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



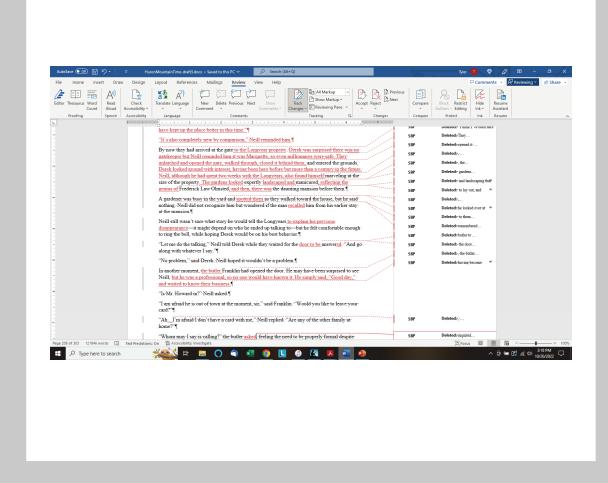


Step 1: Writing

- 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

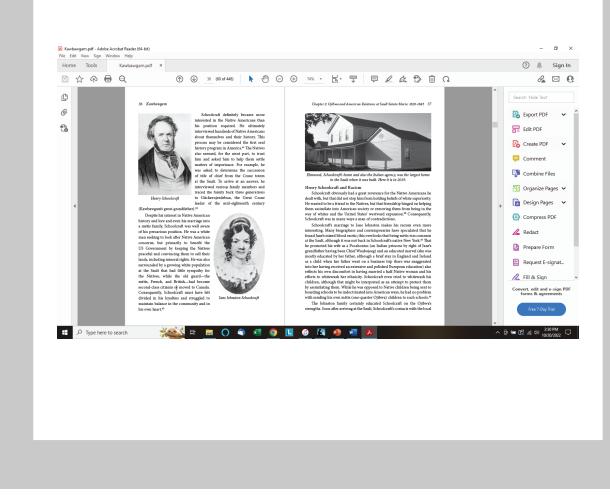
- Review how Track Changes works in Microsoft Word
- Find Layout person
- Select Cover Art/Image
- Decide on price
- Get ISBN and barcode: myidentifiers.com
- Get Library of Congress Number
 - PCN Program: https://locexternal.servicenowservices.c om/auth
- Decide on Genre categories/BISAC
- Collect Testimonials
- 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

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



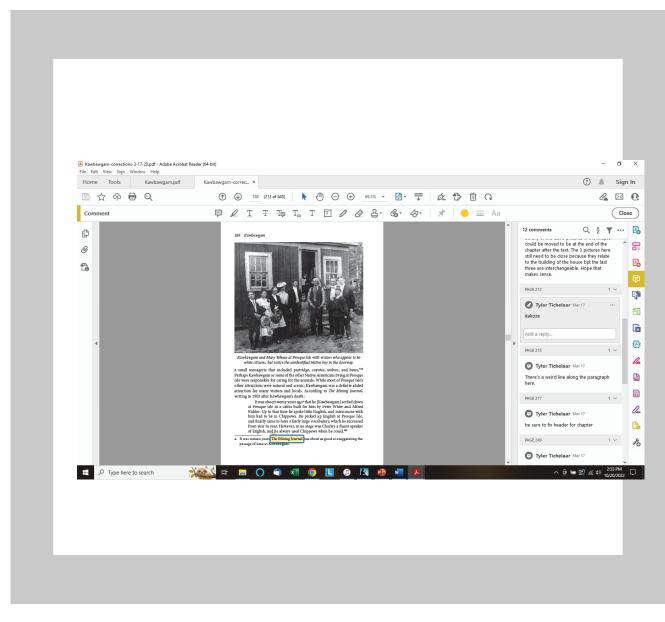


Step 4: Printing/Publishing

- 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

---- ONE -----

t was a dark and stormy night. In her attic bedroom Margaret Murry,

wrapped in an old patchwork quilt, sat on the foot of her bed and watched the trees tossing in the frenzied lashing of the wind. Behind the trees clouds scudded frantically across the sky. Every few moments the moon ripped through them, creating wraithlike shadows that raced along the ground.

The house shook.

Wrapped in her quilt, Meg shook.

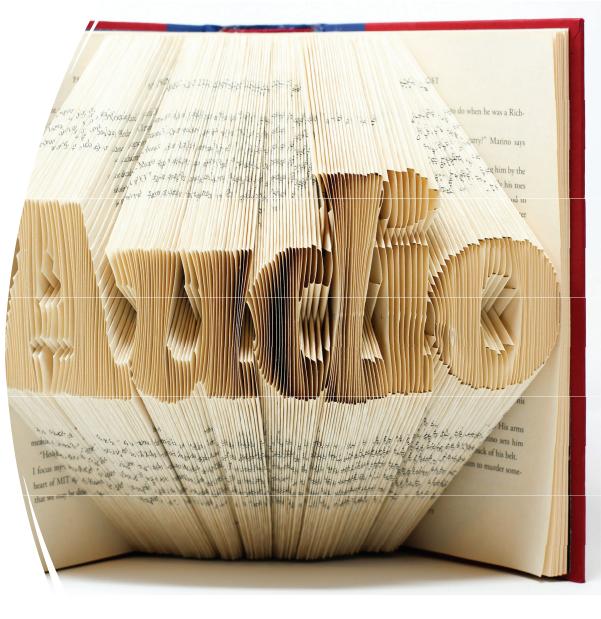
She wasn't usually afraid of weather.—It's not just the weather, she thought.—It's the weather on top of everything else. On top of me. On top of Meg Murry doing everything wrong.

School. School was all wrong. She'd been dropped down to the lowest section in her grade. That morning one of her teachers had said crossly, "Really, Meg,

kindle

Audiobooks

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



Step 5: Marketing

Presentations

Events

Social Media

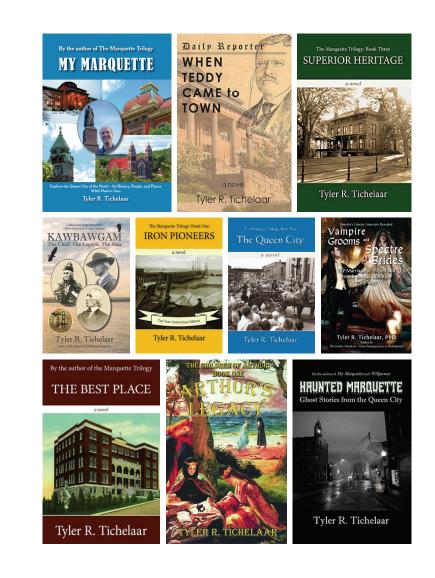
Traditional Media: newspaper, radio, TV

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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