

Collaborating on Authorpreneurship – The Business of Creativity (Part 1)

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Hazel Edwards

This is the first of a two-part series.

Guest post by Hazel Edwards :: Rarely do I dedicate a book, because those for whom it is NOT dedicated get upset.

However, ‘[Authorpreneurship](#)’ is dedicated to my e-mentor Kim Edwards who is my daughter. Without her, this format-challenged author would have had even more challenges. In a way, we typify the cross-generational collaboration of the old and the new, the literary and the technological.

On July 1, 2010, my daughter became my electronic mentor. We totally revamped my website, so I could maintain it myself, and she ‘branded’ me as an author. Her background as a marketing manager meant she’d switched marketing lingerie for books, but the skills were similar. She helped set up an online bookstore on my website. The focus was changed from text to visual. I learned how to utilize mobile phone photos and to be part of a photo shoot where I was NOT airbrushed.

We’d planned on a year, but it took two. In between, Kim had another child but that wasn’t the reason for the slow changeover to

an e-publisher. It was because of the speed of change.

On Jan 1, my New Year's resolution was to have an electronic month. I bought a number of pieces of equipment with "i" in front of their names. Then I had to learn how to work them. I became a regular at the computer shop classes for 'dummies' and asked questions.

I kept a to-do list of each tech problem, like how to update events on my website, embed YouTube clips or even make the 'shrunk' photos line up. Links were a challenge, too. Kim corrected things when I was unaware of alignment. I think in abstract, she's visual. But we typified the future where differently skilled creators will need each other.

Check back next week for the second installment of this blog focusing on Hazel's collaboration with cartoonist [Sheila Hollingworth](#).

*Hazel Edwards is an Australian author who has written 200 books, including the classic children's book *There's a Hippopotamus on Our Roof Eating Cake*, which recently celebrated its 30th anniversary. You can [friend](#) & [follow](#) her and purchase a copy of her book, *Authorpreneurship*, [here](#).*