



# **Secrets To Publishing A Book The Easy Way**

Roadmaps To Self-Publishing Online

compiled by

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## **How To Self Publish A Book**

### **By Joe DiChiara**

In the not too distant past, becoming an author was just a dream for most people. Even if you had the talent and a strong message to write, the chances of getting a publishing house to back you were slim to none.

The fact is, most traditionally published books lose money so it's a big risk when a publisher takes on a new author. The question is "Why should we take a chance on you?"

The self-publishing industry has changed all of that. It has evolved seemingly overnight and we have only just hit the tip of the iceberg. The internet, technology, Amazon's self-publishing giant CreateSpace and other self-publishing options such as AuthorHouse and The Creative Penn make getting your own book in print very doable.

These companies will cover every aspect of publishing your book including layout, design, cover design, editing, etc. They will even help you market your book or show you how to do it yourself.

There are also smaller, more focused self-publishing houses that can do a lot of the same things with the benefit of getting closer personal attention.

Sometimes the big guys treat you like a number and if you're publishing for the first time, you may want some hand holding.

There are also hybrid publishers which are somewhere in between self-publishers and traditional publishing. To be honest, my research has shown that there is no set self-publishing business model so whether they call themselves hybrid publishers or self-publishers the bottom line is they will help you get your book into print and out to the masses.

My advice is to determine exactly what you need to get your book in print and then do your shopping. The best place to start is to ask people that have already self-published. It will save you a lot of time and money.

You don't need to be in bookstores anymore when you can sell your book on Amazon, Barnes and Noble, turn it into a Kindle or Nook book and even an audio book which can be sold on Audible and iTunes. I'm sure I'm leaving plenty of companies and platform options out because the simple fact is there are so many of them and the market is evolving as you read this.

The fact is, your book can reach the entire globe the instant it's published and just about anyone can write a book. I will cover that in next month's article.

Now, just because you can get your book published doesn't mean it's going to be easy. My first book took almost two years to finish because I thought a book gets published soon after it's written.

It turns out that writing it was the easy part. I did that in a few months. When it came to editing and approving the edit, then re-edits and re-approving over and over, the cover and back cover design, the forward, and of course, my own procrastination all added to the time it took to get it published.

It turns out that completing your manuscript is just the first step in seeing your book in print. Here are a few of the other aspects of self-publishing you should be aware of:

Copy editing: Typographical, punctuation, and spelling

Line editing: Content, dialog, and tone

Title and Subtitle

Complex or simple interior layout

Cover/Back Cover design

Kindle and Audible conversions  
Forward, acknowledgments, and dedication

Be prepared to go back and forth as many times as it takes to get it as right as you think it should be. If you try to make it perfect it will probably never be published. Fear, procrastination, and self-doubt are your biggest obstacles.

Here's a great quote I heard at one of the author conferences I attended: "My lousy book is still better than the one you're still thinking about writing." Writing and publishing a book is a big investment of both time and money. It's like starting a business.

It rarely ever works out exactly how you planned it but if you surround yourself with the right people your book will bring you and your business to a new level of success. And then you can start on your second book.

Joe DiChiara is a best selling author, publisher and mentor. He has an extensive career in business serving thousands of small business owners over a 30 year career as a Certified Public Accountant.

Today Joe's goal is to empower small business owners by teaching them the fundamentals of starting, building and running a small business. His publishing business is an extension of that mission as he believes that writing is one of the most powerful tools an entrepreneur can employ.

He feels strongly that if you have an inspirational story, knowledge and experience that can help, educate, inspire and empower people it's your duty to share it with the world.

Connect with Joe and get a free 30 minute consult on any small business topic of your choosing. Simply go to <http://www.timewithjoe.com> Slots fill up quickly so book yours today!

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## **Different Ways To Self-Publish A Book**

### **By Erick Howard**

So you have written a book, and are ready to publish it! But the first hurdle for any aspiring author is to get past the publishing barriers and get your book out in the world.

In the traditional system, an author usually has two options to publish their book:

- 1) Send the manuscript to the publishing house and wait for months for editors to review your book. Most of them will toss away your hard work without even looking at it for a second, and if you are really persistent they will make you a lowball offer.
- 2) Hire a bunch of agents to help your book reach the right hands. Now this is not only an expensive method, but there is no guarantee that you will land up with a hefty contract.

Various self publishing companies and a myriad of tools have helped to take down these barriers, and help self publishers publish their book. With the increasing list of self-publishers, this has become a popular medium to get your book out in the real world.

So, what are the different ways to self publish your book?

**Publishing an EBook** With the popularity of online mediums such as Epub, PDFs, and MOBI gaining traction, it has become fairly easy to publish an eBook. Many online



publishers such as Kobo's writing life, Kindle Direct Publishing, Smashwords, and others will let you publish your hard work in eBook format.

### **Advantages of publishing online:**

- Publishing online is less expensive than hiring agents.
- It is less time consuming than waiting for an uncertain amount of time for the big publishing houses to publish your work.
- Almost all eBook retailers let you upload your work at any time and make it available for sale. In addition, you can also take it down anytime at your free will. Also, it gives you the choice to upload a new version, change the cover art, and even change the price, depending on the changing demand for your book.
- You have the advantage of possessing all the rights of your book instead of giving it up to a publisher.
- Major portals offer automated tools for converting your book into an appropriate format, listing your book for sales, as well as free tips and guides on how to best market your book.
- You can sell your book through multiple services, or through your own website.

### **Here are the most commonly used formats for eBooks:**

- EPUB: This is globally accepted format for all e-books and almost works seamlessly across all devices. All you need is a special software that directly creates an EPUB file from a Word document.
- PDF: PDFs are sometimes difficult to convert to standard e-book formats, however, they are quick to load and does not consume much storage space.
- MOBI: This format is popularly used for Amazon's Kindle, although Kindle can also read an EPUB file.

### **Self-Publishing by Print on Demand**

Print on Demand or POD is the process wherein you submit an electronic copy of your book to self publishing companies who then prints the book for you. These vendors usually submit your book for online sales, but many also distribute your book to other sellers and stores.

## Benefits of print-on-demand

- No major upfront investment.
- Easy and straightforward process to get a printed book.
- Good quality print which almost feels like 'real' books, as most readers are unable to tell the difference between a POD book and an offset printed book.
- A great marketing source that helps to sell your book worldwide.
- Possibility of selling your book as a print edition at the major online retail outlets.
- Plenty of POD vendors available to help new writers get a physical copy of the book.

With an increasing list of self publishers, it has proved to be a great way to give your work a global exposure. It allows you offer your book at a lower cost, retains more rights over your final book, and also gives you an option to traditional marketing approach. No matter what your reason, self publishing makes your book available to anyone who is interested.

PubMatch is a complete rights system: title/rights management, international networking, and rights buying/selling with a large database of agents as well as traditional publishers in other countries.

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## **How to Self Publish and Promote an eBook** **By Sherri F. Moorer**

Here's what you need before you start to publish:

- A book description. Smashwords requires a long and short description, so have both ready. (I usually combine the short and long descriptions in my Amazon publication).
- A list of seven keywords. I recommend checking Google to research common keyword searches used to for the type of book that you use. For example, "science fiction" is fairly broad and will probably put you on page 1,000,000,000 or lower. However, "alien invasion colonization" will narrow that down and put you higher on a search list - and yes, people do search that way. You'd be amazed at the keywords they use.
- A book cover. If you're blessed to be more savvy with graphic arts than I am, then you can buy images from iStock or Shutterstock for this. MorgueFile has free images available, but I would recommend asking the photographer's permission to use their photo for a book cover, as a courtesy (I've done this a couple of times and they're usually flattered to allow it, if you send them a free copy of the book). If you're like me and your skill is limited, then you can hire it out. Check Smashwords to get a list of reasonably priced graphic artists who can help.

Once your novel is complete, get a copy of the Smashwords Style Guide, by Smashwords founder Mark Coker. Go to Smashwords to create a free account to download the eBook. I highly encourage you to follow their

formatting steps carefully, as it's critical to get through their "meatgrinder" process for inclusion in their Premium Catalog.

This is an intensive evaluation process to make sure your book is going to appear correctly on ereaders and ereader apps, and the guidelines are strict.

Don't be discouraged if you get declined a couple of times and have to reformat - it sometimes takes me several reformats and downloads through the process to be approved for the Premium catalog. Inclusion in that catalog distributes your book to pretty much everybody but Amazon.

There's a different process to publish on Amazon, but it's easy. I'd recommend publishing through Smashwords first, because if you get through their process and get accepted for the premium catalog, then you can rest assured that it will appear on Amazon without a hitch.

Set up a Smashwords account to publish, and go to "Dashboard" to start the publication process.

The process to publish through Amazon is easier. I recommend reading *Make a Killing on Kindle 2018 Edition: Without Blogging, Facebook or Building a Platform*, by Michael Alvear. It gives tips on categories and keywords to enter while publishing so your book will be "seen" by more people searching for it.

To publish, you start by going to Kindle Direct. If you have an Amazon account, then you can use your Amazon login to enter. From here, they walk you through the process. It can take up to 72 hours for your book to publish, but my experience has been that it's up for sale on Amazon within 24-36 hours.

The best news is that publishing this way is free.

Here are a few more notes on self publishing to make the process smoother:

- I suggest having your manuscript professionally proofread by somebody who doesn't know you personally. Of course, if you know somebody who you feel is willing to give it an objective read-through then go for it. If not, you can check Goodreads for beta and proofreader groups that might be able to point you in the right direction of a proofreader for your genre. Be forewarned, this process can be a bit expensive, but once you get in with someone then they'll usually lock you into a lower rate.

- A price point between \$0.99-\$2.99 is standard for eBooks, and usually generates the most sales. \$2.99 allows you 70% royalties, however, I found that my book sales increased when I dropped the price to \$1.99 for my full length novels. I usually price long stories or novellas at \$0.99.
- You can't enter your book in KDP Select if you also publish through Smashwords. The KDP Select program is only for books that are published through Amazon and nowhere else. It's up to you if you choose to only publish through Amazon. While most of my sales are there, I also get a fair amount of sales through the Apple iBooks store and occasionally through Barnes & Noble, so I don't want to alienate those crowds.
- If you publish on Amazon, you'll also need to set up an Amazon Author Page. Again, you can use your regular Amazon login, and they pretty much guide you through the process. You'll need to go to this site to claim your book once it publishes - that isn't automatic.
- If you're on Goodreads, you'll also need to claim your book there. I recommend claiming it on your Amazon Author Page and Goodreads at the same time, so you'll have all the ASIN number from Amazon to enter on Goodreads so they can link it.
- If you don't have a PayPal account for book royalties, set one up before you publish. Both Amazon and Smashwords can transmit your royalty payments quick and easy through PayPal. Be sure to get the app for your phone so you can process those payments quick and easy (I use a personal account).
- I also recommend converting your manuscript to a PDF so you can download it for your copyright and to send as a review copy to reviewers. Do a search online for "Free PDF Converters." Most of them will allow you to convert a few documents a day for free.
- If you want to formally apply for a copyright for your book, you can do so by going to <https://eco.copyright.gov>. It costs \$35, and you have to publish the book first. Be sure to have a credit card handy, and to be ready to download a PDF of your manuscript for them. Don't be surprised if it takes 6 months or more to get it - they're slow.

On a final note, I have no experience with self-publishing a paperback book. I haven't sold a paperback book since 2012, and I'm realistic enough to know that the handful of people who asked me about it wouldn't really buy the book anyway if it were available in paperback, because they're the types looking for a handy excuse. But I'm also a tree hugger, so I love eBooks and am happy publishing solely in that format.

That's your quick primer on self publishing. Once it's published, you're ready to shift from writing and publication to promotion of a published work.

Self publishing is great and offers you a lot of freedom to run specials on your books to boost sales, but 100% control also means 100% responsibility. It's on YOU to get this book out to the world. But having been published through a vanity press and e-publishers, I can tell you from experience that promotion would be completely your responsibility anyway. They don't do that for you. They simply deliver the book to the world and take their cut when it sells.

When it comes to promotion, a web search for eBook promotion in the genre you wrote is your best bet. Social media (Twitter and Facebook) also have a lot of promotional posts for this stuff. Sorry I can't be more exact in offering specific places to look, but reaching readers really is a needle in a haystack, as so many things come and go.

I often share things I run across on social media, but here's what you need to know when you do your own search:

- Watch out for scams. There are a lot of places that will be glad to take your money for promotion, but they won't deliver anything in the way of sales. Use a lot of discernment in deciding whether the promotion you're considering will truly reach your target audience.
- Book sales have yielded the best results for me. You can change the price easily when you self publish. Consider running sales from time to time. For example, I often put one of my \$1.99 novels on sale for \$0.99 for three days (usually a Tuesday -Thursday). Be sure to promote it on social media (Twitter gets the best results for me, but maybe your Facebook friends will actually pay attention to those post better than mine do).

- Book reviews have been another good sales spur. Unfortunately, reviewers can be picky, and many of the better ones charge a fee to review it. For example, I'm a reviewer at Reader's Favorite. You can apply for a free review, but you're more likely to get picked up if you pay the \$59 for an express review. But if you get a five star review, then you get a special seal you can use, and permission to use a blurb from the review on Amazon.
- November and December are a big time for holiday ads. Many review services run specials to include your book in an "advertising blitz" along with others. They may ask you to provide a prize for a raffle or drawing - I usually offer a free copy of the book I'm advertising. Some may ask you to participate in discussions or social media events on certain days. You can do this from home, but be sure your schedule will allow you to be available online for a few hours. Be sure you understand what they're asking. I'm finding that more and more don't allow you to passively pay the fee and advertise - they usually want you to do something interactive with participants online.
- If you don't have a profile on Goodreads, get one. This is a social media site exclusively for books, and the best place to reach readers and other writer's. Set up a profile both a reader and author, link up your books to the author dashboard, and participate in groups in your genre. This is a great place to find readers, reviewers, beta and proofreaders, advice on reading and writing, etc. Plus, you can get advertising and promotion tips as well. This is where I find a lot of my promotional information!
- Don't waste your time and money on book awards, unless you're a literary writer. Most of them are geared in this direction, and nothing else really stands a chance. Sure they encourage everybody to enter because they want your entry fee, but you don't really stand a chance at an award or even placing unless it's that high-flatulent stuff that you read in English class. They really don't like plot and characterization. And they especially don't like sci-fi, even if they have a category for it.
- Consider using a social media manager like Hootsuite to schedule posts. I like Hootsuite because I can sit down and schedule up to 30 posts at a time to deliver at a time that I choose, so I don't have to be online all the time chasing it down. It's pretty sweet to have them sending a promotional post while you're having supper or doing your workout.

- Remember that your priority is to sell your book to people you don't know. So often, I see new writer's get frustrated with family and friends who lose their enthusiasm over the writing. Be realistic: they have their own life, and can't do this for you. It's tough, but success means reaching readers that you don't know who will buy, like, review, and recommend your book to others who they know. You have to grow that circle through these promotional efforts.

There is one more thing I'd like to note: don't expect to quit your day job. I'm amazed that people still have the vision of the writer padding around their home in their PJ's with a cup of coffee and their laptop for a living.

That's a beautiful picture that brings tears to my eyes, but the real picture of the writer is one typing furiously on their lunch break, or extremely early or late because it's the only writing time we can squeeze in after work, family, home, and housework time.

True story: I never experienced that "flow" when writing *The Tenth Dimension* because I literally had to force my writing time in between other tasks, from beginning to end. Fortunately, I saw on rewrites that it still came out OK, but I had to power through a lot of distractions and disruptions to write that novel.

It's truly a labor of love, and this is no casual interest. You have to be 100% committed to this and willing to work more for personal satisfaction of writing and delivering a story that readers like than monetary award.

Maybe you'll be lucky to get that big break and become another Dan Brown, Stephen King, J.K. Rowling, or Hugh Howey, but I'll bet every one of them could tell you stories of clawing their way through years of work for their "big break." eBooks are still fairly new, and we're on the wave of a new revolution here.

Think "grass roots." It's going to take time, patience, love, and dedication to build. Do you have enough of that to stick with it after everybody around you isn't excited for you anymore? You need to!

So that's my guide to self publishing. Yes, it's a lot of work, but it's worth it if you love your writing and want it to remain truly yours, instead of handing it over to others who have their own selfish interests at heart.



I'll also say that this isn't for everybody. If you've decided that this isn't the path for you, then that's OK. I've also been published through e-publishers, and can tell you that if you go that route, then you'll still want to bookmark this for promotional tips because they won't promote for you.

I'll also recommend that you check out these three books to help you prepare your manuscript and get your submission materials ready to query a publisher:

*The First Five Pages: A Writer's Guide to Staying Out of the Rejection Pile*, by Noah Lukeman. I can't believe I found a hardback version of this book in a discount bin, because it's been extremely helpful in crafting a story that "pops." Read this book while writing your novel so you know how to "hook" them in your submission materials to want to read more!

*The Essential Guide to Getting Your Book Published: How to Write It, Sell It, and Market It... Successfully!* By Arielle Eckstut and David Henry Sterry. I credit this book with getting *Blurry*, *Anywhere But Here*, and *Splinter* accepted by e-publishers.

I've read a lot of books on publishing, and this one is by far the best. It takes you step by step through the publication process to help you tighten up your book and submission materials to put your best foot forward.

*Writer's Market 2018*, by Robert Lee Brewer. This is the ultimate guide to publishers on the market. It gives listings for book publishers, magazines, contests and awards, and literary agents. If you don't want the full guide, then they do have smaller volumes for novels and short stories, poets, and literary agents available. I do recommend getting the full volume if you're just starting out, so you can get a feel for what's out there. They release a new volume every year.

Good luck on this journey! I hope this information is helpful and informative to you on your journey to becoming a published writer.

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## **How to Self-Publish an E-Book Through the Kindle Platform**

### **Rob Hillman**

You know how to write beautiful stories and/or detailed instructions. You have many legends to share or topics to discuss. You have written books that you will be proud to share with others.

Now, it is time to publish your work. Self-publishing serves as one of the major options for people who want to succeed in the world of writing.

In this article, you'll know how to use the Kindle platform in publishing your books.

1. Create an account - Sign up for an account at Amazon, so you can publish Kindle e-books. Visit the KDP Amazon sign up page.
2. Sign up for a "publishing account" - Use your regular Amazon account to get a publishing account. The system might ask you to provide more information based on the data you entered previously. You have to provide bank details for you to receive the royalties.
3. Set the title - Once your publishing account is ready, you will be forwarded to a webpage called "Kindle Dashboard". That webpage lets you upload your e-books and check sales reports. Hit "Add Title" to publish a book.

4. Specify the details of your book - You need to give Amazon some detailed information regarding your book (e.g. authorship, pricing, title, etc.). Don't worry if you don't have any ISBN code. That is not necessary in the Kindle platform.
5. Assign the book's categories and keywords - Amazon divides books into different categories. Choose one or two categories that best describe your work. In addition, assign keywords for your book. Use keywords that potential readers might enter to find your product.
6. Choose a book cover - Amazon doesn't require you to set a cover for your e-book. However, a book with a cover is generally more attractive than one without. The Kindle platform has guidelines regarding the book covers that you can use. Read the guidelines thoroughly before designing the cover of your work.
7. Upload your book - This is a simple process, thanks to Amazon's intuitive interface. You will see two check boxes on the screen, saying some things about DRM (e.g. digital rights management). It is unlikely that you will lose money because of disabled DRM, thus, you may leave it disabled and just hit the "Browse for book" button.

The Kindle platform accepts these formats:

- a. PDF
- b. ePub
- c. HTML
- d. Text
- e. DOC/DOCX

8. Format and preview your work - You won't have to worry much about formatting if your work has a basic structure (e.g. typical novels or how-to eBooks). The default formatting system of Amazon is enough to maintain the book's structure. However, you should review your e-book carefully if it has a complex structure (e.g. if it has a lot of images).
9. Choose a price - The Amazon system is tolerant when it comes to book prices. Set the price that is appropriate for your work then choose either 35% or 70% royalty.

Note that the 70% royalty option is not available for e-books priced \$2.99 or lower. Additionally, the 70% option is applicable to large markets only (e.g. U.K., U.S., Canada, etc.).

With these guidelines, it will be easier for you to take full advantage of Amazon's Kindle platform.

Rob Hillman is a best selling Kindle author and online Business enthusiast. To find out more about publishing and making money online, please visit <http://www.easykindlriches.com>

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## **6 Self-Publishing Know-Hows to Get Your Book Self Published And Distributed Worldwide**

### **By Emma Right**

Now that you have your manuscript you may wonder what's the best self publishing companies to hire? Or how to self publish your own book without incurring too much cost?

If you have never self published before let me suggest that you first try your hand at publishing an eBook on Amazon. From there you can migrate to publishing on the other e-reader platforms, like, Barnes and Noble, IBook, Kobo, and eventually to other -e-reader distributors worldwide.

Technically speaking once your book is on Amazon it is available worldwide. But there are many readers with other e-reader devices aside from the Kindle, which is why it's not a bad idea to distribute to other e-readers. Once you have finished your e-reader distribution, then it's time to get your book in the print format. We will discuss how to print your own book in another article.

Certainly books and publishing has been a hot topic these last ten years. With Kindle publishing and Amazon opening the doors for anyone to self publish a book for little cost if you have the know-how there is no excuse not to do it yourself.

There are a few things to keep in mind when you want to self publish. If you know how to do these 6 easy things you should be able to get published worldwide in as little as a week, and there is no need to pay self publishing gurus thousands or even hundreds of dollars.

Your book can be distributed all over the world with just a few clicks of the button. And there's no need to pay anyone for this.

Self publishing costs these days have plummeted and you should not be using a self publishing house to help you do these simple tasks, such as:

1. How to format your manuscript from a word doc to the Kindle's.mobi version.

And it's not as hard as you think. Some software requires you to download onto your computer and they may be free like, Calibre, others are for a small cost like Jutoh.

But I really like the free cloud based software that Draft2Digital provides. I've tried a few paid and free services, including Amazon's KDP converter, but the Draft2Digital is still my favorite. They are a UK company. If you have issues email them and they will get back to you in the morning if you are in the USA.

2. How to set up a website and blog. Because these days you can get one set up for \$5 a month or for free, even. No need to pay thousands in developer costs like I did once a upon a time. The technology is simple and free if you know where to look, and how to perform easy drag and drop stuff-similar to copy and pasting on a Word doc.

Some software allows you to build landing pages on your WordPress website, but others like Wix gives you the option to create a landing page even without having to purchase any plugins. I actually created a landing page for my 16 Princess books using Wix, and really like the flexibility this technology gives me. For a non techy I found Wix easy to use. Nothing to download or upload to create the pages to the site.

3. How to get your eBook (mobi format) uploaded onto Amazon's Kindle Direct Publishing (KDP)-a matter of filling forms. Not kidding.

4. How to set up an Amazon Author page so you can direct your readers to it, so they can just click on your name and get to your bio and other website presence you have from your website, to your blog, to your Facebook fan page and all other social media-all from the Amazon book site.

5. How to get your eBook formatted for the other non-Kindle readers-with a click of a button, for free.

6. How to get your eBook distributed worldwide on e-reader bookstores, from Australia, to Italy to Japan and beyond. And with Amazon you can even get your books into libraries in the USA.

With the way things are set up for self publishing all you need these days is a good editor and a cover design. Everything else should not cost you thousands as it did in the past.

But as in everything in life, you must know where to look.

If you'd like to learn more about the author business for free visit <http://YourAuthorBusiness.com> where you can download a ton of freebies, like how to launch your book checklist and how to learn about digital publishing plus more about publishing a print book and reach readers all over the world. Article Source: [http://EzineArticles.com/expert/Emma\\_Right/2457570](http://EzineArticles.com/expert/Emma_Right/2457570)



## **Benefits of Using CreateSpace For Self-Published Authors** **By Kathleen Gage**

When I wrote my first book nearly 15 years ago, being a self-published author carried a stigma. For some reason, you were not considered a "real" author if you went the self-publishing route.

Fast forward to today and it's a completely different reality. Authors have a plethora of choices in how to take their work to market.

Add to the mix eBooks and authors now have a lot of control over their writing, their revenue and their message.

According to a post on the Publisher's Weekly blog:

- The Big Five traditional publishers now account for only 16% of the e-books on Amazon's bestseller lists.
- Self-published books now represent 31% of e-book sales on Amazon's Kindle Store.
- Indie authors are earning nearly 40% of the e-book dollars going to authors.
- Self-published authors are "dominating traditionally published authors" in sci-fi/fantasy, mystery/thriller, and romance genres but -- and here is the surprise -- they are also taking "significant market share in all genres."



For the uninformed, self-publishing is where a writer has their work published at their own expense. They pay the full cost of producing their work and are responsible for marketing and distribution.

They usually work independently and have control of the entire creative and selling process.

Regardless of what your publishing choice is, writing your books is a game changer.

Highly seasoned and respected book expert, Denise M. Michaels says, "Authoring a book is the time-honored way to elevate your perception professionally from where you're at now to a national or even international level of prominence and expertise. It still works. In fact, authoring a book is the best way to open you up to a world of new prospective, new clients or customers, and be seen in a new light,"

Although you can hire companies to help you with the publishing process, as the author, you are ultimately responsible for what happens with your book.

Even when you go with these type of companies, you are in reality a self-published author.

Self-publishing is the fastest growing segment of the publishing industry. As a result, there are new companies coming on the forefront every day to assist authors to get their works published.

Many of these companies actually use CreateSpace for the printing and fulfillment of the author's work. If you have the budget, and don't want to do anything but write the book, you can hire any number of companies to help with all the details.

When you hire a reputable company they can handle as little, or as much, as you would like including cover design, editing, formatting, ISBN number, and most every detail required to get the book done.

Some claim to offer marketing services, but often that simply means they post something on their website and send a media release to a few locations.

If you do decide to hire a self publishing company, have all agreements put in writing.

## DIY

When you handle all the details, your costs are considerably lower, but you do have the responsibility of bringing all the pieces together.

You will need to have a cover designed, editing of your manuscript, formatting, and if you plan to sell online, making your book available on the major bookstores such as [amazon.com](https://www.amazon.com).

NOTE: No matter how good a writer you are, you definitely want to outsource the editing. Many authors mistakenly assume they can handle this aspect of their work. Huge mistake in that there will be things a seasoned editor can do for your work that you may not be able to. They will also find mistakes you likely missed.

Do yourself a favor and invest in an editor.

Should you go the complete DIY route, CreateSpace is an excellent service provider for self-published authors.

### **CreateSpace**

CreateSpace is one of the most recognized self-publishing vendors available. They offer a fast and easy way to self-publish paperbacks. CreateSpace also offers on-demand printing, eliminating the need for you to maintain inventory.

CreateSpace also offers very affordable professional services that you can pick and choose from including editing, layout, publishing and marketing services.

Even if you choose to use some of their marketing services, it is a great idea to learn as much as you can about marketing your book in order to get the greatest results possible.

Benefits:

- No membership or set-up fees; zero cost to get started
- Great customer care
- Amazon affiliation

- A flexible royalty model; You earn royalties every time Create Space prints a book to fulfill a new customer order placed on Amazon.com, Amazon's European websites, your CreateSpace eStore, or through sales channels offered with Expanded Distribution. Plus, you can set your royalty payment option to local currencies including U.S. dollars (USD), British pounds (GBP), and Euro (EUR).
- Community forums for resources and tips. This is a great benefit for new to seasoned authors.
- 
- A non-exclusive agreement allowing future publishing and distribution options. This means you are not bound to one company.
- 
- Free CreateSpace ISBN or UPC. Although you can get a free ISBN, it is recommended to pay for at least the \$10 level.

Today, more than ever, there is no excuse for an author NOT to get their work out to market. The days of, "No one will publish my work," are long gone. After all, books change lives. They are powerful tools to satisfy a reader's need to escape reality for even a little while. Books impact how we run our businesses. They are great resources for those who want to get healthy. They provide insights into how to transform our mind, body and soul. And isn't that reason enough to finish your first, or next, book?

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## **Three Dumbest Mistakes I've Made Self-publishing On Amazon** **By Marji Hill**

### Self-publishing

#### 1. Failing to research my niche

For many years I wrote for a non-fiction niche market and had my books published in the old fashioned way with commercial publishers.

In 2014 I ventured into the internet world and self-published my first book on Amazon both as a Kindle and as a paperback. At this time, I simply took action and dived into this new world not really knowing much about what I was doing.

I certainly didn't do any research into my niche. I relied solely on guess work for my market research.

While I sold a couple of hundred copies of my book in its paperback format I didn't sell much online.

While you may think you have a great idea for a book how do you know if anyone is really interested in reading your book.

Market research is essential if you want to have some chance of succeeding in selling your book online and making a profit from the net.

Write, publish and market a book that people want to buy.

Check out if the idea you have could be of interest to people and if your idea actually provides a solution to someone's problem.

Do research into a profitable niche and see if your interests or passions fit comfortably there.

Survey the existing literature and see if you can spot a gap in the literature. You may be able to identify a sub-niche where there is not a lot of competition and see a problem that needs your solution.

Work out how you can position yourself better than your competition. Identify their weaknesses and work on producing a better, more superior work.

## 2. Failing to professionally prepare the manuscript for publication

The exciting thing about self-publishing on Amazon is that there is minimal expense.

In the past, publishing a book was expensive. A print run of 1000 copies or more was not cheap and could run into thousands of dollars.

Having a book cover designed could cost hundreds of dollars. Then an author had to store boxes and boxes of these books with no guarantee that the books would ever actually sell.

Because you can publish a book for very little cost on Amazon the temptation is to prepare the manuscript yourself for publication and risk having the end product look like the job of an amateur.

Spelling mistakes, poor grammar, unprofessional layout can result in bad reviews and annoy the reader.

A badly designed book cover can make the publication look cheap and nasty. While a writer may think they can do everything they may not know much about being a good designer.

People judge a book by its cover. A cover helps a prospective customer make a buying decision.

A self-published author needs to invest in their publication. Not only should the author outsource to a professional book cover designer they should outsource to a good editor to ensure that the book is free of spelling mistakes, grammatical errors, and typos.

Outsource to a professional editor to review the content of the manuscript and check for grammatical errors and typos.

Authors are often the type of people who think they can do everything themselves, but most writers are not designers. If you want readers to invest in your book, invest in a good cover!

## Marketing

### 3. Failing to have a marketing plan

An author self-publishing on Amazon is not only the publisher but also the promoter and marketer.

Their books are not going to sell themselves.

A big mistake is publishing your book on Amazon and neglecting to have a plan of action - a blueprint for marketing the book.

I think the marketing plan should commence prior to the book being published.

How would it be if you already had an audience of prospective readers so that when the book is launched you can promote it to a ready made list of followers.

Here is a checklist of some things that should form part of an author's marketing plan.

Build a list of targeted followers

engage this audience

website

reviews

social media - Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram

Facebook groups

Facebook ads

Choose the genre, categories wisely - ones that will help you get to the top of the chart

There are many more ideas and things you can do to promote your book online. To be successful make a study of the ways you can market your book, create your own marketing blueprint, and then put it to action.