

STORYTELLING FOR SAILORS

Course Outline (Syllabus)

Welcome - Lin Pardey

How to get the most out of this program

Introduction -Lin Pardey

Lin Pardey introduces her Storytelling for Sailors series. Lin and her friends cover writing for magazines and books, blogging, creating videos, public relations and media marketing to bring your storytelling to a wider audience.

- Can You combine storytelling with your cruising life, the pros and cons
- How I became a sailing storyteller
- The only real lesson you need to become a storyteller

General Thoughts - Lin Pardey

Lin Pardey offers some general comments about her Storytelling for Sailors series.

- How to get noticed
- How to start building your brand
- What editors, readers and viewers want from you

Photographs - Lin Pardey

Lin Pardey gives tips on taking photographs to enhance your articles, books, and videos.

- Getting the Photographs you Need
- General tips on improving your photography
- Making sure your photographs tell a story
- Getting photos of your own boat

Magazines - Lin Pardey

Lin Pardey discusses writing articles for sailing magazines.

- How to interest an editor
- Some very important tips on writing good copy
- Selling second rights and using articles to create a book
- What you can earn

Magazine Editing - Herb McCormick

Interview with [Herb McCormick](#), Retired editor, Cruising World Magazine, author of 3 award winning sailing books.

- Presenting your work to Magazine Editors
- Presentation and Formatting
- Suggested lengths

Book Publishing - Lin Pardey

Lin Pardey discusses book creation and publication.

- Traditional publishing vs. self-publishing, the pros and cons.
- What a publisher will do for you
- What the publisher won't do.
- Working with an editor
- Potential remuneration from book publishing

Book Editing - Michelle Elvy

Interview with [Michelle Elvy](#) – Award winning short story writer, manuscript appraiser and book editor

- What an editor can do for you
- How to work with an editor.
- How to find the right editor for your book project
- **PDF – The first chapters from Lin's next book - Passages, with full editors notes and suggestions from Michelle Elvy**

Book Self-Publishing - Cap'n Fatty Goodlander

*Interview with [Cap'n Fatty Goodlander](#) – Author of 9 cruising books including *Chasing the Far Horizon*.*

- Why Fatty loves Entrepreneurial publishing

Traditional Book Publishing - John Kretschmer

Interview with [John Kretschmer](#) – Author of 7 cruising books including [Flirting with Mermaids](#) and [Sailing a Serious Ocean](#).

- Going the traditional publishing route

Blogging - Lin Pardey

Lin Pardey discusses blogging and how it can help you with your storytelling goals.

- Why do it?
- Ensuring it is a positive experience
- Various ways to monetize a blog

Blogging - Sailing Totem Behan & Jamie Gifford

Interview with Behan and Jamie Gifford – authors of [Voyaging with Kids](#), [Sailing Totem](#) blog and [Cruising Coaches](#).

- How blogging added to our cruising life
- How to ensure the whole family is on board as you blog
- Monetizing a blog

Video - Lin Pardey

Lin Pardey introduces a discussion of short and long-form videos.

Long form Videos - Lin Pardey

Lin Pardey discusses producing long-form video content.

- Sailing documentaries
- How to make it work without ruining your cruising life
- How to market longer videos
- What kind of return can you expect

Video Editing, Cloud Storage, Distribution, Public TV - Tory Salvia

Interview with Tory Salvia, professional video creator, producer, and editor, TheSailingChannel.tv and Sailflix.com

- Choosing the right editing software
- Out-sourcing your editing
- Creating a string-out to save money
- The edit timeline and the editing process
- Cloud Storage
- long-form distribution on Public TV

TV Broadcast, YouTube, Video Tips - Paul & Sheryl Shard

Interview with Sheryl and Paul Shard – Creators of the long running TV series, [Distant Shores](http://DistantShores.com). The Shards talk about their videomaking career and discuss the differences between broadcast distribution and YouTube production. They also provide tips for shooting sailing videos.

- Combining videomaking and cruising
- Shooting tips for sailors
- Choosing the equipment that works afloat
- Creating shows for television broadcast

Drones - Eric Epstein

Lin Pardey introduces drones and drone expert, Eric Epstein - drone photography specialist and partner, [Highwater Media](#). Eric discusses the use of drones to enhance video storytelling.

- *Drone Usage Tips for video and still shots*

YouTube - Lin Pardey

Lin Pardey discusses YouTube and interviews a couple of YouTube cruising couples.

- Short form online video
- Ways to make it work for you
- Building your audience
- Finding your story
- Should you have someone on shore backing you up

YouTube - Project Atticus Desiree & Jorden

Interview with Desire and Jordan of YouTube Channel [Sailing Project Atticus](#) – 250,000 followers, among top ten sailing YouTube channels.

- How we improved our videos
- Understanding the numbers
- Integrating filming and editing into our cruising lives

YouTube - Expedition Evans - Jade & Brett

Lin Pardey Interviews Brett and Jade Evans of YouTube Channel [Expedition Evans](#) – 280,000 followers, among top ten sailing YouTube channels.

- How much time is spent filming
- How much time is spent editing
- Other ways of monetizing our videos
- What are the most watched, the least watched of our videos

Public Relations - Erin Carey

Lin Pardey Interviews Erin Carey – [Roam Generation](#) Public Relations, Social Media Marketing Specialist

- How to create a brand that stands out
- The work behind the scenes
- **PDF – Erin Carey on the facts about creating and maintaining a YouTube channel as you cruise.**

Digital Marketing - Marissa Neely

Lin Pardey Interviews Marissa Neeley, [Fair Winds Media](#) about Social Media and Digital Marketing.

- Building your audience
- Ensuring your social media keeps viewers involved
- **PDF – Digital Marketing tips by Marissa Neely, Fair Winds Media**

Sponsorship - Lin Pardey

Lin Pardey discusses the pros and cons of sponsorship.

Summary – Lin Pardey

Lin Pardey sums up her Storytelling for Sailors seminar.

- Things to consider before you go ahead with writing articles, books, blogging or making videos
- How open do you plan to be about your own life
- When is it necessary to get permissions when you write about others
- Ensuring you understand the time commitment you are willing to make
- What do you gain from becoming a sailing Storyteller

Thank You - Lin Pardey

Lin Pardey thanks her contributors and production crew for making her Storytelling for Sailors digital seminar possible.