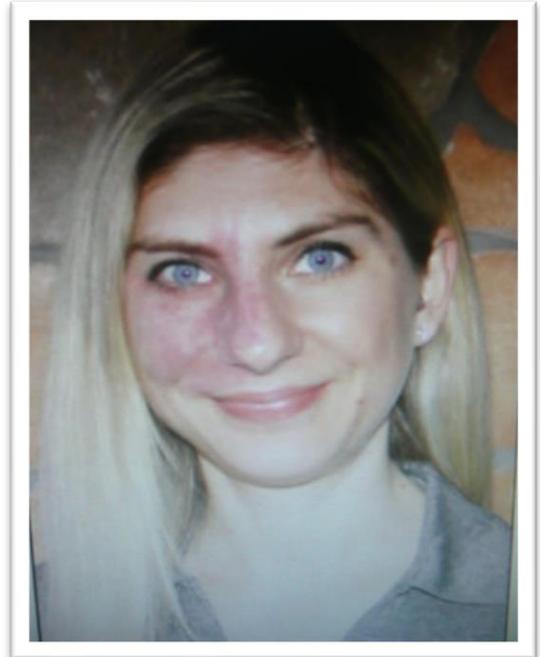


“Evaluation of Traditional and Self-Publishing Options for Book Authors” by Mollie Williams

With today’s easy access to the Internet and the availability of various publishing options, a writer who has a nearly-completed manuscript must decide on which publication route to follow – traditional or self-publishing?

At the next monthly meeting of the Published Writers of Rossmoor (PWR), on September 2nd, 2017, in the Creekside Fairway Room, Rossmoor (Walnut Creek, CA), Molly Williams, will review the advantages and limitations of each publishing option. The two-hour Saturday morning PWR meeting will begin at 10:00 am and end at noon. Free coffee will be available at about 9:45 am, and during the rest of the meeting.



Williams will explain how to get a multi-chapter manuscript into a finished product – the publication of the book. Next, she will go over currently available self-publishing options and review traditional publishing. In her one hour-long presentation she will emphasize the fact that, given the popularity of today's self-publication route, it is critically important for authors to construct their books properly, make them stand out from the crowd and look as professional as possible.

Ms. Williams is the publishing director at [Big Hat Press](#), located in Lafayette, CA. Big Hat Press is a member of the Association of American Book Publishers.

Williams has been working in publishing for the past 10 years. At Big Hat Press she handles all the details of publishing, from cover design, layout, font size, margins, graphics, to ISBN and barcode.

She works with her clients from start to finish. Her emphasis is on personalizing the publishing experience based on the specific requirements of each client. Williams received her training in graphic communication from Cal Poly in San Luis Obispo.

Mollie Williams is a popular speaker who has addressed prospective and published authors about the do's and don'ts of self-publishing and the importance of book covers and interior design. She previously spoke to the PWR club last year (February 6, 2016).

PWR is dedicated to supporting aspiring as well as accomplished authors in publishing and promoting their books. All residents of Rossmoor and near-by communities are welcome to attend this presentation and other PWR sponsored activities.

For more information about the presentation please contact Ron Wren, ronwren@aol.com.

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