

The Berkhamsted Society of Authors

The Berkhamsted Society of Authors would be a vehicle for both existing and aspiring authors holding bi-monthly meetings, among which will be the following objectives;

1. To advise and promote quality in writing style for both fiction and non-fiction works, providing guidance as necessary and explaining the different genres.
2. To advise on putting together a book proposal for both fiction and non-fiction, targeted towards specific publishers and what they are looking for. This area is much misunderstood, especially the required research and how to use it.
3. To invite guest speakers from the publishing world, both fiction and non-fiction in order that they can provide examples of successful works and how they have been promoted.
4. Writing for film and TV and entering the world of third party production houses. Guest speakers will also be invited from this area.
5. Marketing and promotion. How to undertake direct marketing of a given work. The distinction between what a publisher will do and what an author can do. Where to start and how to go about it.
6. Good writing by example. A look at the classics and why they are considered as such. This will include historic works right back to Neolithic times and the high points in both fiction and non-fiction.
7. How to start as an aspiring author. Often the hardest thing of all. Advice and guidance will be given.
8. The digital and on-line world. What this means for publishing.

The above points represent a sound range of topics with which to establish the Society. However, one of its aims will be to remain flexible and open to ideas. It is anticipated that there may be a significant interest from within Berkhamsted and West Hertfordshire in general and, as such, the Society will be providing a valuable community service. Furthermore, it should not be too difficult to get started or to publicise both locally and regionally. It shall of course have a dedicated web site with links to pertinent professional and academic institutions.

Governance of the Berkhamsted Society of Authors shall be by an elected committee of five individuals, preferably from within the West Hertfordshire area, plus an elected President. All members will serve for one year but may be re-elected if appropriate. Invitations will also be sent to publishing groups in this context.

It is expected that the Berkhamsted Society of Authors will take a little while to blossom. First, people will need to be made aware of it, a committee must be formed and the first meeting planned. Slowly, it would no doubt attract additional members who would pay a small subscription to cover administration charges. However, in time, the BSA will undoubtedly grow and become a significant entity within the publishing world. This, indeed, is the primary objective.