

TABLE OF CONTENTS

I. INTRODUCTION

Purpose of the Enhancement

Target Audience

How to Use this Document

II. YOUR COMPETENCIES IN THE FIELD OF WRITING

Preparing For Your Career

Envision and develop your career strategy

Step 1 : Know Yourself

Step 2 : Understand The Realities Of The Market In The Field Of Writing

Step 3 : Think About Your Career And Develop A Strategy

Create a business plan and market your art/creation/work/product(s)

Managing Different Aspects Of Your Career

Manage a project

Manage resources

Manage financial affairs

Manage legal matters

Managing Your Career Day-To-Day

Communicate effectively

Demonstrate personal competencies

III. CONCLUSION

IV. TROUBLESHOOTING

APPENDIX 1: Book Launch

APPENDIX 2: Class Visit

V. LINKS

CREDITS

Writer: Jean Béland (Les Mille-Mots Jean Béland)

Advisory Committee:

- Ron Rompkey (Memorial University / CHRC)
- Karen Virag (Writer / CHRC)
- Sibyl Frei (Writer)
- Neil Wilson (Ottawa International Writers Festival)

Translation: Lucie D'Aoust

CHRC: Lucie D'Aoust, Susan Annis

DISCLAIMER

Many representatives of Canada's cultural sector have contributed their time and effort to create *The Art of Managing Your Career – Discipline Enhancements*. The Cultural Human Resources Council hopes that you will find the information helpful and easy to use, but it provides the information "as is" and makes no representations or warranties of any kind regarding it. CHRC disclaims all liability of any kind whatsoever arising out of your use of, or inability to use, the information offered in this guide.

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of CHRC and the Government of Canada.

This project is funded by the Government of Canada's Sector Council Program.

The logo for the Government of Canada, featuring the word "Canada" in a serif font with a small Canadian flag icon above the letter 'a'.

SECTION I: INTRODUCTION

The Art of Managing Your Career is a practical career self-management guide developed for and by artists and cultural workers of all disciplines. This Enhancement is aimed specifically at writers.

Purpose of the Enhancement

The enhancement was developed to assist you in selecting a career in the field of writing, in preparing for your career adequately and in managing it effectively.

Target Audience

If you are in the following situation(s), this document is for you:

- You are a student who is attracted to a career related to the field of writing.
- You work in a job that is not related to writing but you are considering reorienting your career to one related to writing; this could be a career transition or for those who are considering retirement, it could be a new career.
- You are already earning your living as a freelancer and you wish to improve your situation as a self-employed writer.

Writing encompasses a great number of occupations. In order to reflect reality, we will use the term self-employed writer, which includes « pure » creators (fiction writers, poets, short story writers, etc.) and others (journalists, technical writers, translators, publishers, etc.). It is important to know that writers often work at one or more occupations. We will come back to this.

How to Use this Document

The contents of this document follow *The Art of Managing Your Career's* Competency Chart (www.culturalhrc.ca/amyc/competency-chart-e.asp); click on *The Art of Managing Your Career* on the right-hand side, then on Competency Chart on the left-hand side in the *Resources* section. The list of competencies outlined in the chart applies perfectly to self-employed writers.

If you look at the contents of the chart, you will note that the chart is divided into three parts. This is the order in which the material is organized in this document. The first two sections are on career preparation. These are followed by sections related to managing different aspects of your career; and finally, the last three focus on day-to-day management.

First Part: Preparing for your career

- Envision and develop your career strategy
- Create a business plan and market your art/creation/work/product(s)

Second Part: Managing different aspects of your career

- Manage a project
- Manage resources
- Manage financial affairs
- Manage legal matters

Third Part: Managing your career day-to-day

- Communicate effectively
- Demonstrate personal competencies

This document is an enhancement to *The Art of Managing Your Career* (AMYC), so do not be surprised if AMYC is often referred to — it acts as the basis of this information and contains essential information that all prospective cultural workers need.

You now have access to four tools - www.culturalhrc.ca:

1. The Chart of Competencies for self-employed artists
2. *The Art of Managing Your Career*
3. *Careers in Culture - Writing and Publishing*
4. *The Art of Managing Your Career* in WRITING

SECTION II: YOUR COMPETENCIES IN THE FIELD OF WRITING

Preparing For Your Career

Envision and develop your career strategy

As mentioned above, the first two elements of the Chart of Competencies focus on preparing yourself for your career. At this point, preparation involves imagining what your career could be in the field of writing and envisioning a strategy to develop your career. This will consist of knowing yourself, knowing the realities of the market in the field of writing and establishing your career plan.

Step 1: Know Yourself

Set personal and professional values and priorities and analyze your strengths and weaknesses

To do:

- Read the first 7 pages of Chapter 1 (pages 7 to 13) of *The Art of Managing Your Career*. Note your thoughts as you read.
- **Assignment 1:** Visit the Cultural Human Resources Council's Web site (www.culturalhrc.ca), *Careers in Culture - Writing and Publishing*. Read the section "What you need to know".
- **Assignment 2:** Fill in the worksheet that follows the text in *The Art of Managing Your Career* (pages 14 to 17).

Step 2: Understand The Realities Of The Market In The Field Of Writing

Consult with your peers, mentors, elders, and career professionals, etc.

There are numerous opportunities to meet with experienced people in your particular field of interest who can help you find resources such as conferences, cultural events of a literary nature, specialized magazines, professional association bulletins, book fairs, media contact and Web sites.

To do:

- **Research:** refer to CHRC’s Web site, *Careers in Culture - Writing and Publishing*, read the section entitled “Want more information”?
- **Assignment:** develop a list of resources available that could assist you in communicating with people.

Assess current and projected external environments

At this stage do not wear rose-coloured glasses. Try to see reality as it is and as it will be.

To do:

- **Read:** on CHRC’s Web site, *Careers in Culture - Writing and Publishing*, in “What you need to know”, see Challenges and Opportunities section, and The world of words is changing.

Be careful. Be realistic. Making a living as a writer, like any artist, is not easy, but it is possible; you must first accept the idea that self-employment assumes versatility. Be ready to take on tasks that are indirectly related to your specialty or even tasks which are not at all connected to your specialty. For example, a fiction writer will accept a small contract to write a commentary on a document written by someone else, give talks in schools to explain careers in writing and become involved in organisations that are not directly linked to writing, to become better known.

A small translation firm will accept correction and revision contracts, and will not restrict itself to translation contracts.

The Cultural Human Resources Council’s Web site, establishes 3 career streams in its section on *Careers in Culture – Writing and Publishing*, (under “Introduction” – Careers that begin with words): Book Publishing, Magazines & Newspapers, and Business & Government. These offer revenue-generating opportunities and ways to express your talent for writing.

To do:

- **Assignment:** Develop a list of tasks related to your specialty that you could do to increase your sources of revenue as a self-employed writer.

Step 3: Think About Your Career And Develop A Strategy

Establish short and long-term goals

A career plan is simply a step-by-step list of goals to accomplish during the productive period of your lifetime. The goals of a self-employed writer focus on different aspects of writing, the development of the business side and the financial gain.

Goals must be concrete, measurable, realistic and fixed in time. Here is an example: You want to write a novel (concrete) of 150 or more pages (measurable) on a theme you are familiar with (realistic) within a period of one year (fixed in time). Another example: Within the next three years (fixed in time), you want your income to be sufficient (measurable and realistic) to allow you to live on the revenue you earn from your technical writing business (concrete).

To do:

- **Assignment:** Establish your career goals based on the following list. (Keep this sheet.)

Within One Year

1. Professional activity I would like to do (career goal)
2. Product(s) or service(s) I would like to offer the public (objective of production)

3. Revenue I would like to earn from this activity (financial objective)

4. Other career goal(s)

Within Five Years

1. Professional activity I would like to do (career goal)

2. Product(s) or service(s) I would like to offer the public (objective of production)

3. Revenue I would like to earn from this activity (financial objective)

4. Other career goal(s)

You may continue this exercise and identify longer-term objectives (for example, over 10, 15 or 20 years). However, it is generally better to look at shorter-term objectives and adjust them as business develops.

Identify ways and means to achieve goals

Once objectives have been set, you must decide how to achieve them.

The first thing to do is to focus on time management. Self-employment gives you some freedom but you will soon discover the necessity to adhere to a regular schedule; otherwise, you will have the impression that you are wasting your time. Set a weekly routine that you can modify when necessary and follow it.

To do:

- **Assignment:** Draw seven vertical columns on a sheet of paper, one for each day of the week and divide the sheet horizontally into three sections: the top one for the morning, the middle one for the afternoon and the bottom one for the night. Decide on blocks of time during which you anticipate working, taking into consideration your obligations and personal engagements. To make it easier, establish the minimum number of hours per week you will devote to your activity. Enter this in your weekly schedule.

Organizing yourself also means setting up a work area. Choose a convenient spot, make it comfortable and ensure that you will enjoy writing there. Avoid distractions.

To write, you will probably be using a computer, writing paper and office supplies as well as many reference books which can be heavy and cumbersome. Get the basic material you need to allow you to work comfortably.

Ensure that you have control of your finances from the start. As a self-employed writer, you must remember that revenues will not be as regular as expenses. Carefully note all revenues and expenses related to your writing activities.

Important: Have other sources of income (primary or secondary) to ensure your survival during the initial phase of your career or between contracts. Save money to see you through periods of low income.

Evaluate and modify your career strategy

Once your goals have been set (this is your career plan) and you have put in place the means to achieve these goals, it is important to verify your progress on a regular basis.

This is simple to do. Decide the dates on which you will evaluate your goals; reread your goals to find out which have been realized and which are outstanding. If need be, reformulate your goals and set the date of the next evaluation.

Results are seldom immediate in the field of writing. Don't give up. Focus on your successes not on the difficulties you encounter.

To do:

- Note the date(s) when you plan to reevaluate your goals.

Create a business plan and market your art/creation/work/product(s)

The first part in the preparation of your career involves imagining your career and elaborating a strategy to develop it. The second part focuses on developing a business plan.

The Chart of Competencies divides this section into five precise areas. We will look at them one at a time.

Create a business and marketing plan

To do:

- Read the second part of Chapter 1 of *The Art of Managing Your Career*. This clearly sets out the contents of your business plan.
- Consult another model, adapted to your situation at www.ccarts.ca/en/advocacy/publications/toolkits/taxprimer2.htm
- The last page of Chapter 1 of *The Art of Managing Your Career* lists other sites offering other models. Choose the one that's best for you.
- Create your own business plan, using the above models. This task may seem tedious but it will help increase your chances of success.

Establish a communication strategy

In writing, as in other disciplines, unless you experience unexpected and instant success, it is a good idea to use a double strategy.

The first consists of making yourself known locally, developing a network of contacts, and gradually making yourself known in your region, then beyond.

Technology and the rapid development of Internet technology impose a second strategy, gaining access to clients worldwide. Do some strategic surfing — many Web sites offer information, services and even the possibility of publishing texts beyond your local area.

To do:

- Read Chapter 2 of *The Art of Managing Your Career*.
- Develop the list of associations and cultural organisations in your « milieu » and select those you would be interested in joining; consult the list of organisations listed at the end of Chapter 2 of the guide, and in the “Want More Information” section of *Careers in Culture - Writing and Publishing*.
- Refer to the list of Web sites in section LINKS.

Export/tour your art/creation/work/product(s)

Whenever possible take advantage of opportunities to make your services and your writing known: writing contests and special occasions (Christmas season, Valentine's Day, Mother's Day, Father's Day, etc.). Attend exhibitions, book fairs and literary activities. Look at the possibility of joining other artists from other disciplines (visual artists, engravers, musicians, photographers, etc.) to create events, develop projects and increase your visibility.

Copyright also applies to texts published on the Internet. Keep pace with opportunities and developments in the virtual world.

Import art/creation/work/product(s)

Good reference books are essential to honing your language skills (general and specialized dictionaries, grammars, manuals) and your writing skills (technical manuals, style, etc.). Suggestions: go to a library, book shop or book fair to have a look at these works before purchasing them. Select the ones that meet your needs. Buy few but buy the best.

Establish and maintain relationships with representatives in matters relating to marketing (for example: agents, distributors, artists managers, etc.)

In the field of writing, writers gather under professional associations that represent them and make them known to the public. Refer to LINKS and join associations that can help you develop your career.

Managing Different Aspects Of Your Career

The Chart of Competencies shows that career self-management means simultaneously managing projects, resources, finances and legal matters. As a self-employed writer you will be called upon do all these tasks.

Manage a project

It is important to stress that, in the field of writing, you must manage many projects at the same time, that may not be related to one another, or that can be at very different stages of development.

For example, a writer could, during the same week, correct another author's text, organize a book launch, prepare for a meeting with grade 6 students, write a weekly column in a newspaper, continue writing a manuscript and respond to a proposal for freelance work.

The success of a project lies in your being prepared. As you will see in the Chart of Competencies, to successfully manage a project, you have to be able to do certain things and in a certain order:

Identify goals and objectives

You have a project in mind? Ask yourself what you hope to get out of it. Take the time to clearly establish your goals and objectives.

Determine project's feasibility, goals and strategy

Ask yourself the following questions:

- Is this project feasible?
- If so, under what conditions can it be realized?

If you reflect on your project you avoid questioning yourself on the project while you are in the preparation stage.

Create an action plan

Refer to the examples in Appendices I & II to establish an action plan covering all aspects of your project. Write down a list of what should be done before, during and after your project.

Conduct the project

Keep going, regardless of the difficulties you encounter. Refer to your action plan.

Control and evaluate the project

Evaluate your project as soon as possible after it ends. Note the elements which gave you good results and those which proved to be difficult and frustrating. Write yourself a note, starting with the words The next time, ...

Was your project almost successful or, a failure? Be confident and remember that we can learn as much from failures as from successes. *The Art of Managing Your Career* has information and tools to assist you in these tasks.

To do:

- Read *The Art of Managing Your Career* (Chapter 3) ; then follow the instructions and use the proposed grids in the section entitled *How do I evaluate a complete project?*
- Refer to Appendices I & II. Study them and think about the two reminder examples: one relates to a book launch and the other to preparing for a school visit.

Manage resources

Read Chapter 3 of *The Art of Managing Your Career* which contains information on how to effectively manage resources. We will follow the order of the Chart of Competencies and add a few suggestions specific to your situation as a self-employed writer.

Link up to relevant professional associations

Consult the list of addresses at the end of the guide. Refer to LINKS. You will find resources to meet your needs. Certain associations' Web sites are particularly interesting either for their high quality, their uniqueness or their content. Here are five such sites:

- Canadian Authors Association - www.canauthors.org
Resources are listed by writing genres (for example, Youth, Poetry, Technical Writing, etc.).
- Quebec Writers' Federation - www.qwf.org
This site lists resources in Quebec as well as in other provinces/territories.
- Union des écrivaines et écrivains du Québec - www.uneq.qc.ca
Francophone Web site for authors.
- Writers' Union of Canada - www.writersunion.ca
This site offers resources in each Canadian province and territory.
- Professional Writers Association of Canada - www.pwac.ca
This site displays an interesting list of links.

Identify and access relevant government programs

The federal, provincial and territorial governments all offer assistance programs related to starting a business and offering services to small businesses. Do not hesitate to seek the services they offer even if they appear to be difficult to access.

For example, consider this blurb from The Canada Council for the Arts: "The Canada Council for the Arts (www.canada-council.ca) offers a range of grants for professional Canadian writers, collectives and publishers. In addition to providing support for the creation, translation, publication and promotion of Canadian literature, the Writing and Publishing Section funds author residencies, literary readings and festivals, as well as new areas of activity such as rap poetry, storytelling and electronic literature."

In Quebec, there are two organisations that provide grants to writers: le Conseil des arts et des lettres du Québec (CALQ) (www.calq.gouv.qc.ca) and la Société de développement des entreprises culturelles (SODEC) (www.sodec.gouv.qc.ca).

Each provincial writing association has links to granting organisations. Information regarding government programs will be dealt with below, Access financial resources.

Access business-support professionals

The Web site for the Canadian Conference for the Arts is recommended reading (www.ccarts.ca). Some governmental or-

organisations offer support to businesses. Refer to the list at the end of Chapter 4 of *The Art of Managing Your Career*; these sites have useful links. Use your own list of associations and organisations that you have started to develop.

Network with artists and other persons

Refer to LINKS. Look at Establish your communication strategy (See below.)

Access physical resources through renting, buying, borrowing, and exchanging, etc.

Membership in certain associations makes you eligible for discounts on material (paper, books, software, etc.) in certain stores (bookstores, office supplies, information specialists, etc.). Take advantage of these savings.

Establish and maintain mailing lists/databases

A good database will allow you to update your contacts (clients, suppliers, invitation lists, contact persons, etc.) and, in the long run, save you time. If you don't know how to work with a database, contact your local college/school; many offer training courses in database management.

Manage information

Read the section “How can I get organized?” at the beginning of Chapter 3 of *The Art of Managing Your Career*.

Manage financial affairs

Financial management is the same regardless of the discipline you work in. The Chart of Competencies divides financial management into four areas which are well covered in *The Art of Managing Your Career*.

Develop a long-term financial strategy

Start by reading the first four pages of Chapter 4 of *The Art of Managing Your Career* and concentrate on the section entitled How does self-employment differ from employment?

Develop and manage a budget

One section of Chapter 4 of *The Art of Managing Your Career* focuses on this .

Access financial resources

In the private sector, very few small businesses advertise their willingness to provide financial support to artists and creators. Businesses often accept to be connected with other businesses or activities which will improve their image. The larger ones include sponsorship in their annual budgets. Think about this when you develop a project.

Draw up a list of potential sponsors in your milieu: bookstores, businesses, etc. How will you interest them? Outline the advantages to them of supporting artists – increased publicity and positive corporate image.

For the public sector, start by reading Chapter 3 of *The Art of Managing Your Career*, “What government programs can help me?” Refer to Identify and access relevant government programs (See below.)

In Québec, the Conseil des arts et des lettres du Québec (CALQ) (www.calq.gouv.qc.ca) offers financial support under its Littérature section.

Other Canadian provinces and territories have programs. Here is the list of sites from the Canadian Authors Association's Web site (www.canauthors.org):

Provincial and Territorial Governments

Alberta

www.gov.ab.ca/home

British Columbia

www.gov.bc.ca

Manitoba

www.gov.mb.ca

New Brunswick

www.gnb.ca/index-e.asp

Newfoundland and Labrador

www.gov.nf.ca

Northwest Territories

www.gov.nt.ca

Nova Scotia

www.gov.ns.ca

Nunavut

www.gov.nu.ca

Ontario

www.gov.on.ca

Prince Edward Island

www.gov.pe.ca

Quebec

www.gouv.qc.ca

Saskatchewan

www.gov.sk.ca

Yukon

www.gov.yk.ca

The public sector is not limited to provincial and federal governments. It includes many organisations from the public and parapublic sectors that may have interesting funding programs, such as, municipalities, schools and cultural organisations.

Many easy-to-complete application forms for funding can be downloaded and submitted over the Internet.

If you find this type of application form confusing, go to the Canada Council Web site (www.canadacouncil.ca); click on Writing and Publishing, then on Application forms and guidelines (in the navigation bar on the right-hand side). Follow the directions and read the online application form (PDF format). Some forms are over 10 pages long! However, half of the pages outline the program guidelines. Take the time to read the forms carefully. You will learn that only 20 per cent of applications are accepted. This may seem low but remember, if you don't apply, your chances of obtaining funding are zero.

There are two main difficulties encountered by those who complete funding applications: they have a hard time explaining their project in a clear manner or they do not understand the evaluators' expectations.

Before applying for funding for a project, ensure that all aspects of the project are in place. The questionnaire, which can be very detailed, reflects this; this is one way for the evaluators to ensure that your project is serious, realistic, coherent and well-structured. Start by reading the form and making notes of what you will need to find out before completing it. Be sure to complete every section of the application form and answer every question. When possible, use the same descriptive words as the funder uses in the program guidelines — then you will be speaking their language. Even if you are not successful in your application, you are not wasting your time; think of it as an essential practice.

If any are not clear, do not hesitate to contact the funder for additional information.

Identify and access donations-in kind and services

Refer to LINKS. Add local/regional/provincial/national contacts, if any.

Administer remuneration

This does not relate to your situation as a self-employed writer. However, if you decide to hire an employee or employees, it is important that you make all required payments and deductions. Consult your province's Canada Business Service Centre for legal information on how to manage human resources.

Manage legal matters

We are following the order of the Chart of Competencies which divides Manage legal matters into six areas of competency. Refer to Chapter 5 of *The Art of Managing Your Career*.

Manage relationship with legal advocates

Read Chapter 5 of *The Art of Managing Your Career*. You will find useful information that you should be aware of. These issues are important, whether you are writing a technical manual, a report for government, a magazine or newspaper article, or your own creative work.

Establish and enforce contracts and agreements

Read Chapter 5 of *The Art of Managing Your Career*. This applies to all forms of contracts including renting a hall or engaging a person/firm (facilitator, musician, caterer, etc.).

As previously mentioned, being a self-employed writer implies being versatile and you could have to sign writing contracts for services related to writing (correction, revision, translation) with different clients: private firms, governmental organizations, businesses, newspapers, magazines, etc.

In most cases, in exchange for payment, the client will retain the intellectual property and copyright on the material you produce, whether it is a technical report, a speech, a greeting card, a newsletter, publicity content or sports article.

In the field of writing, it is important to focus on a particular form of contract: the publishing contract. What is a contract with a publisher? It is the commitment by a publisher to publish an author's work in exchange for full or partial assignment of copyright during a determined period of time. In exchange, the author receives royalties on the sale of the works. Publishing contracts do not always include royalties. For example, texts appearing in newspapers or magazines may not bring any remuneration to the writer but could lead to signing a contract. What the writer gains is exposure.

The signing of such a contract is a great moment in an author's career. However, a contract can include many clauses, some of which could be very restrictive. Here are a few important suggestions to avoid bad surprises:

- Carefully read the contract and make sure you understand every clause before signing.
- Pay careful attention to clauses that define the assignment of your copyright: printing, reproduction,

translation, adaptation and derivative rights. Make sure the royalties (if any) will go to you.

- Carefully examine any reference to cause of preference., which is a statement that an author must submit his or her next manuscript(s), for example, to the same publisher. Signing a clause of preference could make the author almost a “prisoner” of the publisher. This clause can also impose a time limit so that the author can be forced to offer the publisher all the manuscripts he or she writes for the next five years, even if the publisher is under no obligation to publish them. Signing such a clause is to be avoided.
- Read *How Do I Protect My Copyright?*, Chapter 5.
- Get the advice of specialists. Writers’ professional associations can guide you in this.
- Consult reference books. In Quebec, l’Union des écrivains et écrivaines du Québec (UNEQ) offers, at very low cost, a brochure entitled *Mise en garde contre le contrat d’édition*. The Writers’ Union of Canada (www.writersunion.ca/shcp.html) offers a *Self-Help Contract Package* which includes the following publications: *Model Trade Book Contract* (2001) and *Help Yourself to a Better Contract* (2006).
- Consult this important Web site: www.accesscopyright.ca

Provide for loss and damage

Read Chapter 5 of *The Art of Managing Your Career*, How do I protect myself against loss and damage?

Protect copyright

“Copyright is a property right that arises initially from authorship alone. In Canada, formal registration is not required. An author has copyright in any original literary work, whether or not it is published, except in some cases where the author has been employed to write the work. Copyright in a work remains with the author or his/her heirs for the life of the author plus 50 years, unless copyright is assigned (by sale or gift) to someone else. Do not assign copyright to your publisher. To register copyright and for more information, contact: The Commissioner of Patents, The Copyright Office, 50 Victoria Street, Place du Portage, Tower 1, Gatineau, Québec, K1A 0C9.” Source, The Writers’ Union of Canada’s Web site (www.writersunion.ca).

Read Chapter 5 of *The Art of Managing Your Career*, How do I resolve a legal dispute?

Defend against legal action

Consult a lawyer, if necessary. Remember that as far as commitments are concerned, an ounce of prevention is worth a pound of cure.

Fulfill statutory obligations (ex. : benefits, income tax, sales taxes, etc.)

Read Chapter 4 of *The Art of Managing Your Career*, How does self-employment differ from employment? As a self-employed writer you will find the section that immediately follows *How do I handle income tax?*, very useful.

In Québec, the UNEQ publishes and distributes to its members a document entitled *Guide de l’impôt pour l’écrivain et l’artiste* which is updated on an annual basis.

The Writers’ Union of Canada offers *Income Tax for Writers* (2002) at a reasonable cost (www.writersunion.ca).

It is important to know that copyright also applies to texts published on the Internet so you need to be aware of the basics of copyright law. The following are links to useful copyright-related sites:

www.editors.ca/resources/web_links/copyright.html

www.droitsurinternet.ca

The Canadian Authors Association also has an excellent and extensive page of links at

www.canauthors.org/links/links.html

Managing Your Career Day-To-Day

The last two elements of the Chart of Competencies apply to all workers, self-employed or not, who, in a world of non-stop information, rapid evolution of technology, and globalization must communicate effectively and demonstrate personal competencies.

Here are some competencies that may be of particular interest to you as a writer.

Communicate effectively

Demonstrate listening skills

Since you want to become known and build your reputation, your personal attitude is extremely important. Know how to listen.

Communicate orally

Self-employed writers, regardless of their specialty, are often called upon to make presentations to different audiences: school children, peers, students, other artists. Be prepared to take advantage of such opportunities to make yourself known.

Write effectively

You must know how to write letters, press releases and other necessary documents as part of your career. Refer to CHRC's Web site (www.culturalhrc.ca), *Careers in Culture* - Writing and Publishing, "What you need to do", Work search strategies for good models that you can adapt.

Negotiate agreements

Self-employed writers need to know how to negotiate. The nature of the work means a constant search for contracts, usually in different areas and for very different clients. It is important to study each contract. Do not agree to conditions which are not clear and make sure you can deliver what is required of you. Don't automatically accept anything; learn how to discuss contracts and how to negotiate.

Resolve conflicts

Such competencies are necessary in all disciplines.

Match communications skills to technology

This is reality. Today's technology offers writers immeasurable efficiency and time saved. Find ways to keep yourself informed.

Demonstrate personal competencies

The last series of competencies outlined in the Chart of Competencies could be summarized in one word: perseverance.

Keep the "sacred fire"

Motivation and passion are essential. The unexpected events and the difficulties one encounters force us to work at maintaining the "sacred fire" or the "fire in the belly".

Think about a ladder. Every small success is a step on the ladder that leads to the success you are seeking, to the fruition of your goals. Here is an easy concrete exercise: write a short curriculum vitae (CV) or resume. Only write about what

is relevant and directly related to your career as a self-employed writer. Divide it into three parts:

1. Training/education that is directly related to your career (studies, part-time courses, conferences, lectures, etc.);
2. Your writing experience — list, chronologically, what you have written to date;
3. Your short-term goals.

Finish the exercise within a few months and note the date on which you will update it. On that day, revisit the CV. By tracking your progress you will have the satisfaction of watching your career evolve.

Make appropriate decisions

The preceding exercise forces you to evaluate your goals on an ongoing basis and to set new goals for the next period. Do not hesitate to bring about changes you deem to be necessary. However, do not drop one of your goals without knowing that you have done all you can to achieve it. This will make it easier for you to accept the consequences.

Demonstrate time-management skills

As mentioned previously, respecting a weekly schedule is especially important for self-employed workers (refer to Identify ways and means to achieve goals). There are many books available on this subject. Also, because it applies to all disciplines, time-management courses are offered regularly by most colleges and universities. Sign up for such a course.

Manage one's development

Refer to CHRC's Web site (www.culturalhrc.ca), *Careers in Culture - Writing and Publishing*, "What you need to know".

Identify your personal and professional needs and the points you want to improve. Study the different training opportunities available in your milieu: courses, activities organized by associations and organisations, specialized magazines, reference manuals, media, etc. Don't forget the Internet.

Demonstrate teamwork skills

Even though writing is an individual activity, it is necessary to collaborate with many people to make your projects happen. This competency is extremely important.

Innovate and act creatively

The public wants original fresh material. It is important to put your personal touch on your projects.

Maintain self-care and well-being

This is a basic competency we often forget. The key word is balance. It is essential that you maintain a balance on all fronts: physical, intellectual, mental, social, etc., despite the unexpected, the delays, the difficulties and even the successes. This will allow you to move on and get the maximum pleasure out of what you do.

SECTION III: CONCLUSION

Being a self-employed writer can be very exciting, but it can have its difficult moments.

For one thing, being self-employed allows a lot of freedom but also demands more discipline than a 9 to 5 job which usually has working conditions established by an employer.

Other difficulties relate to the act of writing itself – sometimes it takes a long time to obtain results. Writing demands that you be continually learning, developing ideas, making yourself known.

To live by writing is to become one with the writing. As with all artists, many writers are completely absorbed by their craft – it becomes a way of life that can take over other aspects of your personal life. It is not uncommon, especially in periods of artistic drought or financial want, for writers to go through periods of discouragement. If this happens to you, refer to the troubleshooting section which follows.

These solutions could be useful throughout your career which we hope will prove exciting and successful. We wish you the courage you will need to persevere and the luck to be successful in your career as a self-employed writer – a career that should bring you satisfaction and joy.

SECTION IV: TROUBLESHOOTING

Problem/Possible Solution

I am not motivated

- Evaluate your career goals; adapt them to reality.
- Update your cv to measure results; track your development

I do not have time: (Too many unexpected things happening, too many requests. Difficulty saying no.)

- Choose what you have to prioritize, and, sometimes sacrifice.
- Hang on to your objective: complete your project.

The task is too big:

- Sub-divide the tasks to be done in smaller “bites”; this will make progress easier to measure.
- Reset deadlines dates making these more realistic.

I am stuck: (...I feel I am going around in circles, writer’s block)

- Go over your steps (for example: I started to write before completing my research; be aware of work accomplished to date; to measure progress regularly, make notes on tasks, the number of pages, how the project is divided, etc.)

I find it hard to start again after a few days off

- Work each day, even if you don’t have time; keep a note pad on which to job ideas related to your project; think about the project “when you have a moment”.
- Take a familiar object (such as your key ring) and attach something to it that will remind you of your project (such as a red key).
- Treat yourself when your task is completed.

I am getting discouraged (...big black clouds)

- Identify what started this, what set it off; identify the causes; imagine means to get back on track; put these means in place; if need by consult a resource person.

APPENDIX 1: Book Launch

Date: Tuesday, September 16, 20XX

Schedule: 7 :30 to 9 :30 p.m.

Venue: To be determined

Objectives:

- Start to sell my book
- Obtain local media coverage

Feasibility or conditions to be met:

- Find an appropriate venue at a reasonable price
- Obtain financial support

Action Plan

1. Deadlines

August 15: Tasks begin

August 22: Completion of tasks related to organisation and sending press releases and invitations

August 29: Completion of tasks related to personnel and material/logistics

September 5: Delivery of scenario complete

September 14: Reminder to personnel and review of material/logistics

September 16: Event takes place

September 17: Follow up begins – thanks, payment of bills, financial statement

September 18: Project evaluation

2. Logistics

A. Rental of venue

B. Personnel:

- one facilitator
- one violinist (atmosphere & 2 short numbers)
- one person responsible for refreshments
- one person responsible for material (before the event)
- one person responsible for handling cash during the signature session
- one person to greet and to hand out material
- one camera person

C. Material

- podium, lectern, microphone, amplifying system
- table for refreshments
- table for the signature session
- coffeemaker, coffee, sugar, milk, stirrers, napkins, paper towels, juice, water, munchies, etc.

- change, small bell, tablecloth for each table
- paper towels for refreshments table
- chairs for guests
- coat hangers, chairs set around the room
- pencil, small lectern for the book
- posters and other decorations

3. Publicity

A. Press release

1. Texts
2. Distribution list: media — names & coordinates

B. Guests

1. List of guests + name tags
2. Letter of invitation (with a location map)
3. Preparing & sending mailing (or sending by email)

C. Special Guests

1. List of special guests + name tags
2. Letter of invitation
3. Preparing & sending mailing (or sending by email)

D. Journalists

List and coordinates of local newspapers to be invited

4. Outline of the evening

A. Scenario

Ambiance: music by a local violinist

1. Words of welcome and outline of the evening by the facilitator.
2. Introduction of violinist and short number
3. Book launch
 - a) A few words from the illustrator about her contribution to the work.
 - b) A few words from the author (words of thanks, mention of certain people who are present, reading of short excerpts)
4. Second number by violinist
5. A few words from the publisher
6. Draw of the book, as a souvenir
7. Signature session

B. Material for participants

1. Short personal cv of the author
2. A numbered bookmark for the draw and to count the number of guests present.

C. Summary of presentations (refer to scenario)

1. Facilitator: to be done

2. Illustrator: to be prepared by the illustrator
3. Author: to be done
4. Draw: by the facilitator ; prizes are awarded by special guests, photos are taken
5. Signature session: ensure sufficient space to accommodate a waiting line

5. Follow up

- A. Press release to announce the event
- B. Bill payment and financial statement
- C. Letters and notes of thanks (guests, personnel, those who collaborated)
- D. Evaluation (in preparation for the next one...)

6. Budget

Anticipated revenue

· Sale of 40 books (sold at \$8 each)	\$320.00
· Publisher's contribution to the event	\$250.00
· Sponsorship (seek from local library)	\$100.00
TOTAL:	\$670.00

Anticipated expenses

· Refreshments, groceries, rental of coffeemaker	\$60.00
· Gift of 5 books for the draw (purchased at \$12 each)	\$60.00
· 50 Letters of invitation, stamps, envelopes	\$35.00
· Hall rental fee (no charge – municipal library)	\$ 0.00
· Fee for facilitator	\$100.00
· Fee for illustrator (\$50) & travel costs (\$25.00)	\$75.00
· Fee for violinist	\$100.00
TOTAL:	\$430.00

SURPLUS (DEFICIT) ANTICIPATED:	\$240.00
---------------------------------------	-----------------

APPENDIX 2: Class Visit

Date: March 21, 20XX

Schedule: to be determined by teacher ; duration: 60 minutes.

Venu: Grade 6, XXXXXX School

Contact: Diane YYYYY, teacher (123-456-7890)

Main objective:

- Make students understand what it is to be a writer, to make them interested in reading.

Other objectives :

- Develop contacts with school staff
- Obtain the names of other schools or teachers who may be interested in my presentation

Feasibility or conditions to be met

- Approval of the school principal

Action plan

1. Schedule

February 28: Confirmation received from teacher, project begins

March 7: Organisation of material

March 14: Scenario and required material – completed

March 19: Confirmation by telephone

March 21: Meeting with the students

March 22: Follow up (thanks, new contacts, financial statement, etc.)

March 23: Evaluation of project

2. Logistics

A. Venue: school room

B. Personnel: n/a

C. Material required

- my book
- my research file
- concrete illustrations: objects tied to my book (photos, signed bookmarks, familiar objects, etc.)
- bookmarks

3. Publicity

- n/a

4. Outline

A. Scenario (ask the teacher to keep time)

- Introduction: Thanks, I introduce myself (5 minutes)
- Exposé: I present my book (10 minutes)
- Origin of the idea for my book (illustrated by concrete objects)
- Story development (method used)
- Practical exercise: Applying the method used to other stories on the same theme
 - 1st part: students form teams, invent a story (10 minutes)
 - 2nd part: each team tells its story – highlight the strengths (10 minutes)
- Question period: (15 minutes)
- Conclusion: Words of thanks to teacher and words encouraging students to read and study (5 minutes)
- Gifts: A bookmark with their name on it is presented to each student (5 minutes)

B. Documents

- bookmarks prepared in advance
- one sheet outlining how I develop a story

5. Follow up

- Evaluation of meeting with the teacher ;
- Thanks to the teacher and the school principal ;
- Try to set up meetings with students in other classes or other schools.

6. Budget

Anticipated revenues

· Professional fee paid by school	\$100 .00
TOTAL:	\$100 .00

Anticipated expenses

· photocopies (30 @ 5 cents) + taxes	\$ 1.70
· travel to and from school (20 km @ 35 cents)	\$ 7.00
TOTAL:	\$ 8.70
SURPLUS (DEFICIT) ANTICIPATED:	\$ 91.30

LINKS

General Information

www.pch.gc.ca

General information

www.youtube.com

Online products, including books

www.myspace.com

See « Books »

www.placesforwriters.com

Resources for Canadian (and international) writers, updated daily

www.writersdigest.com

Virtual magazine

www.pch.gc.ca/pgm/padie-bpidp/index-eng.cfm

Section of the Canadian Heritage web site pertaining to books

www.collectionscanada.ca/writers/index-f.html

Section of the Library and Archives Canada web site pertaining to Canadian writers

www.arts.ualberta.ca/clc/index.php?page_id=5&lang_id=1&submenu_id=6

A virtual meeting place for Canadian writers

www.track0.com/ogwc/resources/genresources.html

News and resources related to writing

www.nwpassages.com/links.asp#CanLit

Pages of links related to Canadian writers (Highly recommended site)

www.cwj.ca

Canadian Writers' Journal. News and resources for self-employed writers.

www.wiredonwords.com

Designed for words deserved to be heard

www.writing.com

Assistance in writing at all levels

www.wordwrights.ca

Different services to writers

Associations

Canadian Authors Association - www.canauthors.org

For different literary genres (for example, youth literature, poetry, journalism, technical writing, etc.) a highly recommended site

Editors' Association of Canada - www.editors.ca

For editors

Québec Writers' Federation - www.qwf.org

The range of resources covers Canada as well as Québec.

Union des écrivaines et écrivains du Québec - www.uneq.qc.ca

Francophone site for writers

Writers' Union of Canada - www.writersunion.ca

Includes a list of links for each province and territory in Canada.

Professional Writers Association of Canada - www.pwac.ca

Offers an interesting list of links which includes an international section.

Professional Writers Association - www.writers.ca

Information for self-employed writers.

Financial information

www.writerstrust.com

Financial support and literary awards

www.canadacouncil.ca/writing/

Offers many programs in all cultural disciplines including writing

www.culturecanada.gc.ca/display.cfm?lang=eng&category=5&page=1&serviceattr=35&subcategory=42&prov=21

Awards and Prizes, Contributions, Grants, Learning Resources, Research Tools, Scholarships, Showcasing Opportunities, and Training Programs

www.canadacouncil.ca/grants/writing/ri127227329682968750.htm

Grants for professional writers

www.canadacouncil.ca/grants/writing/wd127217018955000000.htm

Travel grants for professional writers

Copyright – Contracts – Legal information

www.editors.ca/resources/web_links/copyright.html

Information on copyright in Canada and abroad

www.cb-cda.gc.ca

Copyright Board of Canada

www.accesscopyright.ca

Information on copyright

<http://erdc.ca/>

Electronic Rights Defense Committee

www.strategis.ic.gc.ca/sc_mrksv/cipo/welcome/welcom-e.html

Canadian intellectual property office

www.strategis.ic.gc.ca/sc_mrksv/cipo/cp/cp_main-e.html

Canadian intellectual property office – Copyright section

Publishers

www.track0.com/ogwc/resources/canpublishers.html

Alphabetical list of Publishers in Canada

www.lelibraire.org/accueil_choix.asp?type=fran

List of francophone québécois, canadian and foreign publishers

www.livres-disques.ca/recf/home/index.cfm

Site related to French-Canadian publishers

Self-Publishing

www.manuscritdepot.com

Francophone site for self-publishing

www.lulu.com

Francophone site for self-publishing

www.trafford.com

Trilingual site : English, French and Spanish

www.go-publish-yourself.com

Services related to publication and promotion

Online Publishing

www.manuscrit.com

Francophone site on publishing and promotion — for self-publishing

www.useit.com/papers/webwriting/

Writing for the Web

www.onlineoriginals.com

E-book publisher

Search Engines for Books

www.bookhitch.com

Information and publicity

www.canadabooksonline.com

Focus on the world of Canadian independent writers

Online Libraries

www.abebooks.com

www.amazon.ca

www.audible.com

Audiobooks

www.ebay.ca

www.ebooks.connect.com

Offers best-sellers from major and independent publishers

www.mobipocket.com

Online ebookstore

www.secondemain.ca

Francophone site. Used books.

www.tonality.ca

Francophone site. Online library.

Francophone sites

www.lefa.ca

Site des écrivains francophones d'Amérique

www.voixdecrivains.com/index.html

Voix d'écrivains du Québec et de la francophonie

www.aaof.ca

Site de l'Association des auteures et auteurs de l'Ontario français

www.zof.ca/zof/home/index.cfm

Portail des arts et de la culture de la zone francophone en Ontario

www.bibliotheques.uqam.ca/recherche/Thematiques/Et_litteraires/Sites_interet.html

Site d'intérêt général sur la littérature présenté par les bibliothèques de l'UQÀM

www.lelibraire.org/default.asp

Informations et actualités littéraires

www.francophonie.org/actions/arts/fin-5continents.cfm

Site de l'Organisation internationale de la francophonie; plusieurs domaines répertoriés dont les arts et la culture