

Anointed Press Publishers presents

10

Tips On

SELF PUBLISHING



INTRODUCTION

Are you thinking about turning your work in progress into a work in print? Or maybe you are thinking about publishing straight to e-books with little cost or risk.

At one time we only had traditional publishing companies that had to approve if they wanted to work with you. Now a lot of publishing companies has become more available, that does not mean it became less confusing.

This new world of self-publishing can feel like you are in spaghetti. There are so many new options since the introduction of print on demand (POD) and e-books, so many new ways to find an audience, and so many choices you face when you try to come up with a strategy that will get you to your goals.

That is where this guide will help you. It has lots of real tips to help, so you can begin to position, publish and promote your self-published book.

Let's get started.

1 | BUILDING YOUR AUTHOR PLATFORM TODAY

The biggest asset authors have today is social media.

You need to create a way for your book to stand out from the thousands of other books being published. You need to find the readers who will support your publishing, create excitement for when the book comes out and hopefully build a community that will be with you for years.

The best way to do that is social media. Why? Think of all the things social media gives us that we just did not have before:

- A quick way to build a community of like-minded people
- Easy tools for publishing your ideas and stories
- Simple method for carrying on conversations that build trust and relationships

Almost every new tool on the internet now arrives with a social component and sites built around social interaction. Let us look at a few platforms that are the most popular.





On **FACEBOOK** you can interact, build a fan page, write articles, announce new events about your books and promotion and post photos and links to supporting media.

On **TWITTER** you can gather a following of people in your niche, interact with thought leaders, participate in #chats and other discussions and drive traffic to your own site.

On **GOOGLE+** you can post longer articles, create all kinds of private or semi-private circles to share and collaborate, and use the quick video conferencing for fan interaction events or virtual meetings with research subjects or staff.

On **LINKEDIN** you can participate in discussions, ask questions, run your own group and build a large network of business professionals in your specialty. Gaining a reputation and following on LinkedIn is extremely valuable.

On **YOUTUBE** you can post videos with tips, answers to common questions, book trailers, walkthroughs and just about anything else you can think of. Gather subscribers and stay in touch with regular updates.

Your **BLOG** is the center of your social media universe, where you put out new ideas, run surveys, interact with commenters, offer more interaction with an opt-in, and keep a schedule of author events and promotional appearances.

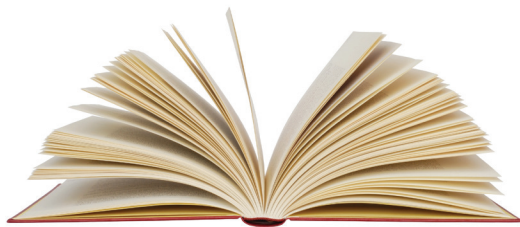
BLOGTALKRADIO is a platform that allows you to talk about different topics in your book. Making people aware of what you have to offer by this 15 or 30 minute free speaking platform.

2 | YOUR BOOK NEEDS TO BE EDITED

You cannot get far with a book that has not been edited.

Getting your manuscript properly edited before you go any farther is just good sense. There's nothing that will sink your chances faster than publishing a book that's full of errors, typos, lack of continuity, or other obvious signs that it still needs work.

Even if you have a very small budget, you can find a way to get the book edited. Be mindful who you get to edit your work. Do not ask a friend to read your manuscript unless they specialize in English and editing.



I had a customer who did that and had to have the entire book edited again after the publishing stage was finished.

These books are going to be around for a long, long time. Even though self-publishing is exciting and you probably can't wait to see your baby up for sale and getting rave reviews, you need to take the time to make sure it's right first.

3 | DECIDE WHAT PART YOU WILL DO YOURSELF

Go through the differences and decide where your strengths and weaknesses are and which path you will follow.

This decision is a big one for lots of people. Let's face it, the book you have been dreaming about looks like your favorite author you see on television, doesn't it? Well, here's the problem. If you want a book that looks like it was produced by a professional, you are going to have to hire a publisher like **Anointed Press Publishers** to create the book for you.



It is just not possible to acquire all those editorial, design, typography and cover design skills unless it is already in you. That is why this is a big decision, because it will affect lots of other things that you do later on.

It is great to find one person or company that can handle all of your publishing needs instead of having to go from place to place or person to person to get your book ready for print. I'm not saying you can't do it yourself, because I do not know your talents and experience you bring to the table. That is why you must decide.

Keep in mind that if you want your book to take you some place other than your friends – you are going to need a book that looks as good as anyone else's book. I don't know about you, but I have seen some people's first book and it looked like they did it themselves. That is not good.

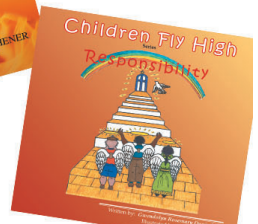
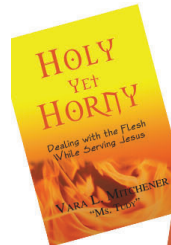
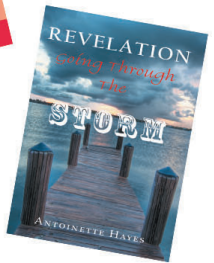
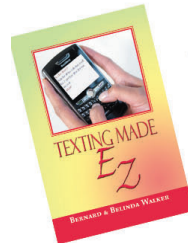
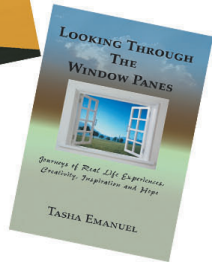
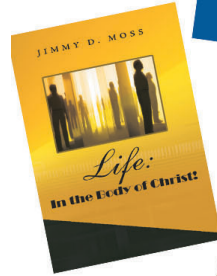
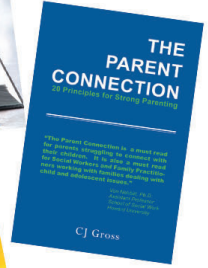
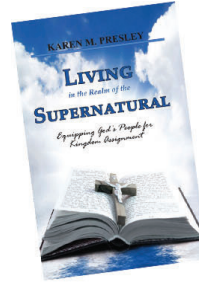
4 | GET TO KNOW YOUR READERS

Want to sell your books? It helps to know who will buy them. As an author you write and birth out what has been put in your belly for your readers. But when you become a self-publisher, you have to be able to switch hats between the author and the publisher. As a published author, you are now a business owner.

For many authors it isn't very difficult to know who the readers are, because the author is part of the same market. What I mean is that you might be a Christian who wants to empower other people with your story. In this case “you are the market” and the challenge will be to see the whole market through the eyes of the a prospective reader.

If you are not in the market, it would be up to you to find out as much as you can about your potential readers. For example:

- Where do they hang out?
- What other books do they buy on this topic?
- Who are the people with the biggest audience?
- Are there active blogs where your topics are being discussed?



5 | PRINT BOOKS AND/OR E-BOOKS?

- When you know what kind of book you are going to publish, and you know something about the readers who will buy it, it's time to figure out the best way to publish the book and here you've got some great options.
- For instance, lots of authors are now publishing straight to e-books. This is a great strategy when you are starting out because you can get feedback from the market on your work. It requires very little time or expense to publish this way and you can do almost all the work yourself.
- You will still need an edited manuscript and some kind of graphics for a nice interior layout and JPEG cover for your book. But once you have got those, you can upload your book and be on sale on Kindle or Nook platform in a matter of hours.
- There are some books that you want to publish as an e-book and print as well. Remember your audience still likes to read hard copy prints. Also if you have a platform that you can sell books, you definitely want to print them.
- Understanding that in these times, you have an audience online and print. Make sure you meet both needs. In some cases these print books can be produced by digital printing and print on demand distribution. The advantage to this option is that you do not have to spend thousands of dollars in advance.
- Working your way through all these options can be confusing if you do not know anything about printing or book production. These options range from doing everything yourself to projects on which you will need some expert assistance to get the best job and the most profit for your book.

6 | CREATE A BUDGET

A lot of people get into self-publishing thinking they won't have to spend anything at all, but that's really not the case. I tell people all the time, a book project is not like printing flyers. It will cost you more. At the low end, you can expect to pay at least for the set up and proof copies on print on demand and shipping fees to get them to you. But most authors going into this are going to pay more, and some will spend substantially more to get their book just the way they want it.

Doing everything yourself and not worrying about whether your book looks professional or not, you can get away for under \$500 and get 100 copies of your book. But if you want to publish a book that's been edited, laid out the way a book should look, and get a cover on it that will stand a chance of competing in the marketplace with all those books from big publishers, you're going to have to budget \$2,500 to \$4,500.



And if you want to hire marketing or publicity help or hire a high-end “book doctor”, you could be looking at ten times that much.

Just remember, you are in charge. As long as your goals line up with your budget, you will be good to go. Anointed Press Publishers offers payment plans to assist authors on their new journey of self-publishing.

7 | UNDERSTANDING ISBN's

ISBN stands for International Standard Book Number. Like every person who requires a social security number (SSN) and every business requires an employer identification number (EIN) ISBN's is an international system of identifying books. For example: if you print a paperback and also a hardcover of the same book that is two different editions. Having a unique ISBN for each will assure that people looking for the paperback don't get the hardcover by mistake. Make sense?

So how many formats are you likely to encounter?

- Paperback is one format. Even if the paperback is printed at more than one printer, assuming each version is exactly the same it's only one edition and only needs one ISBN.
- Hardcover is one format and needs it's own ISBN.
- E-Books can be three different formats, so if you issue your book in one or more of these, each one will require its own ISBN.
 - *Kindle* (although Amazon doesn't require it, you can assign an ISBN to your Kindle edition)
 - *ePub*, the format used by Nook, iBooks, and almost all other e-book readers.
 - *PDF*, the fixed-format Adobe version that is used for lots of instructional e-books, manuals and art books.

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8 | ABOUT SELF PUBLISHERS

In reality, many people who want to publish, who could actually be helped by publishing, simply don't want to do it themselves. They don't want to take on all the work and cost of setting up a publishing company, hiring contractors, learning about distribution and fulfillment.

They don't want to be publishers at all. They just want their book in print. So they go looking for someone who can help them. That is when they find the ads, which are everywhere for subsidy publishers.

These companies offer to publish and sell your book, and offer lots of fancy “packages” that include all kinds of editorial, production and marketing services.

A lot of people really do not know what they are getting until after they have made the commitment. That is why I teach a “Self Publishing” workshop, because so many people are not aware of all the options available to them.

Make sure you know all the facts. What sounds good up front, sometimes can be an author's nightmare on the back end. Most publishing companies make their money on the back end of the job.

9 | YOU NEED A GOOD COVER

Don't neglect the cover of your book, it is the most important selling tool you have. Your book cover represents your book to the world. For most authors, this is going to mean that you have to hire someone to create a really good cover for your book. Most authors, after all, aren't trained graphic artists, and even graphic artists need to have experience to know the best ways to make your book cover like a magnet that pulls readers in.

More tips on books and e-book covers:

- Check other covers in your genre or on the same subject to see what's selling well, and how readers identify books belonging to this group.
- If you decide to do your own book cover design, make sure you know which fonts are supposed to be used large – like for titles – and which are only meant for text.
- Keep covers simple. Many self-published book covers are ruined by authors who are trying to cram too much from the book on the cover.
- Reduce your designs down to the size they will be on the search results page at e-retailers like Amazon. Can you still make out what it is? Can you read the important parts?
- If you are creating both print book and an e-book, remember their covers don't have to be identical. Use the branding from the print book but simplify the cover if necessary for the e-book.
- Look at lots of good book covers to see how the designer managed to create them.

10 | MARKETING YOUR BOOK

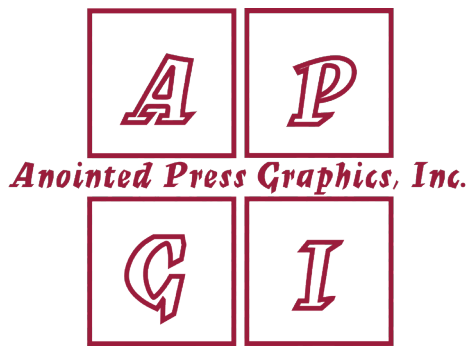
Time to get out front and spread the word. You are probably exhausted from all the work getting your books and e-books ready to go and on the market. Good news! Now the real work starts – marketing the books.

Over the years authors have found many creative ways to bring attention to their books, and you can do the same. For instance, you can use all these resources and methods to get your book in front of readers or you can pick and choose.

Free book marketing activities:

- Post articles to your blog page
- Hold book signings at local store
- Connect with fans on your FB page
- Send specials out on your twitter account
- Establish a google+ network
- Notify your linkedIn connection
- Communicating with your email list
- Write guest posts for other blogs
- Send out press releases
- Connect with other book bloggers
- Go on a virtual blog tour
- Solicit your book to book clubs
- Contribute articles to offline periodicals
- Establish a community on goodreads





Celebrating more than 10 years of helping authors, entrepreneurs, & businesses build strong brands through print & digital media.

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