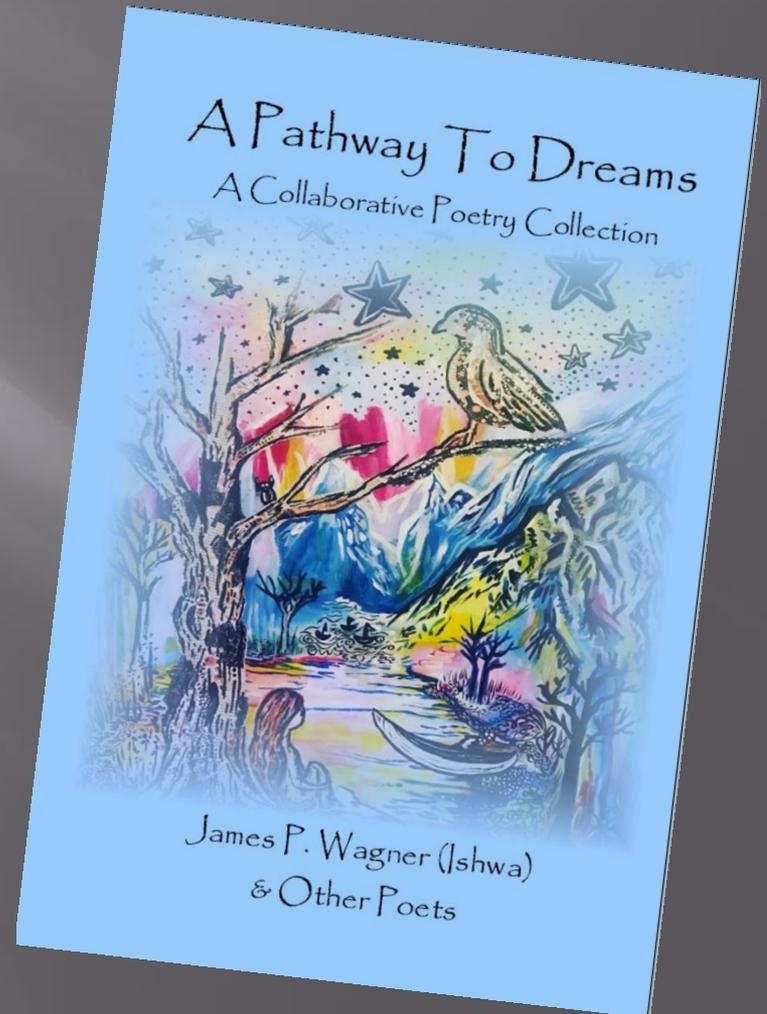


# SELF-PUBLISHING YOUR BOOK

An Author's Guide

# So You Want To Self Publish Your Book?

- ▣ So you have a book you are thinking of self-publishing?



# Congrats Are In Order!

- ▣ Over 95% of started books, whether poetry, fiction or non-fiction never see the completion of their first draft.

# A Few Things Before We Start

- ▣ Are you sure your book is ready?
- ▣ Have pieces of it been published before?
- ▣ Have you had others take a look at it and give feedback?



# The Difference Between Publishing and Self-Publishing

- ▣ Publishing:
  - You submit your book for approval
  - They get it printed
  - They get it formatted
  - They help with or create the cover art
  - They help you sell it
- ▣ Self-Publishing:
  - You get your book printed yourself.
  - You make sure it's formatted
  - You get the cover art
  - You sell it yourself

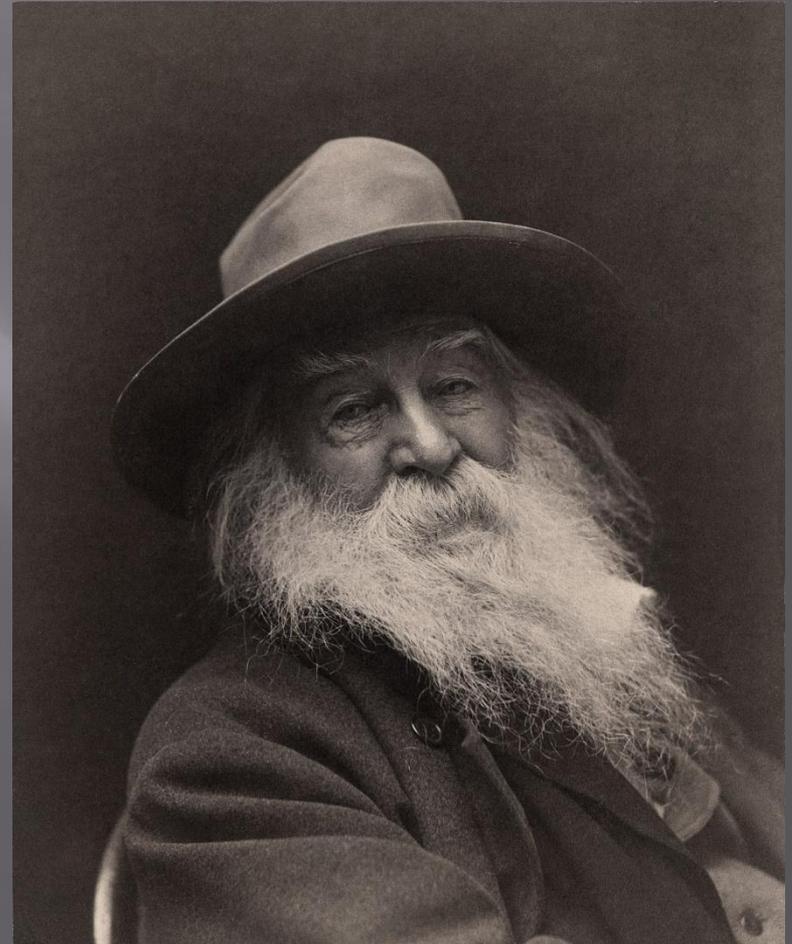
# The History of Publishing

- ▣ For quite a lot of history the differences between printing and publishing were minimal.
- ▣ Most printers were also publishers – having a book store attached to the printing shop where they sold books.
- ▣ 20<sup>th</sup> Century Distribution and big bookstore chains altered the playing field and gave big publishers the supremacy.
- ▣ 21<sup>st</sup> Century models have changed this back to be more similar to the old way.

Contracts of who paid for the printing varied greatly.

# Many Famous Authors Did Self-Publish

- ▣ Walt Whitman
- ▣ Mark Twain
- ▣ James Joyce
- ▣ Marcel Proust
- ▣ Thomas Paine
- ▣ Beatrix Potter
- ▣ Charles Dickens
- ▣ Edgar Allen Poe

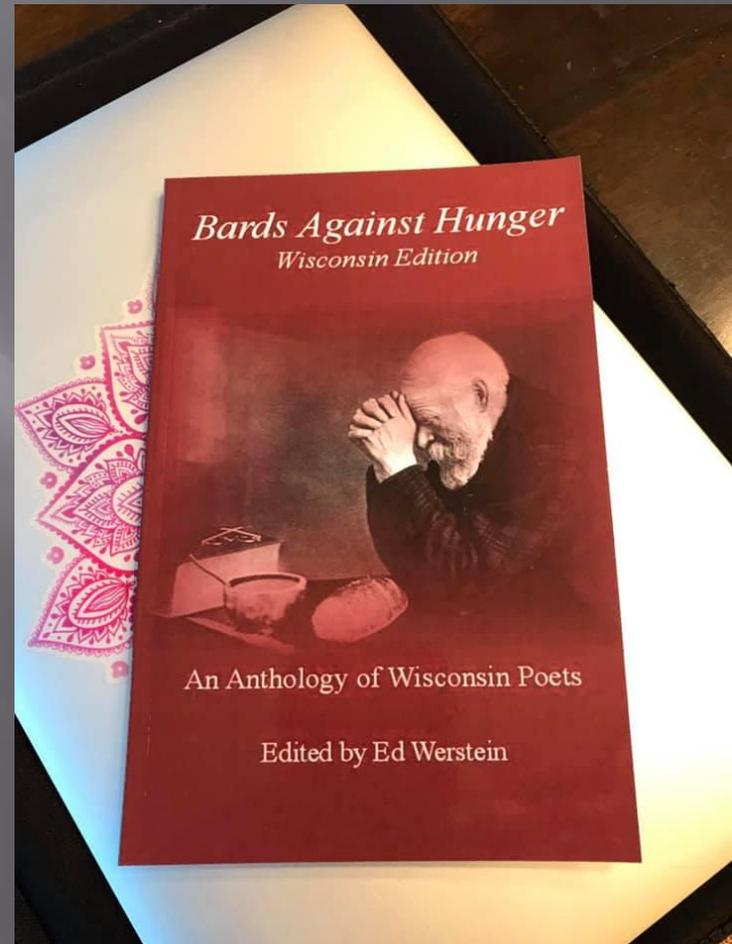


# Things To Remember If You Are Going To Self-Publish

- ▣ You are responsible for everything yourself, from getting it printed correctly, to selling and distributing it.
- ▣ Publishers handle things like formatting and cover-art, printers will not. Printers will print exactly what you send them.
- ▣ The cost of printing the books comes from you.

# The Manuscript

- ❑ Like with publishing you can't do it without the book.
- ❑ Make sure the book is ready.
- ❑ Instead of submitting it to a publisher for review you will need to submit it properly formatted to the printer's specs.



# Formatting

- ▣ If you are going to a printer you need to submit your manuscript how they request it.
- ▣ Usually they will print whatever you give them once you sign off on it—no editing, no formatting.
- ▣ You can format a book to the right specs yourself, or hire someone to do it
- ▣ Some self-publishing printers have formatting services you can use.

# Cover-Art

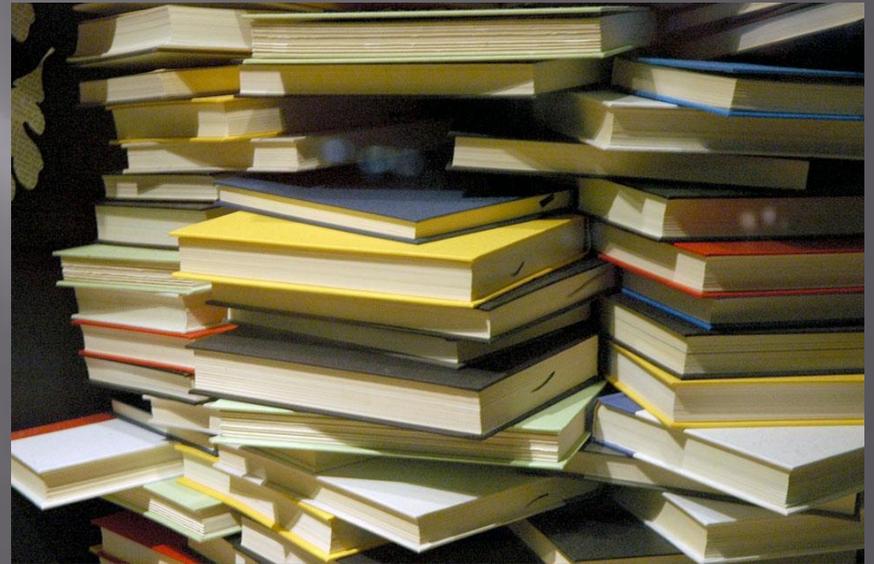
- ▣ The printer will not make the cover art for you.
- ▣ Some printing services have a cover-design template you can use – but you need a photo to start.
- ▣ You can also hire someone to do cover art for you, Upwork.com, other online service websites.
- ▣ Some places that offer self-publishing services might have cover design services.

# Blurbs or Testimonials

- ▣ Other poets, authors, professors, anyone in the field who might give a positive review of your book.
- ▣ Usually publishers find these for you, or suggest people, you would have to find them on your own.
- ▣ Not a necessary step, but still strongly suggested, especially for self-published books these can really help.

# Finding A Printer

- ▣ There are no shortage of printers in the 21<sup>st</sup> century.
- ▣ Lulu.com
- ▣ Amazon KDP (formerly createspace)
- ▣ Blurb
- ▣ Brick and Mortar Print Shops
  - Staples
  - Kinkos



# What Type of Book Do You Want?

- ▣ The type of printer you want will be determined by both your budget, and what type of book you want.
  - Paperback?
    - ▣ Trade paperback?
    - ▣ Mass Market paperback?
  - Hardcover?
  - Chapbook?
  - eBook?

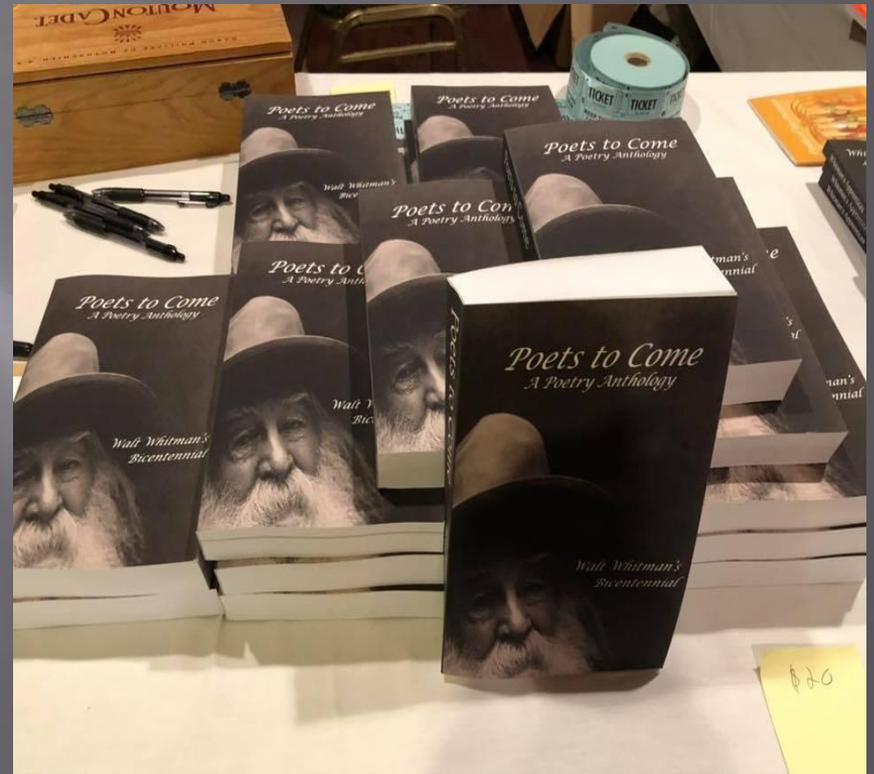


# Each Printer Will Have A Different Procedure

- ▣ There will be a specific way each printer wants to get the files for printing.
- ▣ Some self-publishing websites have a convenient client to upload the documents.
- ▣ Brick and mortar printers might want the files via email or USB drive.
- ▣ Follow the specific directions.

# How Many Copies?

- ▣ How many copies should you start with?
- ▣ The average self-published book sells less than 100 copies.
- ▣ Do you have a following? Do you have readings you attend?
- ▣ Order enough to last 6 months to a year.
- ▣ Don't order so many that you will have boxes in your garage for years.



# Warnings on Scams and Bad Deals

- ▣ There are a lot of “self-publishing” packages and services out there – some that cost thousands of dollars.
- ▣ Some of these packages have minimums of 1000 or more copies – in the age of print on demand, minimums that high aren’t necessary.
- ▣ They pad the package with other merchandise, bookmarks, postcards, and many other things that may or may not be necessary.

# You Have Your Book, Now What?

- ▣ The process is done, you have your book in hand...now what to do with it?
- ▣ Book Launch?
- ▣ Book Tour?
- ▣ Consignment Deals?

# Need Help? We Offer Services

Local Gems Offers

Self-Publishing Services:

- Manuscript Assessment
- Book Formatting
- Cover-Design
- Book Printing
- Marketing Consulting

Contact:

[localgemscontests@gmail.com](mailto:localgemscontests@gmail.com)

