

# Self-Publishing 101

Why You Should Self-Publish  
and How to Do It

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# Self-Publishing vs. Traditional

## **Cons**

- You pay all the costs
- You do your own marketing
- Reduced distribution

## **Pros**

- You get all the profits
- You retain control of your book in all aspects – cover, size, formats, etc.
- Your book need never go out of print

# 5 Steps to Self- Publishing





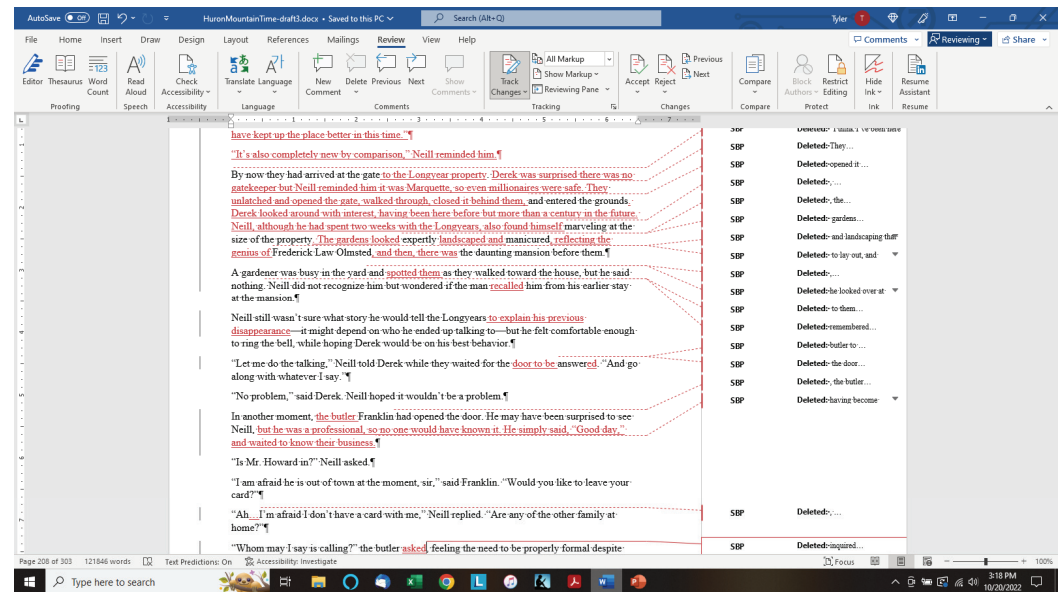
# Step 1: Writing

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- Use Microsoft Word. Invest in it. It's a business expense.
- Make an outline.
- Write the chapters.
- Revise. Revise. Revise.

# Step 2: Editing

- First self-edit
- Get samples and quotes from editors to choose best one for your book.
- Developmental Editing
- Copyediting
- Proofreading



# Self-Editing Tips

- Print manuscript and use a red pen to mark, then make corrections on computer.
- Read it out loud to yourself.
- Use a mechanical device to read it to you.
- Read from bottom to top of page to catch typos.
- Read through it multiple times.
- Used Editor in Microsoft Word.
- Maybe use Grammarly or Other Editing Programs.



# Your Tasks While Editor Edits

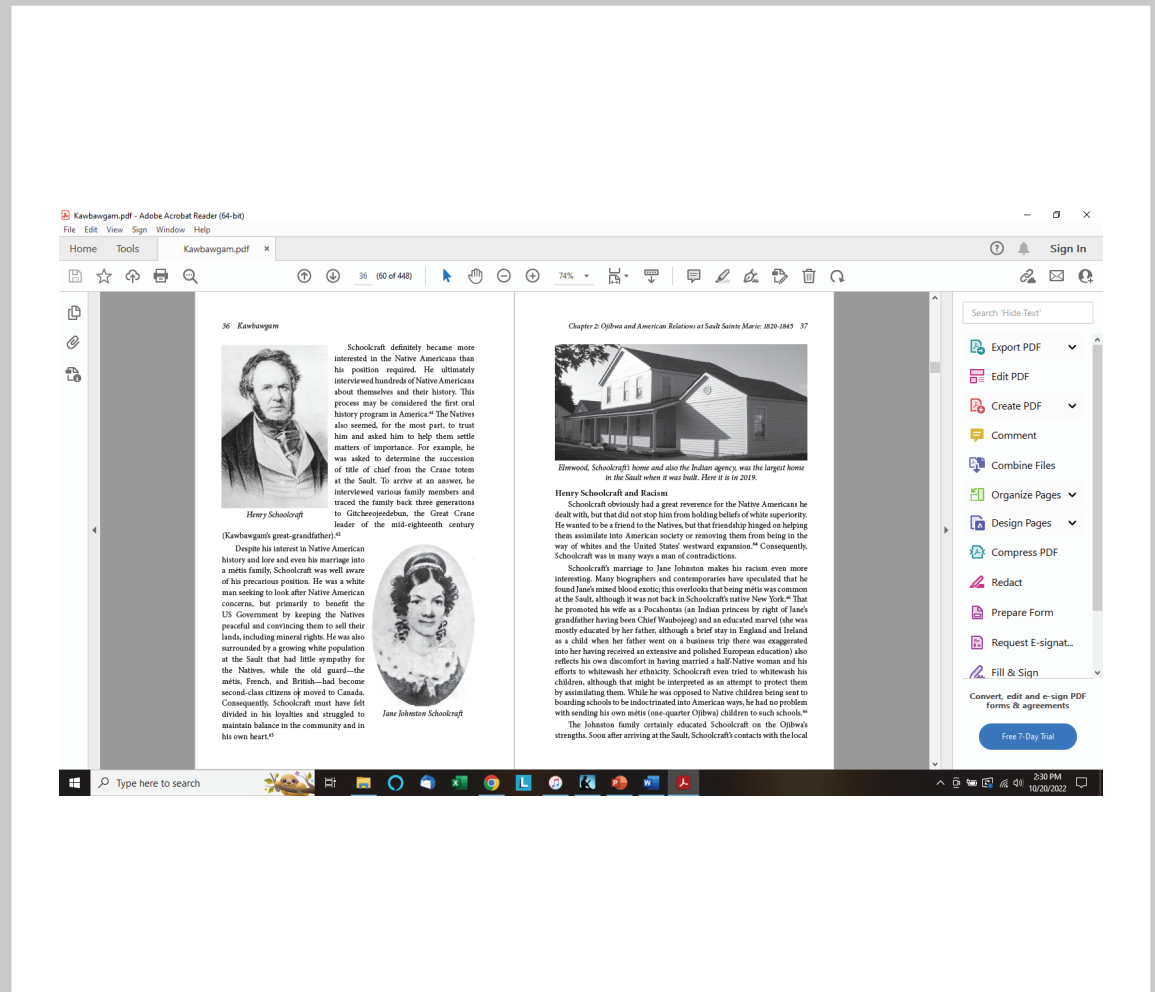
- Review how Track Changes works in Microsoft Word
- Find Layout person
- Select Cover Art/Image
- Decide on price
- Get ISBN and barcode: [myidentifiers.com](http://myidentifiers.com)
- Get Library of Congress Number
  - PCN Program:  
<https://locexternal.servicenowservices.com/auth>
- Decide on Genre categories/BISAC
- Collect Testimonials
- Write Text for Cover, depending on softcover or hardcover

# Step 3: Layout

- Cover Design
- Interior Design

Programs used:

- InDesign
- Adobe/pdfs for electronic proofs
- Paper proofs





# Layout Proofreading

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- Read entire layout when finished.
- Look for typical errors:
  - Blank pages
  - Page numbers that are wrong
  - Headers that are wrong
  - Images overlapping text





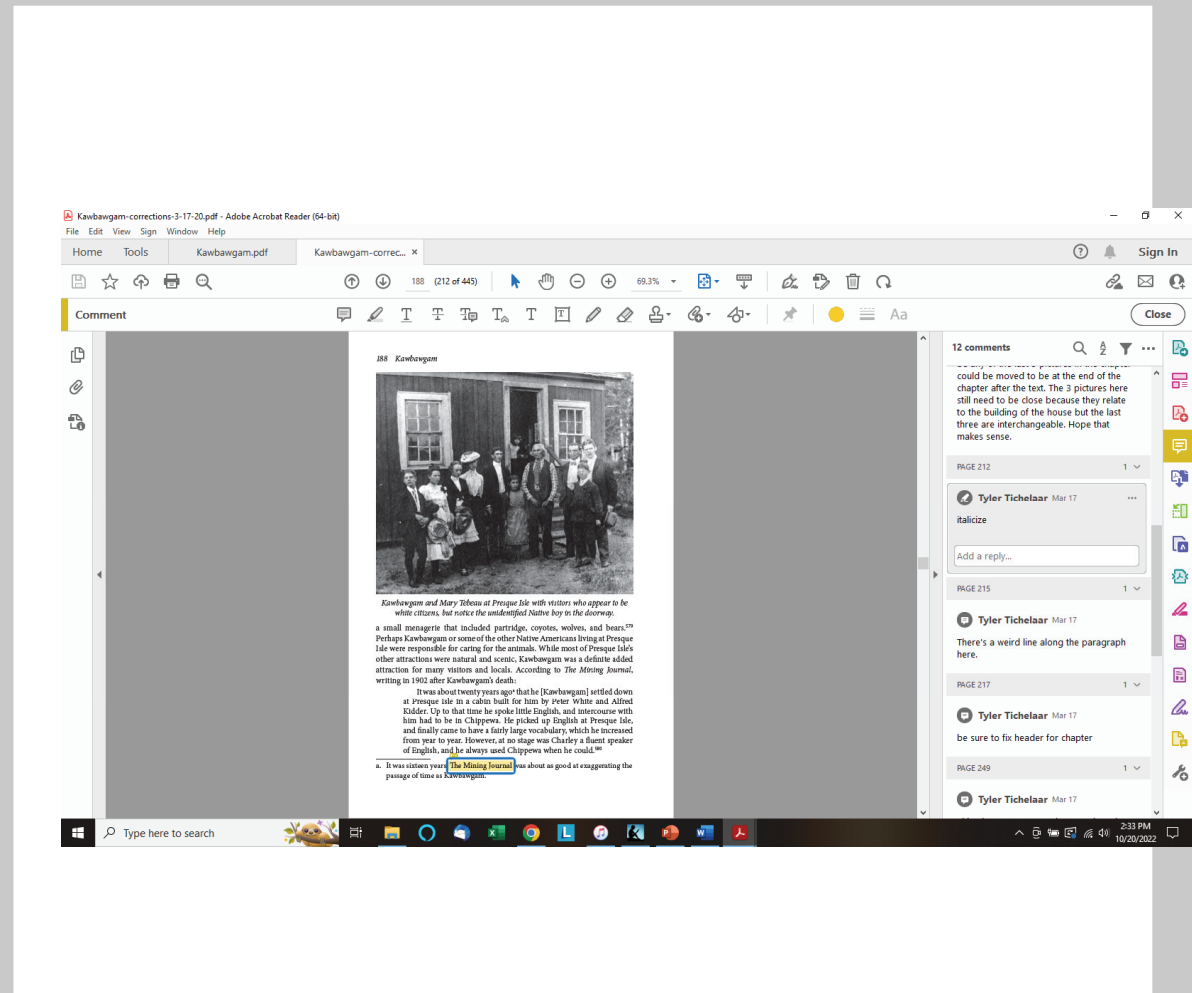
## Step 4: Printing/Publishing

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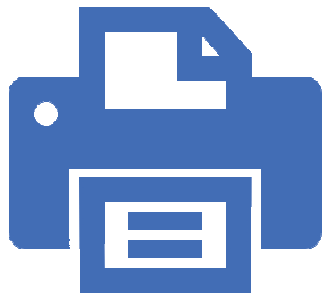
- Print-on-Demand vs. Offset Printing (Costs per Unit)
- Kindle Direct Publishing
- IngramSpark
- Keywords/categories

# Paper Proof Copy – Typical Errors

- Missing pages
- Cover color
- Jacket size
- Make corrections in pdf and return to layout



# Print/Order Final Copies



How many to print?



Distribution

# eBooks

- Distribution Options
- Pricing

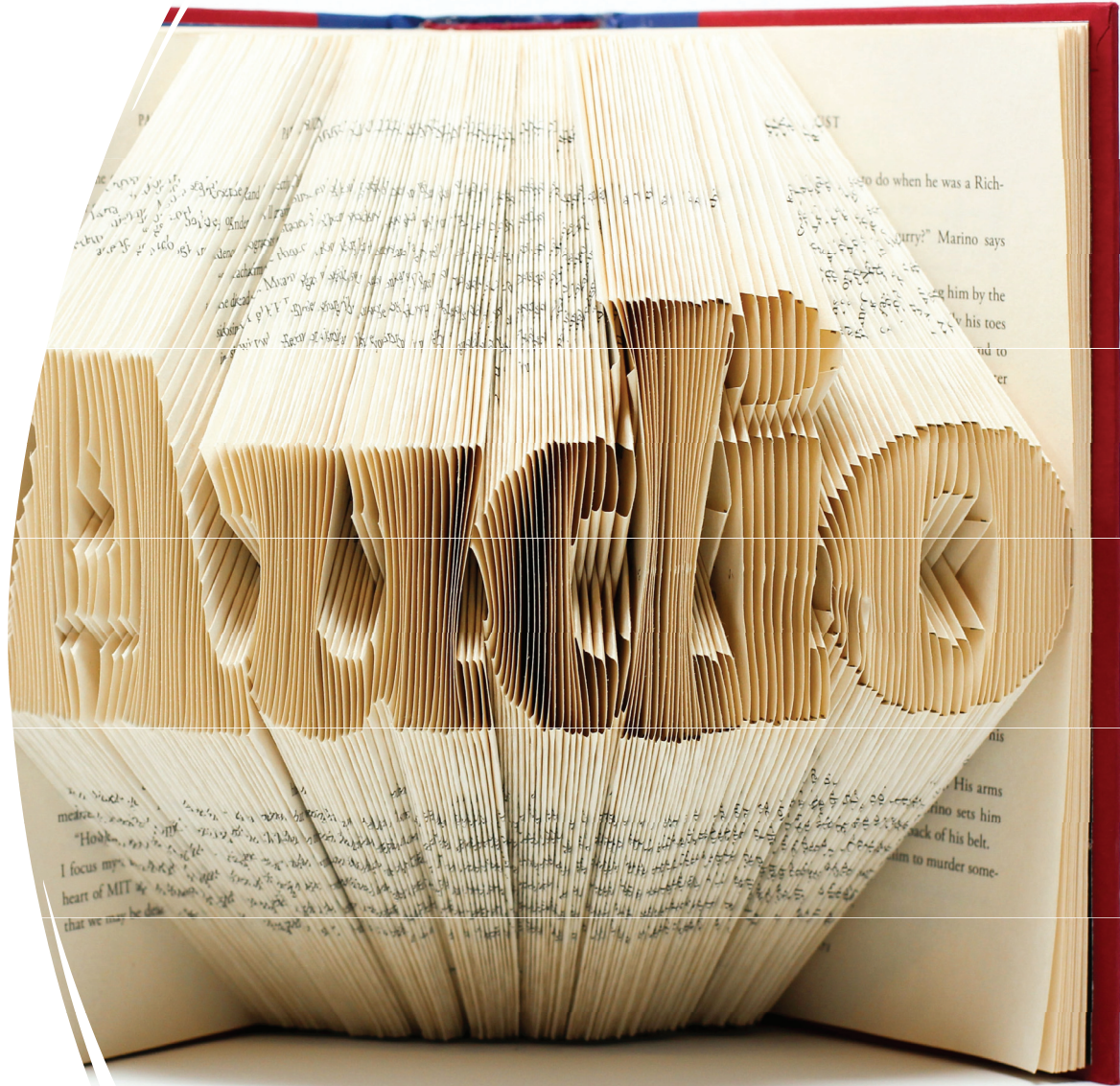




# Audiobooks

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- Hire a professional
- Audible – pay reader upfront or split costs



# Step 5: Marketing

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Presentations

Events

Social Media

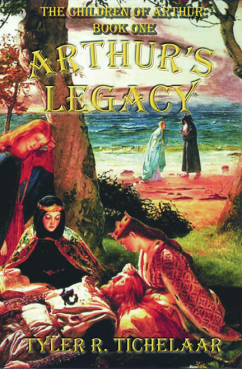
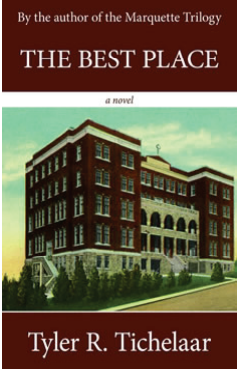
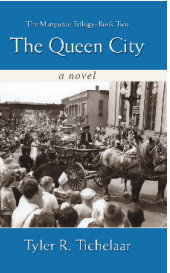
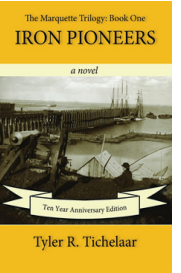
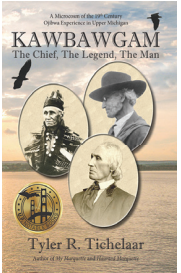
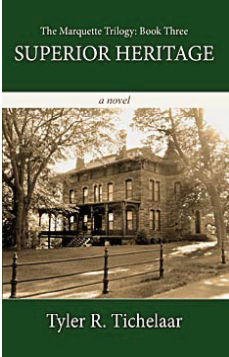
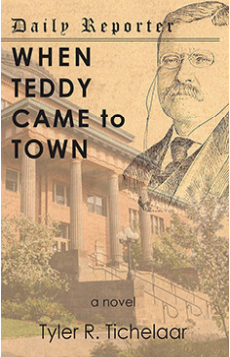
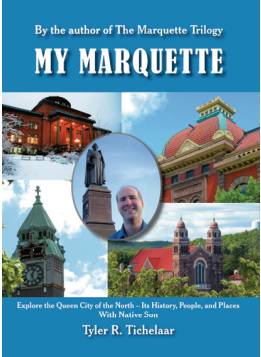
Traditional Media: newspaper, radio, TV

Stores and Gift shops

Website



Enjoy the Journey!  
I Have!





# Running Your Business

DBA/Sole Proprietor/LLC

Accounting

Inventory

Taxes \$\$\$

- Federal Income
- State Income
- State Sales Tax



## Questions? Need Help?



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