



Self-publishing: A Comprehensive Overview



Class 3

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Ebook Publishing

- A book (or short story) that can be downloaded and read on an ereader device, such as a Kindle Fire, Nook, an iPad, or your cell phone.
- Ebooks are usually in a “flowable text” format.

Ebook File Types

.epub

.mobi

Ways to Publish an Ebook

- Directly to retailers
 - Kindle** (Amazon)
 - Nook** (Barnes & Noble)
 - iBooks** (Apple)
 - Kobo**
- Through a third-party aggregate
 - Smashwords**
 - Bookbaby**

Direct Ebook Publishing

- Kindle (Amazon)
- Nook (Barnes & Noble)
- iBookstore (Apple)

Kindle Direct Publishing

- Owned by Amazon.com
- Set up a free account at [KDP.amazon.com](https://kdp.amazon.com)
- Sign in using your Amazon email and password. (You can still sign up if you don't have an Amazon account.)

iBooks Author

- Only for publishing in the iBookstore/iTunes
- Proprietary software
- Need a Mac OSX 10.11 or later

Third-party Aggregate

- Smashwords
- Bookbaby
- Ingram Spark

Smashwords

- Has contract with Overdrive and Scribd
- Author must format Word document to their formatting guidelines
- Uses “meatgrinder technology”
- Quality is substandard

Bookbaby

- Supply a pdf of the print book file and they will convert
- Get a quote right away before committing
- Good customer service
- Relatively easy-to-navigate website
- They can also do print-on-demand publishing or short-run publishing

Ingram Spark

- Must use Ingram Spark print book service
- They will use the information and files uploaded for the print book
- Customer service is pretty good in a chat room. You can also call 1-855-997-7275; there's usually a wait time.
- Cost is .60 per page
- Conversion will be good

Questions to Ask if You Use Another Conversion Service

- *Do you run your files through the epub validation process?*
- *Are there additional fees I need to be aware of?*
- *Do I get to preview/proof the file?*
- *What if there is a problem with my file? How will it get fixed?*
- *To whom do you distribute? (How will my book get to retailers?)*

Publicity

- Prepress Publicity
 - Write book description and author bio
 - Gather testimonials
 - Identify and set up social media sites
 - Set up a webpage
 - Write a press release
 - Identify reviewers for the work
 - Decide on any ad campaigns you want to run

Post-publication Press

- Reviews
 - Challenges
 - Workarounds
 - Different angle for the story
 - Blog tours
- Social Media
 - Pay-per-click ads (Google Ads, Facebook, etc.)
- Book Groups
- Other avenues: teaching, presentations, op-eds
- Promotional tools on Amazon

KDP Select

- Only available if you publish your ebook exclusively to Kindle (Amazon.com) for at least 90 days.
- Your book is available for download through [Amazon Prime](#).
- Book Promotions:
 - Free book promotion
 - Kindle Countdown
 - Amazon pay-per-click ads

- **Free Book Promotion:**

Put your book up for free for any 5 days in a 90-day period.

- **Kindle Countdown**

Limited-time promotional discounting for your book.

Other Resources

- **Booklife.com**
 - Owned by Publisher's Weekly
 - Free to join
 - Submit your book for a free review
 - Other marketing tools
- **Independent Book Publisher's Association**
 - Membership required
 - Newsletters, magazines
 - Marketing tools

Budget A

Hire Out Everything

70,000 word novel, no images

Budget B

Combination

70,000 word novel, no images

Budget C

Combination: Scaled Down

70,000 word novel, no images

• No manuscript evaluation	\$ 0
• Use writing group/classes	\$ 0
• Hire out copyedit (more detailed)	\$2450
• Use template/DIY	\$ 0
• Use Cover Creator	\$ 0
• Hire out proofreading	\$ 875
• Incidentals (ISBNs, dist. fees, etc.)	\$ 384
• DIY Publicity (cost of webpage)	<u>\$ 12</u>
	\$3721

Summary

- Do the pre-publication work
- Decide how you will manage the project
 - Understand your energy and budget
 - DIY vs. hiring out the work
- Inform yourself on the ins and outs of publishing so you can ask the right questions
- Take a deep breath, and take your time