



Self-publishing: A Comprehensive Overview



Class 2

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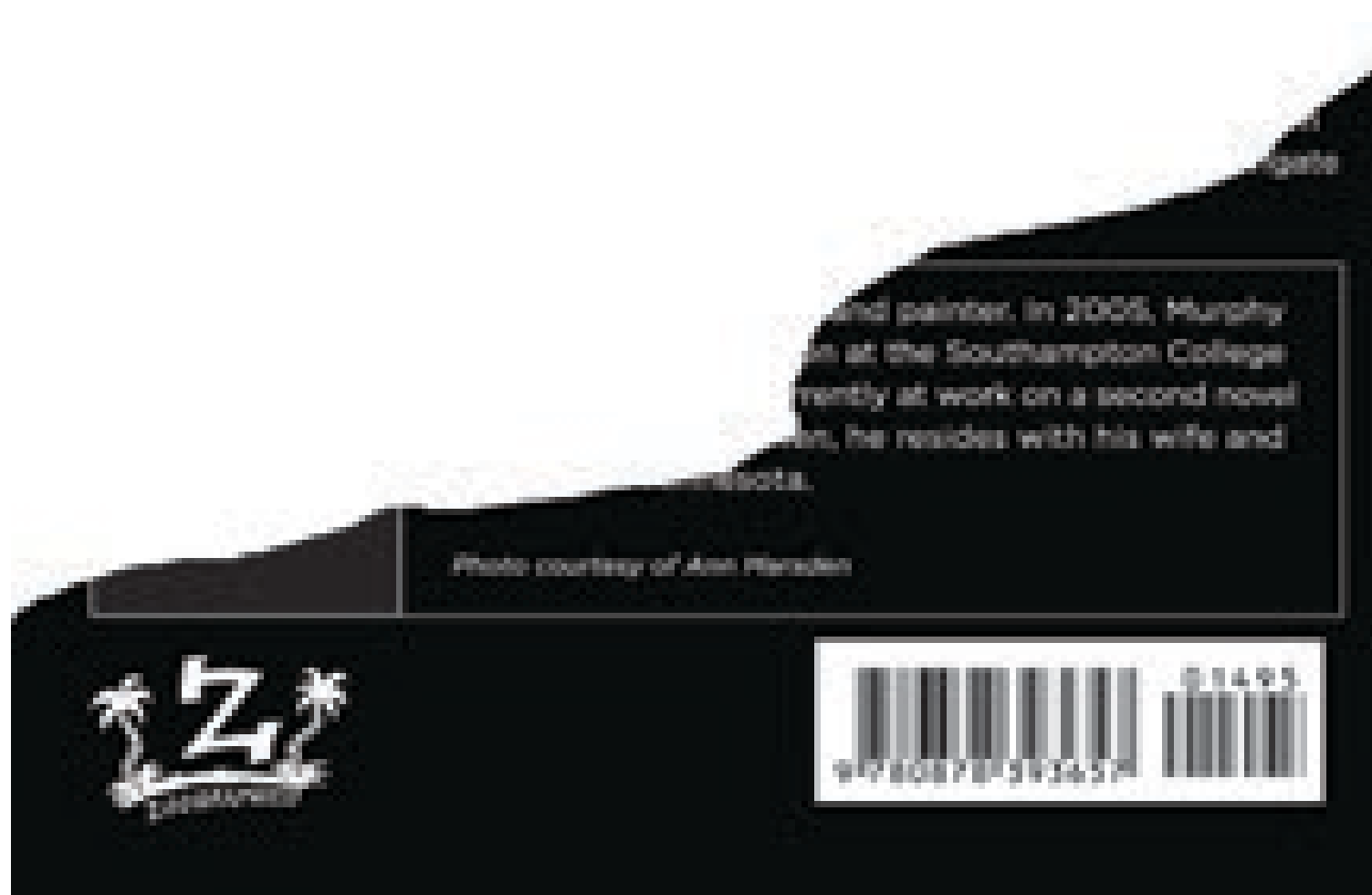
Workflow of Publishing a Book

- Write Your Author Bio
 - Write in the third person
 - Create a strong opening line
 - Give readers an idea of what they can expect from your book
 - Mention relevant credentials
 - Include a personal touch

Workflow of Publishing a Book

- Create a Publishing Company Name
 - Used on sales page/back cover
 - Used for ISBNs
 - Something meaningful to you
 - Keep logo/visual image in mind
 - Check online to make sure it's not already in use

ISBN: International Standard Book Number



Workflow of Publishing a Book

- Purchase ISBNs from Bowker
- Purchase an ISBN from the vendor
- Get a free ISBN from the vendor (Kindle)

Workflow of Publishing a Book

- Obtain Library of Congress Control Number
 - Optional
 - Free

Workflow of Publishing a Book

- Preparing the book for print
 - Cover Design
 - Hire a designer
 - Use UpWork (formerly CrowdSpring) or similar site
 - Use KDP Cover Creator Tool
 - Do-it-Yourself
 - How to Get Images for Your Cover
 - Cover Creator
 - Websites like iStockPhoto, Fotolia, Shutterstock

- Interior Design
 - Use a designer
 - Ask the designer if they can do an ebook conversion as well
 - Do-it-Yourself using a template from KDP
 - Do-it-Yourself without a template
 - For any DIY work, check out the publishing requirements for ebook vendor you will use

A DIY Possibility

- Get a subscription to Adobe Products
 - Indesign, Photoshop, Illustrator, Dreamweaver, etc.
 - Complete Adobe package for \$52.99 per month for a year
 - \$20.99 single app, per month
- Learn how to use the products with unlimited tutorials at Linked In Learning (formerly Lynda.com)
 - \$25 per month or free from the library

- **Proofread the book!**

- This is the final, “magnifying glass” view of your book
- Grammar, spelling, punctuation
- Inconsistencies in the text (story or word use)
- Make sure book conforms to *Chicago Manual of Style* (book industry standard)

Ways to Publish a Print Book

- Through the following vendors:
 - **Kindle Direct Publishing** (formerly CreateSpace; owned by Amazon)
 - **Ingram Spark**
 - **Lulu.com**
 - **Bookbaby.com**