

### Prize After the Presentation

Please bring your business card to the front to be added to the Soon to be Famous email list.

One attendee will get a copy of our book "How to Launch an Author Award Program at Your Library" at the end of the program.

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### Support Self-Publishers: Be the Missing Link



*soon to be famous*

## Illinois Author Project

[SoonToBeFamous.info](http://SoonToBeFamous.info)

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### Indie is Everywhere Self Publishing is Now



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- ### Why do Authors Choose to Self-Publish?
- Practice their craft
  - Grow their readership
  - Control of promotion
  - Bigger share of the money
- Support the  
Illinois Author  
Project

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### ALA 2013 in Chicago

David Vinjamuri

PR Forum:  
*The \$84 Question:  
Libraries in the eBook Era*

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Challenge to Libraries:  
Show Your Authority



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Soon to be Famous Committee



Soon to be Famous Committee

With Dee Brennan of RAILS, David Vinjamuri, STBF Author Joanne Zienty  
& Bob Doyle Illinois Library Association

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What do we call it?



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## Submission Guidelines

- > Self-published
- > Adult Fiction
- > Author Lives in Illinois

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## How Do We Do This?

The slide displays logos for several organizations: Rails (Reaching Across Illinois Library System), DCWG (Digital Content Working Group, ALA American Library Association), PLA (Public Library Association, a division of the American Library Association), Chicago Public Library (chipublib.org), IHL (Illinois Heartland Library System), and IIA.

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## Website

The screenshot shows the website for the Illinois Author Project. It features a navigation menu on the left with links like 'Home of the Soon to Be Famous (TM) Illinois Author Project', 'About the Project', '2016 Author Application', 'For an Author, What do I need to do?', 'For a Librarian, What do I need to do?', 'Resources for Authors', 'Want to be a LIBRARIAN?', 'Soon To Be Famous Blog', and 'Find Michael Elton Park'. The main content area includes a search bar, a 'participating libraries' section with a lightbulb graphic, and a 'Want to be updated on Soon To Be Famous News?' section with a search bar and social media icons.

**SoonToBeFamous.info**

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### Facebook page



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### Getting the Word Out - Who is our Audience?



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### ILA 2013



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### It's a Writingful Life



<https://www.youtube.com/watch?v=RgjAvSBkoKg&feature=youtu.be>

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### Our Project Got Noticed



Front Page News Sports Business Lifestyles Opinion A&E

Home > Featured Articles > Simon & Schuster

#### Illinois library contest aimed at changing e-book policies

Lenders want publishers to ease restrictions, adjust pricing

December 31, 2013 | By Annemarie Mannion, Chicago Tribune reporter

Facebook 63 Twitter 10 Google+ 277

Public libraries in Illinois want to be just like Oprah — at least in one way.

They want to replicate the talk show host's success in turning some relatively unknown writers into best-selling authors through her book club.

The Soon to be Famous Illinois Author project will choose a self-published Illinois author's work for a year of book talks, author events and other promotions in Illinois public libraries.



Patrons of the DuSable Green Public Library learn about the...

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### 2014 Book Submissions

- ❑ December 30, 2013: 40 entries
- ❑ *January 1, 2014 Chicago Tribune Article*
- ❑ January 6, 2014: 103 entries!



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## Book Submissions

- 2014: 103 entries
- 2015: 43 entries
- 2016: 40 entries

Logo by  
The  
Vet  
Lovers  
Illinois Author  
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## Librarian Judges



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## Judging Qualifications

- ✓ Work in an Illinois library
- ✓ Librarian
- ✓ Reader services experience preferred

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The  
Vet  
Lovers  
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## Issues and Questions

Authors:

- Can you extend the deadline?
- Why no non-fiction?
- My library doesn't support self-publishing. What should I do?
- How do I make my book into an e-book?

Judges:

- No experience with eBooks
- Don't have an eReader

Sign to  
the  
Project  
Illinois Author  
Project

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## Getting the Books to the Judges

2014: Paper and Electronic Books

- Judges scattered geographically all over Illinois
- Some could come in to meet – gave paper copies
- Teleconferences – gave those judges eBooks

2015 & 2016: All eBooks

- Made getting the books to the judges by email easy

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the  
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## Judging the Books



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### 1<sup>st</sup> Round Judging Criteria

- Yes / No
- Will this book stand up to outside critical review?
- Would you recommend this book to go to the next round of judging?
- Would this book have mass appeal to a wide audience?
- If yes, write a review
- If yes to more than one, rank their “Yes” votes

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### 2<sup>nd</sup> Round: 10-14 Books



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### Wide Variety of Genres

- ❖ Fantasy
- ❖ Historical Fiction
- ❖ Literary Fiction
- ❖ Mystery
- ❖ Romance
- ❖ Science Fiction
- ❖ YA

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## Self-Published?

• Publisher name = Author's Name

• Create Space

- Calumet Editions
- Pine Lake Press
- Brayer Publishing, LLC
- She Writes Press
- Marelwood Publishing
- Dog Ear Publishing, LLC



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## Round 2: Books & Judges

- ✓ Each book read by at least 3 judges
- ✓ Each judge reads 2 to 3 books
- ✓ No 2 judges should have the exact same books

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## Rounds 2 & 3 Scoring Rubric

Soon to be Famous Illinois Author Rubric

How to use this rubric:  
For each row, give the book a ranking from 1-12 and enter the score in the farthest right column. Total all of the individual scores. Put in additional comments that will help with the evaluation process. Thank!

Title Author	Judge													
	1	2	3	4	5	6	7	8	9	10	11	12	Score	
Character/Plot	Bland with little commercial appeal	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Bleeding concept, but a bit of a gem	Highly enjoyable read that stimulates the intellect.
Characterizations	Fragile and dull	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Conventional, established characters.	Fascinating, extremely well developed characters.
Story telling	A challenge to get through to the end. Bored, confused.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A decent story that flows fairly well.	A story woven with wit between readings. A page turner. Was disappointed when I finished.
Pace	Weak introduction, rapid or divergent development. Unengaging resolution.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Mildly interesting introduction, hard-to-define situation.	Interesting introduction to set the stage, plot development involving conflict, opposition or a problem, and a clever climax and resolution.
Accuracy and organization	Vulgar writing, confusing to reader.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Mean but explained clearly.	Concise and smooth writing, creative use of language.
Would you recommend to a friend?	I would not recommend	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I might get on because of my reading list	I would add to my recommendation reading list. I would give it a try for them.
Total														

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### 3<sup>rd</sup> Round - 3 Finalists



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### Announcement Event



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### Our Winners



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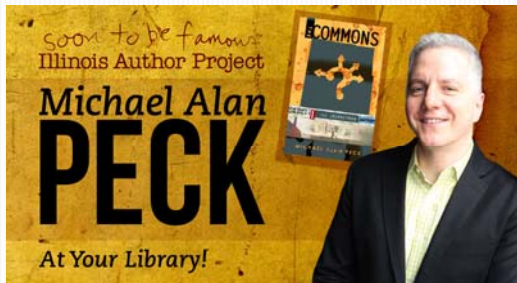
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### Promote Your Winner



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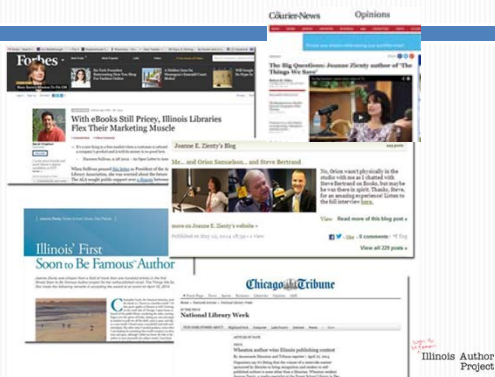
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### Famous?



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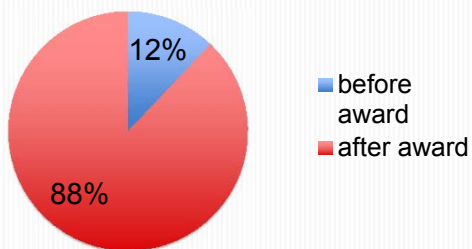
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### Print Sales



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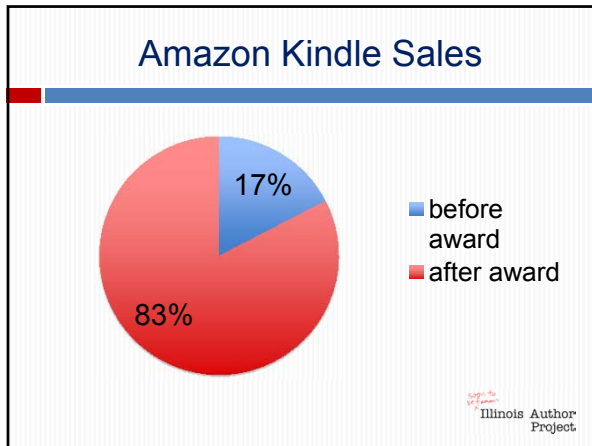
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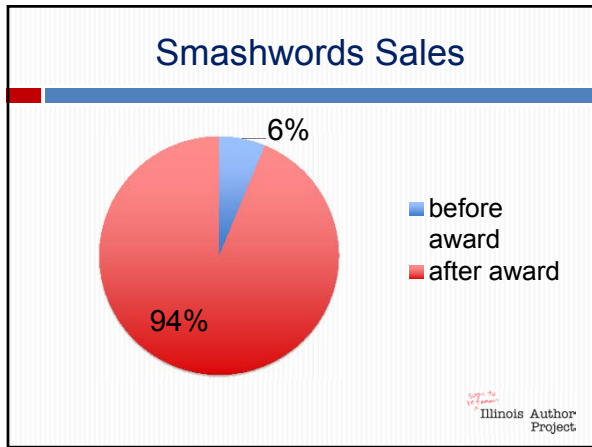
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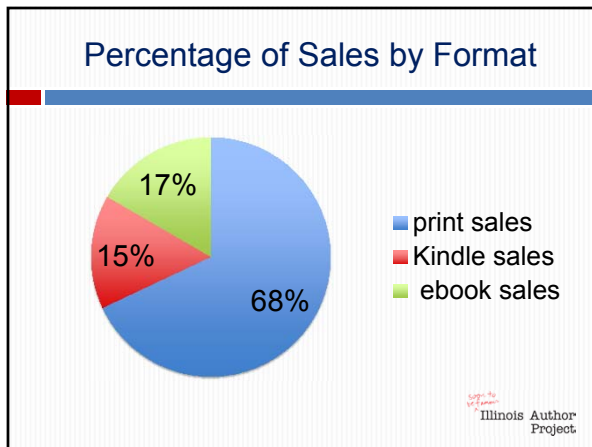
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## Change is exciting...



...and necessary!

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## STBF Continues to Grow



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## 2015 John Cotton Dana Award



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## How-To Book



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## Challenge to You

Replicate this project in your state or library system!

We are here to help.



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Why should you accept this challenge?

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Where will "Soon to be Famous" pop up next?



The logo for the Author Project features a group of black silhouettes of people of various ages and heights standing on a blue map of the United States. Above the silhouettes is a word cloud containing the text "soon to be famous" and "Author Project".

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Questions????

[www.soontobefamous.info](http://www.soontobefamous.info)

[soontobefamous@gailborden.info](mailto:soontobefamous@gailborden.info)

Julie Stam  
Eisenhower Public Library District  
[StamJ@EisenhowerPLD.org](mailto:StamJ@EisenhowerPLD.org)  
708-867-2290



A small version of the Author Project logo is located in the bottom right corner of the slide.

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