

**24 May 2013**

**10:00am – 10:45am**

**Room A302**

## **Roundtable Title: Publishing Fiction: Self or Traditional?**

*A Writer's POV*

**Presenter:** Phillip Kim, Author of the novel 'Nothing Gained'

### **Abstract**

My first novel – Nothing Gained – was self-published before being acquired by Penguin Book Group. As such, I have a unique perspective on providing authors with thoughts on how to get their work into today's complex marketplace. What are the benefits and costs of self-publishing versus the traditional route? What are the key issues to consider when self-publishing? How important are issues such as editing, genre, title and design to a self-published book's success? What roles do agents and publishers take on in today's publishing world?

In my workshop, I propose to summarize the journey that I took in getting both versions of my novel to market, as well as lead a few exercises (e.g. crafting an "elevator pitch" for a book, writing a jacket summary) that can help aspiring authors hone their marketing skills.

### **Biodata**

Phillip Y Kim is a career investment banker who has taken up creative writing. He draws inspiration from his wide-ranging experiences in Asia during the past twenty-plus years. His financial thriller, "Nothing Gained" was published by Penguin Book Group in March 2013. He is a committee member of the Hong Kong Writers Circle and contributes short stories to their anthology. He is a long-time Hong Kong resident. Blog: [www.asiaonepercent.blogspot.com](http://www.asiaonepercent.blogspot.com)