

# *SELF- PUBLISHING*

CONGRATULATIONS! YOU  
WROTE A BOOK...

...now what?





## *THE BIG QUESTION*

### Should I Self Publish?

#### **Pros:**

- More money for you from each sale
- More control over your end product (cover, formatting, etc.)
- More control over advertising/promotions

#### **Cons:**

- You're on your own
- You need to learn a lot of skills or spend a lot of money
- Even with skills, you'll still spend money
- Good publishers have a foothold to employ on your behalf

#### **Considerations:**

- Skill sets
- Time investment
- Your writing goals (career, hobby, only book, experiment, etc.)





## What sort of editing do you need?

### **Functions of Editing:**

Proofreading (Copy editing)

Developmental editing

Cut cut cut!

Where should I expand?

Character development

Plot arc

Details (Sentence structure, word usage, historical accuracy, etc.)

### **Publisher:**

Included

Included

### **Paid (good quality):**

> \$0.02 (65,000 = \$1,300)

> \$0.05 (65,000 = \$3,250)

### **Notes:**

- Not sure if you need developmental editing? Take a writing class
- Not all publishers are good publishers, no matter publishing house size
- You can get deals from up-and-coming editors (beware too-good deals)
- In the JAFF community, there are friendly, helpful readers
- For proofreading and copy editing, if you are confident with your overall book, you have options (next slide)



## PROOFREADING

### Proofreading & Copy Editing Options

- Read your book. Read it again. And again (yes, this will hurt). And again.
- Keep a list of your common errors to double check (ex: Sir Lucas, foyer, vest, just, curtsey vs. curtsy, fiancé(e), etc.)
- Spellcheck your book
- Upload manuscript to google docs and run their spellcheck
- Listen to your book read aloud (I use Microsoft Word which does this well now)
- Send your manuscript to your friendly, trusted proofreaders...preferably knowledgeable ones who aren't related to you
- Format your proofread manuscript fully
- Send your book to your Beta/Advance Readers

*BookFunnel*

*Website*

*By 'hand'*

*By mail*

- Thank them for their help and implement corrections



## FRONT AND BACK MATTER

### E-Book

- Title page (front)
- NOTE: Prologues vs. Chapter One
- Email sign up (back)
- Call for reviews (back) - NO REWARDS
- 10% teaser with cover (back)
- More by this author (back)
- Dedication (back)
- Acknowledgements (back)
- About the author (back)
- Copyright page (back):
  - Copyright*
  - No ISBN needed inside eBook*
  - Disclaimer*
  - Warning about copying*
  - Publisher info*
  - Cover info*
- Table of contents (back?)





## FORMATTING TIPS

## E-Book

### Formatting Overview:

- Format fully before sending to your readers
- No tabs (set your document to begin each paragraph with an indent)
- Page break between chapters (no extra spaces!)
- Use basic font and font size (end user controlled)
- Bookmarks & links for table of contents - amazon vs others
- Active hyperlinks in your books

*Amazon vs other (D2D)*

*Universal links*

- Italics, bold, underline, etc.
- Justify?

Do what makes you happy!

Summer (<https://getbook.at/DaughtersofAwen>)

vs. Renata (<https://getbook.at/WhyWed>) (note - goes right to Chapter One)



## FRONT AND BACK MATTER

### Print Book

- Title page (front)
- Copyright page (front):
  - Copyright*
  - ISBN needed*
  - Disclaimer*
  - Warning about copying*
  - Publisher info (email or website)*
  - Cover info*
- Dedication (front)
- Acknowledgements (front)
- More by this author (front)
- Email sign up (back) - link & QR codes
- Call for reviews (back) - link & QR code - NO REWARDS
- 10% teaser from another book, with cover (back) - link & QR code
- About the author (back)
- Table of contents - none





## *FORMATTING TIPS*

## **Print Book**

### **Formatting Overview:**

- Title page & chapters begin on odd numbered pages
- Mirror image margins, offset
- Margins must be set to page size (templates)
- No tabs (set your document to begin each paragraph with an indent of .02)
- Justify
- Widows, keep lines together, etc.
- Header only on pages containing text of novel, excluding first page of chapter
- Alternating headers - author name & book title, page number
- Normal, 11pt font (Times New Roman)
- Convert to PDF before uploading

Do what makes you happy!







## FORMATTING TIPS

### **Formatting Handouts:**

#### eBook Front & Back Matter and Format:

Summer Alone - <http://jaffwriterreadergettogether.org/wp-content/uploads/2021/11/Daughters-of-Awen-Rise-of-the-Summer-God-Volume.pdf>

With Renata Amazon Version - <http://jaffwriterreadergettogether.org/wp-content/uploads/2021/11/Poor-Mr-Darcy-8-14-20-amazon.pdf>

With Renata Non-Amazon Version - <http://jaffwriterreadergettogether.org/wp-content/uploads/2021/11/Poor-Mr-Darcy-8-14-20-Other.pdf>

#### Print Book Front & Back Matter and Format:

Summer Alone - <http://jaffwriterreadergettogether.org/wp-content/uploads/2021/11/Daughters-of-Awen-Amazon-Print-Galleys-4.25-x-6.75.pdf>

With Renata - <http://jaffwriterreadergettogether.org/wp-content/uploads/2021/11/Poor-Mr.-Darcy-Print-Galleys-8-14-20.pdf>

Do what makes you happy!



# COPYRIGHT

## Copyright

Link to Copyright:

[https://eservice.eco.loc.gov/eService\\_enu/start.swe?SWECmd=Start&SWEHo=eco.copyright.gov](https://eservice.eco.loc.gov/eService_enu/start.swe?SWECmd=Start&SWEHo=eco.copyright.gov)

From the US Copyright Office FAQ Page  
(<https://www.copyright.gov/help/faq/faq-general.html>)

### **Do I have to register with your office to be protected?**

No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work.

### **Why should I register my work if copyright protection is automatic?**

Registration is recommended for a number of reasons. Many choose to register their works because they wish to have the facts of their copyright on the public record and have a certificate of registration. Registered works may be eligible for statutory damages and attorney's fees in successful litigation. Finally, if registration occurs within five years of publication, it is considered *prima facie* evidence in a court of law.



## YOUR COVER

### Your Cover

#### **Buy a Cover:**

eBook Cover

Print Book

Prices:

\$75 - \$150

\$100 - \$300

#### **Do it Yourself:**

Photoshop Elements

Adobe (interior)

Illustrator

Graphics:

Photodune

iStock

Shutterstock

Trevillion

\$95.00/year

\$16.11/month

Too Much

~\$10

~\$30

~\$30

~\$175

**Note:** learn about royalties, credits, etc.





## *YOU WILL NEED*

### Other Things You'll Need

#### **Blurb:**

Tagline: Short line that evokes emotion

Body: Who is the book about? What are the specific stakes? (elevator pitch)

Call to Action: Buy it now (Renata & word count)

**Categories:** amazon will ask for two, others for more

**More Categories:** amazon will allow eight more...benefits

**Key Words:** amazon will allow seven, others more...not the ones you think

**Online Fan Interaction** (pick two...publisher requirements):

Website

Business facebook page

Social media

BookBub

goodreads

**Email Fan Interaction** (that you understand...blog subscribers):

Legalities of emailing as a business (P.O. Box, unsubscribe)

## How Do I Get This Email List?

**Email List Signup** (hyperlink photo, give URL, QR code):

- Do it yourself
- BookFunnel

### **What Can I Give Away?**

- Nothing that's in Kindle Unlimited
- Get your publisher's permission (future works clause)

*E-MAIL LIST*



**ROMANCE AND ADVENTURE AWAIT**

for romance & adventure, just  
let me know where to send  
your free books...

**Get My Free Books**

amazonkindle   nook by Barnes & Noble   kobo   Apple iBooks   Windows   android



## How Do I Get This Email List Continued?

### **Giveaways:**

Do it yourself - forminator, random number generator, spreadsheet sorting,  
ask questions for legality

Giveaway software - KingSumo Giveaway, Raflecoptor, etc.

### **Other Points:**

Advance Reader Team - just ask (email automations)

Let them go - size does not count

Blog Subscribers - not for Advance Reader Team

*E-MAIL LIST*





## LAUNCH YOUR BOOK

### Ready to Launch?

Day	Action
Day 1	Send 'ready to publish' book to Advance Readers (print proofs too)
Day 3	Resend to Advance Readers who didn't open email
Day 5	Do a cover reveal & announce publication date (social media, email, website, etc.)
Day 5+	More social media (not mailing list) promo
Day 20	Have implemented corrections, thanked Advanced Readers, removed download
Day 21	Start a celebratory giveaway for upcoming release + Blurb
Day 25	Giveaway reminder + Excerpt
Day 27	Upload final drafts of book and do a short, discounted pre-order for AR
Day 28	Make sure book is up...email Advance Reader team and tell them about discounted pre-order (verified purchase...ratings vs. reviews)
Day 30	Launch book (lower price for mailing list?) and email mailing list, end giveaway and announce winners
Day 33	Put book up to final price (if it isn't) and spread the word!
Day 34	Do more emails to various subgroups if you like
Day 40	Email asking for reviews (yes, this hurts too)
Day 45	Delve into ads
Day 45+	Keep promoting while writing your next book...



QUESTIONS

# Questions?

