

Getting Started in Self-Publishing

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Here's a Very Helpful Resource

www.janefriedman.com/self-publish-your-book/

Ms. Friedman is a publishing industry expert

Why Self-Publish?

- Keep 70%, not 17% of your sales
- Most traditional publishers don't promote well
- Mid-list authors are dropped and switch to self-pub
- More people are buying self-published works today
- Hard to get past traditional editorial gatekeepers

Three Main Self-Publish Options

- Do it all yourself
- Hire someone for covers, interiors, production
- Blended model
- Check out: tinyurl.com/JF-Publishing-Options

What Standard Do You Want to Set for Yourself?

- I just want my stuff out there for people to read.
- Good enough is good enough. I'm not a perfectionist.
- I want my stuff to look professionally published.
- I want to get started and improve as I go along.

Do You Want Physical Books?

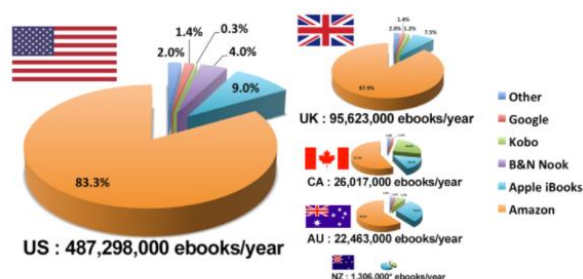
- E-Books are easier than printed books, but...
- Many people prefer physical books to e-books
- Print on Demand services do a good job
- You need PDFs of full covers and finished interiors
- Trade paperbacks may not be more profitable

Amazon: The 1,800 Pound Gorilla of E-Books

- Amazon has a dominant market share
- You *can* make money on other platforms...
- But if you're just getting started, focus on Amazon
- Kindle Unlimited is available only for exclusive titles

Total Ebook Unit Sales by Country and Retail Channel

As of February 2017 from AuthorEarnings.com



<http://authorearnings.com/report/february-2017/>

ISBNs Are a Racket—Do You Need Them?

- Not if you're publishing e-books exclusively
- Bowker.com has a monopoly in U.S.
- ISBNs are expensive. 1 is \$125. 10 are \$295.
- But you need them to look professional

Polishing Your Manuscript

- Ruthlessly hunt for typos and other errors
- MS-Word and tools like Grammarly can help...
- So can beta-readers with eagle eyes for errors
- Logic and timeline errors are also important
- There are even more challenges for printed books

Should I Buy a Custom Cover?

- That depends on the standards you aspire to
- Covers can immediately mark you as an indie...
- And that can be good *or* bad
- Find a trusted resource with design sense

What Can I Do to Promote My Novels?

- Amazon & Facebook ads have limited value
- New writers can't qualify for BookBub, etc. (\$\$\$)
- Building word-of-mouth over time *can* work
- I've had success handing out bookmarks (www.cardsandbanners.com)
- Retractable banners have also helped at cons (www.buildasign.com)
- Be visible—attend cons, speak on panels
- Offer perks to sign up for your mailing list
- *Talk* to people—share your enthusiasm! (Goodreads.com, blogs, interviews, etc.)
- Cultivate and encourage reviews

How Can I Select the Best Keywords?

- Amazon lets you pick up to seven keywords
- Sometimes they help—sometimes not.
- You also get to select two genres. Niches help!

What About Audiobooks?

- Audible and iTunes are major markets
- The economics are different from e-books
- Higher upfront costs / Shared-risk models

Can You Make Money Self-Publishing?

- Yes, but it takes time to build | 5th book model
- You have to *work* at promotion—and *write*!
- Remember to track income and expenses