

PROJECT BLOOK!

Most folks blog these days. It's the new generation's diary. Did you know that books originating from blogs are one of the latest evolutions of the publishing industry. There's even a new word invented for books that came from blogs - BLOOKS!, and an award for books that are published! Check out:

<http://lulublookerprize.typepad.com/>
<http://blogs.timesunion.com/books/?p=172>
http://online.wsj.com/public/article/SB114322453767507639-pec_QPwCWWRxKOWRUIKXsMZUgCM_20070325.html?mod=blogs

As part of our plans to guide and develop writing talents in Singapore, we are moving our in-house writers' group into a more serious mode and starting Project Blook. We're inviting interested writers to migrate or start a new blog under our Renaissance Publishing account at Bloggers. Blogs that show potential will be chosen for publication into actual books. Before you start applying, please consider the following:

- unlike having your own private venting blog, Project Blook is a serious effort to showcase the literary talents of Renaissance Publishing's selective list of in-house writers. Your blog will be listed in your real name, so no spamming or any other ethically or legally problematic contents please.
- You can write whatever you want, BUT! Blogs make it to books because they develop a strong following and massive fan base. This is usually because they either have a consistent theme/are very informative on one area of interest (non-fiction), or are highly intriguing, innovative, and reads like a very captivating serialised novel (fiction). Frivolous content and inconsistent writing are a dime a dozen (it was estimated there are more than 60 million blogs worldwide in 2006!). It is STRONGLY suggested you read the articles in the links above to get an idea of what content makes it into books!
- We will read, edit and give you feedback on your blog posts. Effectively, you blog as a member of Renaissance Publishing's selected in-house writing group. We don't want you nor us to look bad in the public domain! It's also to help you improve your writing as you go along.
- You must commit to posting regularly! Although we can understand now and then when other more urgent matters come into our lives, writing requires consistency for improvement and to develop a following online. Don't sign up if you think you're going to load 10 posts on the first day enthusiastically and then leave it blank for the next year. We WILL delete your blog by the end of the month!

So why should you join this project?

- Because as a member of our in-house writers group, you get priority for our paid writing projects, we ACTUALLY read your manuscripts if you submit them, and we'll put up a profile of you on our website and promote you and your writing to the literary industry worldwide!
- Because if the quality is there, we will select blogs from this group to be published and marketed as print books in bookstores, turning you into a REAL published author and EARNING ROYALTIES from book sales!
- Because if you really want to develop your writing talent we are offering you free guidance and editorial help along the way...which other publisher you know does that? (Copyright of your blog entries will remain yours unless we sign an author contract with you)

Finally, take note:

- whether your blog makes it to publication is largely dependent on yourself: Is the quality and quantity of material there? Have you come up with something that attracts a following? We will track the no. of visitors and popularity of your blog and our decision on publication will be based largely on that!

If you are keen to give it a shot, email me at lance@renaissance.sg with the following details:

1. Name (Full name please)
2. Email (make sure it's one you use long term. You'll need to start an account with blogger with this email addy if you don't have one already)
3. Contact no. (we'll try to stick to email but you never know...)
4. Proposed Title of Blog (Feel free to be creative, but your posts will still bear your real name as the author)
5. Current Blog URL (or attach a sample of 3 SHORT pieces of writing from you)

All winners and published contestants of Romance Vol. 1 automatically qualify to partake in Project Blook. Other interested writers will be screened for eligibility by merit based on the quality of your current work/blog/resume etc. If you know I DON'T KNOW YOU ALREADY, a short intro about yourself will also be good! After all, if you are an aspiring writer, this should be the easy task!

Cheers,

Lance
Publisher, Renaissance Publishing