

# From Paper to Paycheck:

## What Every Writer Needs to Know About Marketing

Quebec Writers' Federation

Writing Workshop

October 2nd to November 20th



### Anxiously waiting for the day when editors will beg you to work for them?

It happens. But to get there, you need to have more than great writing skills and good ideas. You need to know how to sell your work. In this workshop, journalist/author **Julie Barlow** explains the tried-and-tested techniques she has used over the last two decades to build a successful freelance writing career.



**Julie Barlow** has been working as a freelance writer since 1994. She is the co-author of an international bestseller, *Sixty Million Frenchmen Can't Be Wrong* and *The Story of French*.

### For More Information and to Register:

514.933.0878  
Julia@QWF.org  
www.QWF.org

Oct. 2 - Nov. 20, 2012  
On Tuesdays 8p - 10p  
Atwater Avenue, Suite 3

### Participants will learn:

- ✓ How to use writing to get writing.
- ✓ Why some story pitches work and others don't.
- ✓ How to resell ideas over, and over, and over.
- ✓ How to earn respect and admiration from editors and publishers.
- ✓ How to negotiate fees and contracts without losing your soul.
- ✓ How to get your head around social media and use it to build your brand.
- ✓ How to transform ideas into books, films and speaking gigs.
- ✓ How to find the right literary, film or speaking agent.