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The 4 page 60 minute ESL British English lesson – 15/05/13

How to publish a book?

Today, let's talk about how to publish your own book. Assuming your manuscript is completed the next stage is to try to publish it! There are at least four ways to publish your book. These are; using a traditional publisher, a print-on-demand publisher, self-publishing and e-publishing.

The *traditional way* is to use a *publisher*. Finding one who will actually print your book can be a challenge! Most scripts will be rejected, as some large publishers can receive around 2,500 manuscripts a week; so one needs to be lucky! Using this method a publisher *will pay you* for your valuable manuscript. They might print 5,000 copies of the book. If it sells in the shops, great! Otherwise if it is a flop the books will sit on a storage shelf for years! Royalties could be about 20% of every book sold.

The second way to publish a book is called '*print on demand*' publishing. Over the last decade this has proved a popular way of getting books into print. The difference here is *you pay the publisher* to publish your book! If they like it they will edit and polish it before it is printed. *Print on demand* means a book is printed when demanded i.e. when you make an order. Using this method the publisher makes money while authors end up running around book shops trying to flog their own books. It is called 'vanity publishing'! Only the likes of J.K. Rowling make their living writing books!

Self-publishing is when you take your manuscript to a printer. They print 200 books for you to sell to your friends and family. The fourth method and one that is becoming increasingly popular is *electronic publishing*. *Print on demand* also offers this method. Books can be uploaded into an electronic format for free using Kindle or Amazon. The royalties are pretty good.

SPEAKING

Think of three different ways to publish a book. Go round the room swapping details with others.

LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

READING

Students should now read the article aloud, swapping readers every paragraph.

SPEAKING - UNDERSTANDING

1) The article – Students check any unknown vocabulary or phrases with the teacher.

2) The article - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

3) Article quiz - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

Student A questions

- 1) What is self-publishing?
- 2) What does 'flop' mean?
- 3) What are 'royalties'?
- 4) What does 'edit and polish' mean?
- 5) What is print on demand?

Student B questions

- 1) What is e-publishing?
- 2) What is pretty good?
- 3) Explain what a traditional publisher is.
- 4) What is vanity publishing?
- 5) Who is J.K. Rowling?

Category: Books / Publishing / Marketing
Level: Intermediate / Upper Intermediate

How to publish a book? – 15th May 2013

WRITING / SPEAKING

In pairs. On the board write as many words as you can to do with '**publishing a book**'. *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

WRITING / SPEAKING

How to publish a book? - *In pairs* choose three things from the article.

Write them below.

- 1) _____
- 2) _____
- 3) _____

Add three similar ideas of your own. Discuss together.

- 1) _____
- 2) _____
- 3) _____

The teacher will choose some pairs to discuss their findings in front of the class.

READING / SPEAKING

In pairs / groups - Below are *some* of the things that might be needed when trying to publish a book. Look at them. Discuss together. *Literary agent / Getting feedback on your book / Revise your book / Preparing a manuscript / Researching the market / Research literary agents / Editing your book / Working with an editor / Marketing a book / Signing a contract with a publisher / Seeing your book on the bookshelves or on Kindle*

DISCUSSION

Student A questions

- 1) Did the headline make you want to read the article?
- 2) Would you like to write a book?
- 3) What type of book might you like to write?
- 4) Do you think it is difficult to write a book? Explain.
- 5) Do you read electronic books?
- 6) Do you prefer a softback or hardback book to read?
- 7) What book are you reading right now?
- 8) What type of books do you read?
- 9) What advice would you give a new author?
- 10) Have you learnt anything in today's English lesson?

SPEAKING – ROLEPLAY 1

In groups. One of you is the interviewer. The others are one of the following people. You are in the *Radio London* studio. Today's interview is about: *Publishing a book?*

- 1) An new author
- 2) A traditional publisher
- 3) Someone from Kindle
- 4) J.K. Rowling

The teacher will choose some groups to roleplay their interview in front of the class.

SPEAKING - ROLEPLAY 2

In pairs. You are in a coffee shop. Both of you are writers. One of you is a new writer who wants advice on how to publish a book. The other has five books already published. Start a conversation about getting the new writers book published. *5 mins.*

SPEAKING - STORYTIME

On the board - *Once upon a time...* Go around the room - Each person can add to the short story. See how it develops! Add a suitable ending!

SPEAKING - DISCUSSION

Allow 10 minutes – As a class.

Discuss the following...

The best way how to publish a book

The teacher can moderate the session.

DISCUSSION

Student B questions

- 1) What do you think about what you've read?
- 2) How has book publishing changed?
- 3) Is it easy to publish a book?
- 4) Do you know anyone who has published a book?
- 5) Do you know any authors who made any money from writing a book?
- 6) What do you think of reading a book using a Kindle?
- 7) Do you need a bit of luck when trying to publish a book through a publisher?
- 8) When did you last buy a book?
- 9) Has this been a difficult lesson in English for you to understand?
- 10) Did you like this discussion?

GAP FILL: READING

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The *traditional way* is to use a *publisher*. Finding one who will actually print your book can be a challenge! Most (3)___ will be rejected, as some large publishers can receive around 2,500 manuscripts a week; so one needs to be lucky! Using this (4)___ a publisher *will pay you* for your valuable (5)__. They might print 5,000 copies of the book. If it sells in the shops, great! Otherwise if it is a (6)___ the books will sit on a (7)___ shelf for years! (8)___ could be about 20% of every book sold.

flop / manuscripts / royalties / scripts / publish / traditional / storage / method

The second way to publish a book is called '*print on demand*' publishing. Over the last (1')___ this has proved a popular way of getting books into print. The difference here is *you pay the publisher* to publish your book! If they like it they will (2)___ and (3)___ it before it is printed. *Print on demand* means a book is printed when demanded i.e. when you make an order. Using this method the publisher makes money while (4)___ end up running around book shops trying to flog their own books. It is called '(5)___ publishing'! Only the likes of J.K. Rowling make their living writing books!

Self-publishing is when you take your manuscript to a (6)__. They print 200 books for you to sell to your friends and family. The fourth method and one that is becoming increasingly (7)___ is *electronic publishing*. *Print on demand* also offers this method. Books can be uploaded into an electronic (8)___ for free using Kindle or Amazon. The royalties are pretty good.

printer / vanity / authors / edit / format / popular / decade / polish

GAP FILL: GRAMMAR

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could / your / there / this / some / these / every / they

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GAP FILL: LISTENING

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WRITING/SPELLING

WRITING / SPEAKING

1) On the board - *In pairs*, in columns list three publishers. *One-two minutes*. Compare with other teams. Using your words compile a short dialogue together.

2) Sentence starters - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) I would write _____
- 2) Books

- 3) I like to read _____

3) Homework - Write and send a 200 word email to your teacher about: **How I would publish a book?** Your email can be read out in class.

GAP FILL READING

- 1) publish
- 2) traditional
- 3) scripts
- 4) method
- 5) manuscript
- 6) flop
- 7) storage
- 8) royalties

ANSWERS

- 1) decade
- 2) edit
- 3) polish
- 4) authors
- 5) vanity
- 6) printer
- 7) printer
- 8) popular

SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) publish
- 2) manuscript
- 3) traditional
- 4) publisher
- 5) actually
- 6) scripts
- 7) challenge
- 8) receive
- 9) lucky
- 10) method

SPELLING

Use the following ratings:

Pass = 12

Good = 15

Very good = 18

Excellent = 20

- 11) valuable
- 12) flop
- 13) royalties
- 14) decade
- 15) authors
- 16) vanity
- 17) electronic
- 18) difference
- 19) otherwise
- 20) might

How to publish a book? – *15th May 2013*