteam](#), and [LinkedIn](#). If you are on those channels, feel free to connect with us. Also, we would be grateful for anything you share from our social media to help spread the word and grow our writing community.

# Master Class Teacher

## Darcy Pattison



Darcy Pattison is a nationally recognized children’s author, writing teacher, and trailblazer in self-publishing. Founder of the award-winning indie press Mims House Books, she has guided countless authors in bringing their stories to market through courses, columns, and practical resources such as *The Essential Guide to Self-Publishing Books for Children*. Her deep understanding of both craft and business makes her a sought-after mentor for writers ready to take control of their publishing journey.

With more than seventy titles in ten languages, Darcy Pattison’s career exemplifies creative excellence. Her books—published with Harcourt, Philomel/Penguin, HarperCollins, Arbordale, Dayspring, and Mims House—span picture books, middle-grade novels, and science-rich nonfiction. They’ve earned starred reviews in Kirkus, BCCB, and Publishers Weekly, with five named National Science Teaching Association Outstanding Science Trade Books.

Honors include the Irma Simonton Black Honor for *The Journey of Oliver K. Woodman* (later included in a Houghton Mifflin textbook) and a 2018 NCTE Notable for *The Nantucket Sea Monster*. Recent highlights: *Diego, the Galápagos Giant Tortoise* (starred Kirkus, 2022 Eureka! Honor), *A Little Bit of Dinosaur* (2021 Arkansiana Award), and *Friday Comes on Tuesday* (Susannah deBlack Arkansas History Award). Her books frequently appear on state lists in South Dakota, South Carolina, Georgia, and Arkansas.

Beyond the page, Darcy’s long-running Fiction Notes blog drew 350,000 readers annually; her Pinterest reaches nearly 450,000 monthly. She founded SCBWI–Arkansas, served six years as Regional Advisor, and wrote the “Indie Perspective” column for the SCBWI Bulletin. A recipient of the Arkansas Governor’s Arts Award, she teaches self-publishing at Storyteller’s Academy and shares resources at [IndieKidsBooks.com](http://IndieKidsBooks.com).

Whether mentoring authors or crafting award-winning stories, Darcy champions the possibilities of independent publishing. Connect at [darcypattison.com](http://darcypattison.com).

# Author Panel Lineup

Meet our inspiring panel of self-published authors, each with a unique journey from idea to finished book. From children's stories to faith-based guides, they've navigated editing, design, and marketing to bring their visions to life and are here to share insights, lessons, and encouragement with fellow writers.



**Barb Seregi**

Barb Seregi is a self-published author passionate about creating faith-building adventures for kids and families. Her *Armor of God* series – including *Oliver's Battle*, *Tommy and the Good News Shoes*, and *Hazel's Teddy Bear Picnic* – inspires readers to stand strong in God's truth. Barb is currently writing the next book in the series. Learn more about Barb and her books and join her newsletter at [barbseregi.com](http://barbseregi.com).



**Nancy Sanders**

Nancy I. Sanders is the award-winning author of over 100 children's books. Alongside her many titles with major publishers, she has successfully self-published teacher resources like *42 Habitat Minibooks* and writer guides such as *Yes! You Can Learn How to Write Children's Books* and *Yes! You Can Learn How to Write Beginning Readers and Chapter Books*. Learn more and explore her resources at [facebook.com/NancyI.SandersAuthorPage](https://facebook.com/NancyI.SandersAuthorPage).



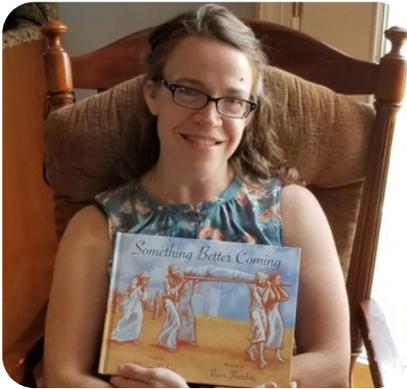
**Cindy Lynn Sawyer**

Cindy Lynn Sawyer is a self-published children's author who blends STEM exploration and social-emotional learning into imaginative picture books. Her debut, *The Wonder of Under*, became a #1 New Release in 2024, followed by *Remmy's Sticky Situation* in 2025. A third-placed recipient of the ACFWKidLit Kingdom award, Cindy draws on her publishing journey to encourage other writers. For more information or to sign up for her newsletter, visit [cindylynnsawyer.com](http://cindylynnsawyer.com).



**Leslie Colburn**

Leslie Colburn is a children’s author and encourager who’s embraced the self-publishing path through her own imprint, Cross My Heart Books, producing titles like *Twinkle, the Littlest Star, You: A Reason to Celebrate, Our Goodnight Prayer*, and the *Cross My Heart Journal*. Her story begins with writing love letters to her daughters and transforming them into books with purpose and heart. Learn more and connect at [lesliecolburn.com](http://lesliecolburn.com).



**Megan Saben**

Megan Saben, founder of Literaritea Press, is the author of *Something Better Coming* and *New House, New Home*. After a successful Kickstarter, she embraced self-publishing—managing editing, illustration, and overseas printing to bring her stories to life. Learn more about her publishing journey, read her articles, and sign up for updates at [megansaben.com](http://megansaben.com).



**Michael Dowling**

Michael James Dowling is a Christian author, editor, and ghostwriter whose self-publishing journey has grown through his own ministry, Creators for Christ. He’s the author of *Frog’s Rainy-Day Story and Other Fables*, which weaves biblical truths for young readers. To explore his books and connect with his work, visit [creatorsforchrist.us](http://creatorsforchrist.us).

*These authors prove that self-publishing isn’t just possible—it’s a rewarding path to sharing meaningful stories with the world. As you hear their experiences, may you leave encouraged, equipped, and inspired to take the next step in your own publishing adventure. Your story is worth telling—start today!*

## Author Panel Lineup

# Master Class Schedule

## Self Publishing Picture Book and Middle Grade Books

All Times are EST

Participants feel free to take breaks at whatever times work for you.

- 9:30 a.m. – 10:00 a.m. Welcome, Introduction, Scripture & Prayer, Opening Poll
- 10:00 a.m. – 11:00 a.m. Workshop I: Craft That Captivates – Writing Books Kids Can't Put Down
- \*11:00 a.m. – 11:40 a.m. Breakout Session I with W2I Team Members
- 11:40 a.m. – 11:50 a.m. Stretch Break
- 11:50 a.m. – 12:50 p.m. Workshop II: The Strategic Foundation – Critical Pre-Publishing Choices
- \*12:50 p.m. – \*1:20 p.m. Lunch Break – Step outside to eat, or grab your lunch and join Carol here for some informal networking.
- 1:20 p.m. – 2:10 p.m. Breakout Session II with W2I Team Members
- 2:10 p.m. – 2:40 p.m. Panel of Indie Published Authors
- \*2:40 p.m. - 3:40 p.m. Workshop III: Build Your Buzz – Pre-Launch and Launch Strategies That Drive Sales
- 3:40 p.m. –3:50 p.m. Stretch Break
- 3:50 p.m. – 4:40 p.m. Breakout Session III with W2I Team Members
- 4:40 p.m. – 5:00 p.m. Q & A with Darcy
- \*5:00 p.m. - 5:30 p.m. Closing remarks, instructions to access recordings, Closing Poll, prayer

Each \* indicates time for a door prize.

## **Write2Ignite Self-Publishing Master Class with Darcy Pattison**

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### **Session One: Craft That Captivates: Writing Books Kids Can't Put Down**

#### **Basics: Age & word length for manuscripts.**

**1-2 years old** \_\_\_\_\_

**Word Count** \_\_\_\_\_

**3-5 years old** \_\_\_\_\_

**Word Count** \_\_\_\_\_

**5-8 years old** \_\_\_\_\_

**Word Count** \_\_\_\_\_

**8-12 years old** \_\_\_\_\_

**Novels-Word Count** \_\_\_\_\_

**14 years old & up** \_\_\_\_\_

**Novels-Word Count** \_\_\_\_\_

## **Write2Ignite Self-Publishing Master Class with Darcy Pattison**

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### **Session One: Craft That Captivates: Writing Books Kids Can't Put Down**

#### **Basics: Writing.**

What are the five steps toward writing your best manuscript?

1. Drafting \_\_\_\_\_

\_\_\_\_\_

2. Language \_\_\_\_\_

\_\_\_\_\_

3. Takeaway \_\_\_\_\_

\_\_\_\_\_

4. Emotional \_\_\_\_\_

\_\_\_\_\_

5. Feedback \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Write2Ignite Self-Publishing Master Class with Darcy Pattison

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### Session One: Craft That Captivates: Writing Books Kids Can't Put Down

#### Basics: Genres

1. Nonfiction is for which age groups? \_\_\_\_\_

\_\_\_\_\_

2. What are the differences between fiction and nonfiction for children?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What does “developmentally appropriate” mean? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. How can you determine what is “developmentally appropriate” fiction?

\_\_\_\_\_

\_\_\_\_\_

5. Define these types of fiction:

SEL \_\_\_\_\_

\_\_\_\_\_

STEM \_\_\_\_\_

\_\_\_\_\_

Historical \_\_\_\_\_

\_\_\_\_\_

Mystery \_\_\_\_\_

\_\_\_\_\_

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**Contemporary** \_\_\_\_\_

\_\_\_\_\_

**Clean Romance** \_\_\_\_\_

\_\_\_\_\_

**Religious or Christian** \_\_\_\_\_

\_\_\_\_\_

**What tools can you use as you strive to create an excellent book?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



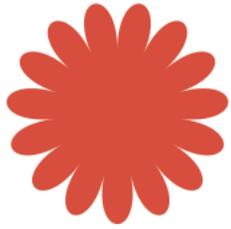
MIMSHOUSEBOOKS.COM

MASTER CLASS  
SELF PUBLISHING  
with DARCY PATTISON  
WRITE2IGNITE  
SEPTEMBER 27, 2025

SESSION ONE

**Craft That Captivates:  
Writing Books Kids Can't Put Down**

 notes:



## questions

1. Icebreaker: Introduce yourself briefly. What age range do you write for? Fiction or NF? Genres?
2. As writers, we need to continually learn more about our craft and challenge ourselves toward excellence. How are you doing that now? What could you do differently?
3. Will you take the Tammi Sauer Challenge? What seems easiest about it? Hardest?
4. Name a couple current titles that you like and could use as a mentor text. What intrigues you about them?

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### **Session Two: Strategic Foundation:**

#### **Critical Pre-publishing Choices**

**A. List things can people base their success on:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**B. Choose the age group/sex/culture you will write for:**

**Age group**

**Genre**

**Topic**

**Reason for writing this book**

**Other influences:** \_\_\_\_\_

**C. Consider your budget and funding:**

1. **Personal funds.**
2. **Crowdfunding.**

## **Write2Ignite Self-Publishing Master Class with Darcy Pattison**

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3. Sell quick books.

4. Loans.

### **D. Your audience:**

1. Who will read this book? \_\_\_\_\_

\_\_\_\_\_

2. Who will purchase this book? \_\_\_\_\_

\_\_\_\_\_

3. How will you sell/distribute your book? \_\_\_\_\_

\_\_\_\_\_

### **E. Define these types of printers:**

**OFFSET PRINTERS:** \_\_\_\_\_

\_\_\_\_\_

**POD PRINTERS:** \_\_\_\_\_

\_\_\_\_\_

### **F. Freelance services you will need to hire:**

**Illustrators**

**Developmental editors**

**Copyeditors**

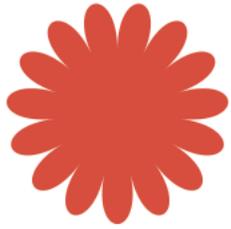
**Layout & Design editors**

**Marketing**

**Where do you find and hire these freelancers?**

SESSION TWO  
**Strategic Foundation:  
Critical Pre-Publishing Choices**

 notes:



## questions

1. How do you define success?
2. What factors make a difference to your overall budget?
3. How will your print? POD or offset?
4. Who is your main audience? How do you plan to reach them?

## **Write2Ignite Self-Publishing Master Class with Darcy Pattison**

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### **Session Three: Build Your Buzz:**

#### **Pre-Launch and Launch Strategies That Drive Sales**

##### **A. Create Your Metadata:**

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Examples of Metadata:

The author's name, title, subtitle, copyright date, # of pages, file size for ebooks, keywords, cover image, author's biography, illustrator's name, illustrator's biography, review quotes, publisher's name, publisher's address, publisher's contact, Table of contents, description, short description, BISAC codes, Thema codes, CIP (Cataloguing in Publishing) data, ISBNs, sales rights, and more. The more you include, the better.

##### **B. Describe Physical Details of the Finished Book:**

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##### **C. Information about the Author, Publisher, Illustrator:**

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**D. Solicit Reviews from Readers, Journals:**

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**E. Assemble Other Marketing Materials:**

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**F. Build Your Publication Schedule. Include:**

1. 

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2. 

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3. 

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4. 

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5. 

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6. 

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**G. Advertise:**

**1. CPC (Cost per Click) Ads**

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**2. Other Digital Ads**

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**3. Display Ads**

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**4. Discount Newsletters**

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**DARCY'S 5W ACTION**

**PLAN**

**WHO?**

**WHAT?**

**WHERE?**

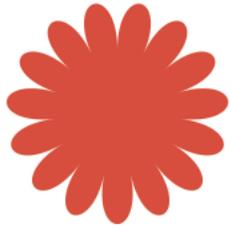
**WHEN?**

**WHY?**

SESSION THREE  
**Build Your Buzz:  
Pre-Launch and Launch Strategies  
That Drive Sales**



**notes:**



## questions

1. Why is metadata so crucial? What is the hardest part for you? Description, categories, keywords, or other? How can you make these difficult things easier?
2. Will your publication timeline allow for reviews? Where will you send your books for review?
3. Who is your main audience? (Yeah – we keep asking this! It's crucial!) How can you reach them?
4. 5W ACTION PLAN – For your book, is there an event that makes sense to schedule? Does it answer the 5W questions?

### **BREAKOUT SESSION ONE:**

Use one of your current manuscripts to answer the following questions. Share your answers. We will give and get feedback from the group.

What is the working title?

### **What is your target audience for this manuscript?**

- Age group? Target word count?
- Target reading level?
- Fiction or nonfiction?
- Genre?
- Has special interest? (like a certain hobby)
- Has specific needs? What?

What is the topic of your manuscript?

What is the theme of your manuscript? (in one or two words)

Does it have more than one theme? What are the others?

Why are you writing this manuscript? To illustrate what truth?

Does it contain SEL elements?

How? Give an example.

What other categories does it fall into?

Is your focus Christian or General market?

## **Write2Ignite Self-Publishing Master Class with Darcy Pattison**

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### **BREAKOUT SESSION TWO:**

Use one of your current manuscripts to answer the following questions. Share your answers. We will give and get feedback from the group.

**What tools do you use to make your book excellent? Do you recommend them?**

Software?

Online sites?

Reference books?

People?

Groups or organizations?

Classes or workshops?

Editors or book doctors?

Illustrators?

AI programs?

**Have you self published already? What platform did you use?**

**If not, what platforms, companies, etc. have you looked into?**

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### **BREAKOUT SESSION THREE:**

Use one of your current manuscripts to answer these questions. Share your answers. We will give and get feedback from the group.

#### **Some of your book's Metadata?**

Examples of Metadata:

The author's name, title, subtitle, copyright date, # of pages, file size for e-books, keywords, cover image, author's biography, illustrator's name, illustrator's biography, review quotes, publisher's name, publisher's address, publisher's contact, Table of contents, description, short description, BISAC codes, Thema codes, CIP (Cataloguing in Publishing) data, ISBNs, sales rights, and more. The more you include, the better.

#### **Describe your finished book physically.**

- Cover
- Font and size of print
- Hardback? Soft cover? Any special features?
- Any illustrations? What type? Will you illustrate yourself?
- What back matter will you include?
- What will be your author name and name of publisher?
- Do you need to buy an ISBN?
- Do you need to register a Copyright?

List some people (other than family and friends) who can write reviews for your book. Other authors?

Physicians? Psychologists? Pastors? Professors? Educators? Child care professionals? Scientists?

- What types of “freebies” (marketing materials) have you considered? Share with us, please? Have you checked into the cost of these items?
- What author events will you try to schedule?

TAKE THE WRITING CHALLENGE. Cut apart cards. Shuffle each type of card and place in a pile. Randomly draw one card from each pile and challenge yourself to write with these guidelines. BY DARCYPATTISON & LESLIE HELAKOSKI.

<p><b>PLOT</b></p> <p>Traditional 3 act structure, rising action.</p>	<p><b>PLOT</b></p> <p>Circle - the story begins and ends at the same place.</p>	<p><b>PLOT</b></p> <p>Mirror - two characters mirror (Ex. Chicka Chicka, Boom Boom. Story with Capital letters, then small.)</p>	<p><b>PLOT</b></p> <p>Instructional - how to</p>
<p><b>PLOT</b></p> <p>Cumulative - Ex. This is the House that Jack Built</p>	<p><b>PLOT</b></p> <p>Reversal (Ex. Animal has a human pet.)</p>	<p><b>PLOT</b></p> <p>Biography</p>	<p><b>PLOT</b></p> <p>Sequencing: ABC, 123, Days of Week, Months of Year</p>
<p><b>PLOT</b></p> <p>Creative Non- Fiction</p>	<p><b>PLOT</b></p> <p>Embedded story - frame story</p>	<p><b>PLOT</b></p> <p>Hero's journey</p>	<p><b>VOICE</b></p> <p>First person (I)</p>
<p><b>VOICE</b></p> <p>2nd person (you)</p>	<p><b>VOICE</b></p> <p>3rd person (he/she/it)</p>	<p><b>VOICE</b></p> <p>Alternate POV</p>	<p><b>VOICE</b></p> <p>Alternate Characters</p>

<p><b>VOICE</b></p> <p>Letters or diary</p>	<p><b>VOICE</b></p> <p>Apostrophe (inanimate object as main character)</p>	<p><b>VOICE</b></p> <p>Alternate setting</p>	<p><b>VOICE</b></p> <p>Conversation or dialogue</p>
<p><b>VOICE</b></p> <p>Meta-fiction</p>	<p><b>VOICE</b></p> <p>OTHER</p>	<p><b>VOICE</b></p> <p>Biography</p>	<p><b>WORDS</b></p> <p>Onomatopoeia</p>
<p><b>WORDS</b></p> <p>Alliteration</p>	<p><b>WORDS</b></p> <p>Assonance</p>	<p><b>WORDS</b></p> <p>Consonance</p>	<p><b>WORDS</b></p> <p>Puns</p>
<p><b>WORDS</b></p> <p>Internal rhymes</p>	<p><b>WORDS</b></p> <p>Metaphors</p>	<p><b>WORDS</b></p> <p>Lingo or dialect</p>	<p><b>WORDS</b></p> <p>Vary length: 1) monosyllables 2) multisyllables</p>

**TENSE**

**Present tense**

**TENSE**

**Past tense**

**TENSE**

**Future tense**

**VOICE**

**VOICE**

**VOICE**

**VOICE**

**VOICE**

**WORDS**

**WORDS**

**WORDS**

**WORDS**

**PLOT**

**PLOT**

**PLOT**

**PLOT**

320 pages of hard-won advice and wisdom

FROM Award-winning, successful self-publisher

**PUBLISH**  
FIND SURPRISING SUCCESS  
SELF-PUBLISHING  
YOUR CHILDREN'S BOOK

BONUS: Exclusive Publishing and Marketing Timeline Checklist

Create, Publish, Profit!

Darcy Pattison

★ SUCCESSFUL CHILDREN'S BOOKS SERIES ★

BY a children's book author  
FOR children's book authors

**PUBLISH** is now available on Kickstarter.

Get a 10% discount with this **SECRET** page.

(Please do NOT share it with anyone outside the webinar!)

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PUBLISH



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# JOIN CAN OR CIPA



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Christian Authors Network (CAN) & Christian Indie Publishing Association (CIPA) were created in 2004 to provide authors and small publishers with resources to publish professionally and market effectively. CAN is for traditionally published authors, and CIPA is for self-published authors. Learning about the publishing industry is challenging. CAN/CIPA discounts, educational materials, and marketing tools make an author's experience easier and more profitable. Why do it alone when you can join CAN or CIPA? **Annual Membership costs only \$90.**

## Courses

- Annual Planning
- Blogging to Drive Traffic to Your Website
- Create & Sell Digital Products
- Create a Professional-Looking Book
- Create a Lead Magnet/Email Marketing
- Determine Your Book's Most Strategic Categories & Strongest Keywords
- How to Get Endorsements to Sell More Books
- How to Book a Podcast Tour
- Grow Your Audience with Content Marketing
- Increase Book Sales by Enhancing Public Relations with Media, Retailers, and Readers
- Tips for Getting More Book Reviews

## Reference Guides & Checklists

- Book Launch Marketing Checklist
- Book Launch Teams
- Bookstore Events
- Checklist for Creating a Professional-Looking Book
- Finding and Using Beta Readers
- List of 100 Radio & Podcast Media
- How to Get Your Book in Barnes & Noble/Libraries
- List of 40+ Book Contests
- List of Writing Conferences
- Metadata Checklist
- Media Kit, Pitches, & Interviews
- Piracy & Digital Copyright Act
- Press Releases
- Publishers Liability Insurance
- Online Giveaways/YouTube Monetization
- QR Codes
- Speaker Kit and Opportunity List

### ***LIVE TAKE-ACTION WORKSHOPS***

Live workshops provide training on the latest marketing and publishing tactics. Videos of each training are available in the membership section.

### ***CHRISTIAN PUBLISHING JOURNAL***

A bi-monthly 20-page e-newsletter featuring industry news and marketing tips.

## Discounts (cover cost of membership)

- Amazon Ads & Amazon A+ Content Creation
- Audiobook Creation
- Free Title Revision for IngramSpark
- International Standard Book Number (ISBN)
- Christian Indie Awards
- Book Covers and Formatting
- BookFunnel, Booksweeps, Celebrate Lit Blogging Tour, Plottr, Post Planner
- BookBaby (self-publishing platform that does it all for you: editing, cover design, formatting, publishing, and distribution)
- BookBrush Professional Plan (image creation software to create marketing images)
- Editing and Proofreading
- Magazine Advertising
- Membership to Association of Publishers for Special Sales (APSS)
- Membership to Writers & Publishers Network (W&PN)
- Services offered through CIPA's Partner members (printers, book designers, publicists, advertising agencies, etc.)
- ProWritingAid Manuscript Editing Software (\$150 off lifetime membership)
- Publisher Rocket (software that provides book keywords and Amazon categories)
- Publishers Weekly Subscription
- Reedsy Services \$25 off (find professionals who edit, design, proofread, etc.)
- Website Creation and Domain Authority Boost

## Marketing & Advertising Benefits (optional paid add-on)

- Member announcement in the Christian Publishing Journal (free)
- eBlast to 15,000 Christian readers
- eBlast to 1,000 Christian retailers
- eBlast to 400 Christian media outlets (newspapers, magazines, radio and TV shows)
- Book Review Program eblast to 300 bloggers
- Opportunity to list your book in CIPA's bookstore
- Tradeshow Representation (Christian Product Expo and National Religious Broadcasting conventions)
- List your publishing company on the "Authors Seeking Publishers" Page

## Networking

- Monthly CIPA Mastermind Groups
- Networking opportunities with other Christian authors and small publishers
- Private Facebook group and Groups.io email loop to interact with other members

# CHILDREN'S BOOK LAUNCH CHECKLIST

## Pre-Launch - Production

■ Determine best route to publishing - self-publishing, hybrid, traditional

■ Write a great manuscript!

■ Find your editor & perfect manuscript

■ Submit to publishers or start self-pub

■ SP: Find your illustrator and/or formatter

■ SP: Determine print options: offset print? - look for distributor

■ Create a realistic production and launch timeline allowing for much buzz!

## Pre Launch Marketing

■ Position your book for success - study comp titles

■ Seek out Editorial and Trade Reviews

■ Create a lead magnet or optin for website- coloring pages, etc.

■ Put book on pre-order

■ Set up Amazon Author Central

■ Set up GoodReads

## Resources/Tools:

**Checklist for working with a publisher:**  
[writepublishsell.com/cb-publisher](http://writepublishsell.com/cb-publisher)

**Society of Book Writers & Illustrators:** [scbwi.org](http://scbwi.org)

**Independent Book Publishers Association:**  
[ibpa-online.org](http://ibpa-online.org)

**WIP School - Building your business as an author + marketing extravaganza:**  
[writepublishsell.com/wip-school](http://writepublishsell.com/wip-school)

**Editorial/Trade Reviews:**  
Kirkus  
Children's Book Review  
BookLife  
Foreword Reviews

# CHILDREN'S BOOK LAUNCH CHECKLIST

## Pre-Launch - Research & Build

### Relationships! (Start early!)

- Build Instagram account
- Follow teachers, moms, people active on your topic
- Research hashtags, build engagement
- Look for book tours and promo opportunities
- Build a list of Advance Readers & bookstagrammers
- Put your ARC on Review Sites
- Schedule some giveaways
- Seek out Book Awards and submit
- Get as many praise blurbs & reviews as possible

### During Launch

- Engage with reviewers
- Have a virtual and/or live event
- Always continue to grow the audience

## NOTES

### Promo & Review Companies:

**Love Book Tours**  
**Children's Book Review**  
**Netgalley**  
**Many others!**

### Potential reviewers:

**Bookstagrammers**  
**Pinterest**  
**Bloggers**  
**Parents**  
**Homeschooling moms**  
**Teachers**  
**GoodReads**

**Instagram for Authors Course:**  
**[writepublishsell.com/instagram](https://writepublishsell.com/instagram-authors)**  
**-authors**  
**\$50 Off coupon applied**

## LINKS FOR INDIE PUBLISHING

**This list is provided by Write2Ignite for your information only. We do not necessarily recommend these websites or articles. Please do your own research and use your own discretion. BE INFORMED before you sign contracts.**

### **Written Word Media**

<https://www.writtenwordmedia.com/100-book-marketing-ideas-for-authors/>

**Christian Book Academy**    <https://www.christianbookacademy.com>

**Christian Indi Publishing Association**                    <http://www.christianpublishers.net>

**SelfPublish.com**    <https://www.selfpublishing.com>

**IBPA Independent Book Publishers Association**    <https://www.ibpa-online.org>

### **Writer's Digest Article**

[https://www.writersdigest.com/getting-published/8-mistakes-self-publishers-can-and-should-avoid?oly\\_enc\\_id=3725H8623190H9B](https://www.writersdigest.com/getting-published/8-mistakes-self-publishers-can-and-should-avoid?oly_enc_id=3725H8623190H9B)

### **The Write Conversation blog post:**

<https://thewriteconversation.blogspot.com/2024/09/make-sure-your-self-editing-efforts-are.html>

### **Christian Editing & Publishing Links**

<https://findchristianlinks.com/christian-editing-and-publishing.html>

### **Electric Speed from Jane Friedmann re: self-publishing**

<https://janefriedman.com/category/self-publishing/>

**Darcy Pattison**    <https://www.indiekidsbooks.com/>

### **Facebook Advertising for Authors with Thomas Umstaad, Jr.**

<https://www.authormedia.com/facebook-advertising-for-authors/>

## FYI from *SelfPublishing.com*

Congratulations! You are committed to writing a book. You deserve a power kit of resources. STAR AND SAVE THIS EMAIL. Also, **FEEL FREE to FORWARD** this on to anyone you want to help write a book. Think, whose book do you want to read?

Here is access to our Pre-Student Resources! We hope to welcome you in as a student/ future bestselling author someday soon :) These resources are a surefire way to get you jumpstarted toward your dream, whether that be a novelist, full-time writer, or children's book author.

Fiction and Story:

[Fundamentals of Fiction](#) with Ramy Vance

[Memoir Training](#) with Matt Emmorey

[How to Write a Compelling Children's Book](#) with Josiah Fogle

Character Worksheet

[Make Your Characters Here](#)

Ultimate Writer's Resource Bundle:

[Open the Magical File Cabinet](#)

Fiction Writer's Handbook:

[Get instant access](#)

Programs:

<https://selfpublishing.com/>

Testimonials:

<https://self-publishingschool.com/reviews/>

Free eBook of "Published" by Chandler Bolt:

<https://app.hubspot.com/documents/4208601/view/283702596?accessId=9e5f1c>

Free Audiobook of "Published":

<https://learn.self-publishingschool.com/audiobook>

Premium Writer's Starter Kit:

[Click for immediate access](#)

"Be strong enough to stand alone, smart enough to know when you need help, and brave enough to ask for it."

All my best, Jean!

Lisa

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 [www.selfpublishing.com](http://www.selfpublishing.com)

# Thank you for attending our Master Class!

Here is your After-Conference Checklist

- Follow** Write2Ignite's Social Media pages (Facebook, Instagram, Pinterest, & LinkedIn).
- Sign up** to receive notifications each time we post a new blog at [write2ignite.com](http://write2ignite.com), right sidebar. Scroll down to "Follow Our Blog" and submit your email. (This is separate from our monthly newsletter.)
- Review** your notes from the Master Class and make a plan to complete your query or proposal.
- Schedule** writing time for yourself and honor it.
- Join a critique group.** These are amazing small groups we offer, giving you a great opportunity to share and have your work critiqued by a small group of writers and W2I team members. Email Jean at [write2ignite.critiquegroups@gmail.com](mailto:write2ignite.critiquegroups@gmail.com) to sign up.
- Write with us.** Time2Write offers mini virtual retreats with our writing community. Each month we meet online, escape the distractions of life to simply write. Read more and get info on how to sign up at [write2ignite.com/time2write](http://write2ignite.com/time2write).
- Watch or review** any part of the Master Class on our website, up through Aug. 1, 2025. We will automatically send you the link and password.

**If you have any questions, please email Jean at  
[jeanmatthewhall@outlook.com](mailto:jeanmatthewhall@outlook.com).**

# Statement of Faith

We believe the Bible to be the inspired, the only infallible, authoritative Word of God. (2 Timothy 3:15-17, 2 Peter 1:21)

We believe that there is one God, eternally co-existent in three persons: Father, Son, and the Holy Spirit. (Genesis 1:1, Deuteronomy 6:4, Matthew 28:19, John 10:30)

We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory to earth in bodily form to conclude human history and consummate God's eternal plan. (John 1:36-42, Isaiah 7:14, Hebrews 4:15, John 1:1 and 14, 1 Corinthians 15:3, John 19:40-42, John 2:19, Mark 16:19, Acts 7:56, 1 Timothy 2:5)

We believe that for the salvation of lost and sinful man, regeneration by the Holy Spirit is absolutely essential. We believe that the shed blood of Jesus Christ on the cross provides the sole basis for forgiveness of sins and eternal salvation, which is the free, unmerited gift of God's grace. (John :16-19, John 5:24, Romans 3:10, Romans 3:23, Romans 5:8-9, Ephesians 2:8-10, Titus 3:5)

We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life. (John 16:12-33)

We believe in the resurrection of both the saved and the lost; they that are saved unto the resurrection of eternal life and they that are lost unto the resurrection of eternal damnation. (John 3:16-21)

We believe that the church is the body of Christ, that Jesus is the Head of the church, and that the members of that body are those who have personally received Christ by faith. (Ephesians 5:23-27)

We believe in the value of human life as the Bible teaches that human beings are created by God and in the image of God. As such we value and defend human life in all its stages from the moment of conception through natural death including every physical or mental challenge or condition. (Genesis 1:26-28, Genesis 4:1, Jeremiah 1:5, Psalm 139)

We believe that the Bible is the final source for all transient cultural issues such as the definition of marriage between a man and a woman in a single and exclusive union. (Genesis 2:18-25)

We believe that sexual immorality in any form is a sin, including fornication, adultery, homosexual behavior, bisexual conduct, bestiality, incest, and pornography use. And that God offers forgiveness for all sin to those who repent, turn away from sin, and turn to God to wash them, sanctify them, and justify them in the name of Jesus and by the Holy Spirit. (1 Corinthians 6:9-11)

We require that everyone in a Write2Ignite leadership position or on our social media team agree to and live according to biblical values expressed above. Participants in our services are under no such obligation but are asked to respectfully recognize the position of Write2Ignite.



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