

Self Publishing Guide

Things A New Author Should Know

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Table of Contents

10 Essential Self Publishing Tips
How Not To Get Your Book Published
Consider Self Publishing in Ebook Format
A First Time Authors Publicity Kit Material Tips
7 Keys to Writing a Children's Book that Sells Like Hotcakes
A Guide to Creative Writing That Sells
Ways To Increase Your Book Sales
My Book Websites
Book Promotions

10 Essential Self Publishing Tips

Self publishing is the new vogue for authors.

Gone are the days when you had to write your manuscript and send it out to thousands of publishers in the hope that your work would land on the desk of the right person.

Self publishing a book is easy once you know how. And here are 10 essential tips that you really must follow if you want your published books to be successful.

1. Study your competition

Look at all the books already available on your chosen subject and make sure you're not just rehashing what's already there. Ensure your book is different from the rest so that it really stands out.

2. Always have marketing on your mind

Have a marketing plan before you start writing. Think of who your potential readers are, how you're going to reach them and how you're going to entice them to buy your book. Then pick a publishing date and work towards it. Finish your book well in advance and start promoting it at least 4 months before it's published.

3. Write for your target audience

Be certain you know who you're writing for. Do not pick a topic that only you and a handful of others are interested in. And do not write a book full of personal opinions or tirades about anyone or anything. Keep personal writing for your own journal only.

4. Have a great title

Your book's title can be the most important thing, so choose it carefully. Use a subtitle as well if you want to further explain your book to your potential readers.

5. Use a professional editor

Don't ever think that you can edit and proof read your own work. No author can or should. You are always too close to your own work to see its faults so use a professional.

6. Educate yourself.

Self publishing really is a business so you need to approach it in a professional manner. Done properly, self publishing your own books can be extremely lucrative.

7. Set out the interior correctly

Your preliminary pages need to be set out correctly and the rest of the interior of your book needs to be inviting to read. If you're not sure how it should look, just take a look at the interior of some books in your subject/genre to get some general ideas.

8. Do not leave anything out

Make sure your book has all the necessary components including an ISBN, barcode, subject category, etc.

9. Create an impressive cover

People say you should not judge a book by its cover, but we all do. So make sure that your cover is not

just impressive, but is also suitable for your book's subject/genre.

10. Market and promote your book all the time

No one loves your book as much as you do so market it as much as you can, as far as you can and as enthusiastically as you can. Use every medium that you can to publicize your book including newspapers, radio, television and the internet. Write articles on your subject and plaster them all over the internet, on as many blogs, article directories and web sites as you can find.

Once your book is written, marketed, published and is producing thousands of sales, then it's time to write your next book.

About The Author: Ruth Barringham is a freelance writer and online marketer and has been writing professionally since 1999. She started her own publishing company in 2007 where she publishes all her books and e-books. She also has an inspirational website for writers at Writeaholics.net.

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How Not To Get Your Book Published

When a publishing company takes on the task of publishing someone's book, the only financial loss is the publisher's, because if the book does not sell, the publisher loses all the time and money invested in the book.

To the author, having a book published through a publishing company costs them nothing except time, with edits, rewrites, more edits, more rewrites and marketing. The publisher, on the other hand, has staff to pay, other overheads and printing and distribution costs.

This is why the publisher wants to be sure that not only will the book be a good seller (at least 40,000 sales/year) but also that the author is someone they can work with, who will do as they're asked. Yet it's amazing how many writers think that they are in charge and that the publisher works for them.

I know this first hand because I own a small publishing company. I used to accept manuscript submissions, but not any more. Now I don't allow anyone to send me book manuscripts and if they do, I put the manuscript in my scrap paper box and use it for printing on the reverse side.

The reason I stopped accepting spec manuscripts was because of all the junk that people were sending me. Not only that, but they weren't following submission guidelines.

My guidelines were clear (and published on my website). I only accepted submissions by mail. I wanted 3 chapters and a synopsis for fiction, and a proposal, book outline and marketing plan for non-fiction. Nothing would be returned so only send copies. I also stated quite clearly that emailed submissions were not allowed and would be deleted unread.

Pretty simple, huh? My submission guidelines were clear. or so I thought.

Yet day after day, emailed submissions would arrive in my inbox. Every week I would check my PO Box and find whole manuscripts posted to me with return envelopes and instructions for sending them back. One person repeatedly sent me manuscripts for his fiction books that were hundreds of pages long, and covered in food stains. Yuck! I did not even use these for scrap paper and would drop them straight into the recycle bin.

One author sent me an outlined proposal of their fiction book (not outline, 3 chapters, etc, that I would ask for) and included a stamped addressed envelope for its return if I did not want it. And I did not want it and I did not send it back. The author wrote to me 3 times asking me to post back their proposal which must have cost them more in paper, envelopes and stamps to keep pestering me than the original proposal cost to send in the first place.

Crazy!

Not only that but everything that was sent was poorly written or not in genres that I would ask for. Some authors had even sent cover letters (another thing I instructed them not to do) telling me that if I thought the writing was not very good then my editorial department would have to take care of it. Some of the manuscripts I received were so badly written that they were almost incomprehensible. Most of them I didn't read because they hadn't followed submission instructions.

The worst submission I received was from a woman who'd written a book about the death of her husband (he would have been murdered). While I felt sorry for her, I could not see how a story about his life, which was pretty uneventful, would be of interest to others. But, she claimed, he was the best man in the whole world and so the world deserved to know about him.

She then went on to say that she had already had several copies printed and sold them to family and friends, which, she said, proved it was already popular. AND, she instructed me that under no circumstances was the manuscript to be changed. She said it was written from her heart, was completely factual and she didn't want the memory of her husband to be disturbed.

This submission was sent by email. I replied to the email with a simple link to the submission's page of my website, that expressly states that no one should submit a manuscript and that I never have, and never will accept submissions by email.

I only ever published one book written by another author.

So if you want to send your book idea or manuscript to a publisher, visit their website first. See exactly what they are looking for. Different publishers are looking for different genres, so make sure yours fits.

And, once you are sure they are currently looking for books like yours, follow their submission guidelines to the letter. Do not deviate from what they want. The submission process is like a test. It is a test to see if you can follow instructions. If you can't, they won't want to work with you.

Alternatively, if you have written a book and you are dying to see it published, why not self publish it? Self publishing does not have to cost anything. You can publish an ebook for free and you can use POD publishing to publish your book in print form as well.

Not only that, but publishing companies regularly browse self published titles and offer the authors a contract.

As an example, Random House UK published E.L. James' erotic novel 50 Shades of Grey, which started out as self Twilight fan fiction, and is now the bestselling book of all time in the world - apparently out selling any single Harry Potter title.

So don't be afraid to self publish and get your book out there where it can be seen. You can self publish a book as quick as today.

About The Author: Ruth Barringham is a freelance writer and online marketer and has been writing professionally since 1999. She started her own publishing company in 2007 where she publishes all her books and e-books. She also has an inspirational website for writers at Writeaholics.net.

She has also written a self publishing guide that can teach you how to self publish every book you write as a paper back book, hard cover book or an eBook in any format. Take a look at Self Publish Worldwide at <http://selfpublishworldwide.com>.

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Today, more than ever before authors are presented with publishing opportunities that have never existed before. This is not to understate the hard work that authors have to go through to get recognition, write great books, and make a full time living from their passion of expression. However, it is to say that today, due to advances in communications technology, authors can now get their books distributed much easier than they could a decade ago. One very popular way that authors are distributing their work is digitally through ebooks. Digital books are gaining so much popularity that even some of the most popular authors in the world have used it to distribute their books. Stephen King for example published *Riding the Bullet* exclusively in ebook format. When this ebook began distribution over Barnes and Nobel and Amazon.com there was so much demand for the download that the servers of these two book giants slowed down almost to a halt. People that wanted to download the ebook were put in a large queue with the hundreds of thousands of other who downloaded the ebook as well.

It is not only big name authors that are finding success in ebooks. We at Ebook Architect have been helping authors create, market and sell their ebooks online for years now with great success. Many of these people are first time authors and are often amazed with the success of their ebook sales. Below are some of their ebook writing tips.

Do not underestimate the power of the Ebook

Ebooks are still looked upon as unpopular by many authors who have not yet taken the time to learn about the success within this industry. For example, while the traditional publishing industry growing at the sluggish rate of 5% a year the digital publishing industry is growing at rates between 30% -50%. This means that the opportunities within the publishing industry are growing at a fraction of the rate that opportunities within the digital publishing industry are growing.

To set up an ebook you do not need to be a tech wizard

Setting up your ebook from the idea conceptualization stage to the selling stage ca not be completed overnight but it is definitely something that can be done by anyone regardless of your technological background. If you can use a word processor then you can create and sell an ebook online. While it is recommended you set up your own website, it is not necessary. There are outlets such as amazon.com, EBay and Lulu.com to name only a few sites that allow you to post your ebook on their servers.

Setting up an Ebook site is virtually costless and you keep 100% of the profits

With traditional publishers you will be lucky to see 10% of the profits from your book. With ebooks however, you keep 100% of the profits minus the fees required to set up the site which are minimal. Here is the fee breakdown for ebooks vs traditional books

Ebook vs Book cost

Ebook = Free to create an unlimited number of copies

Book = Approximately \$1500 for 200 copies of a 200 page soft cover book

Rights and profit

Ebook = You keep 100% of the profits and rights to your ebooks

Book = You get 10-40% royalty (usually about \$2-\$5/ book)

With the above examples it is easy to see that for first time authors ebooks make a lot of sense. The risk associated with publishing an ebook is much lower than it is with distributing a soft or hard cover book. Likewise, as an ebook author you will keep virtually all of your own profits.

If nothing else, it is something worth consideration. Ebooks may not replace traditional paperback

books, but they certainly are gaining popularity at a rate that should make all authors stop to think about how they could use ebooks to their advantage.

A First Time Authors Publicity Kit Material Tips

If you are a new author that has been requested to send publicist materials, you may feel left in the dark on what to send. Here is a list of the usual items.

1. Author Bio

This is no place for modesty. You are competing with many other authors out there and need to show how you are hot and worth it. Remember to include your accomplishments and give a little background information. Often readers want to know about the author's interests..

2. A photo

This is optional, but if you want to get your face out there, this could help. Keep in mind that not every editor will use your photo.

3. Interviews

Any newspaper/magazine clippings may be included if it is related to you and your writing, awards and accomplishments. Clippings about your personal life may bore the editor requesting your materials.

4. Reviews

If you have any reviews for your latest release, have them printed on clear 8.5 X 11 paper and include them in your kit.

5. Promotional Items

It may also be requested that you send any promotional items. Examples would be: Posters, pens with your web address, buttons, bookmarks, etc.

As time goes on, you will expand your PR kit. A great idea is to have a press kit right on your website to save editors time and money. You may want to have all your current materials in one easy to download PDF file. Each time you have something new to add update the file.

7 Keys to Writing a Children's Book that Sells Like Hotcakes

There are seven fundamental reasons that some books succeed and others collect dust on the authors bookshelf. These seven keys to success as an author are simple, obvious even, and yet in the midst of our writing many of us forget them.

We get so focused on the idea of the book that we forget the mechanics. Here is the strategy that award winning authors use.

1) Create a hero that your audience can relate to.

Examine your target market honestly. Who will be reading your book? Just because you think that your main character is funny, charming and brilliant does not mean that they will or even that that is what they care about.

2) Write for your audience, not your high school English professor. There has already been a Shakespeare. Most genres do not require you to write like him. You will just turn your audience off if you write at a level beyond their comprehension.

3) Give your reader a problem that he or she can empathize with.

Ex. Are you writing for teenage girls? Then something to do with the pains of adolescent romance, or lack thereof, might be a good start.

4) Provide a nemesis that makes sense. The antagonist in your story should appear to be everything that your main character is not. Then go back in and give him or her some good qualities as well.

People are not good or evil. Your characters should have the same character traits, as the rest of humanity.

Ex. A Thief with a Conscience or who hates everyone except his little sister, who he has taken care of since their mom died.

Give all your characters depth.

5) Provide obstacles for your main characters. Both your hero and antagonist need to have a few bumps in the road. Life is not smooth. Let them both screw up and figure their way out of their messes.

6) Your hero, at the very least, must learn a lesson about himself or herself. Is he braver than he thought he was? Is her nerdiness actually an asset?

Your characters should have some type of self-realization. It can be subtle. You do not have to go into a five chapter monologue on it, just give the readers some clues that he or she has changed.

7) Begin and end your story with a bang. Grab your readers attention in the beginning and have them hoping for a sequel in the end. The rest, no matter how much work you put into it, will probably be skimmed until they hit the next seat gripping scene. Your job is to make that skim time as short as possible.

A Guide to Creative Writing That Sells

It is unbelievable that with all the creative writing courses out there, that no one teaches the necessity of researching your market before you set pen to paper.

Yes, we all want to be creative and let our imagination go. At the same time, would it be great to have some of your work published? Even better wouldn't it be awesome to know that you have upped your chances of getting published by around 80% by simply doing a tiny bit of browsing in a library or bookstore?

Here is a way to make sure that there is an interest in your type of story before you pick up a pen or pull out your laptop:

- 1) Go to the local bookstore and read the writing magazines. Editors actually tell these magazines what they are interested in, in a fairly timely manner. Most of the guess work is taken out for you. You know which editors are looking for what type of stories.
- 2) Look at the current Writers Guide. It is filled with editors and publishers looking for fresh material. And guess what? They also tell you what each editor wants and what they are sick to death of.
- 3) Check out the bookshelves to see which children's books are featured. Is there a trend or pattern? For example the last few years Harry Potter, Artemis Fowl and Charlie Bone have all been hot. It does not take a brain surgeon to figure out that magical characters have taken kids and editors by storm.
- 4) Ask kids what their favorite books are. Ask them why they like one over the other. Ask if their friends are into the same books. Model these themes.

There is no need to make over the wheel or hire a psychic to figure out what publishers, editors and your audience, kids, are looking for. Gather this information and apply it to your writing.

Watch the number of your submissions rise, while your rejection letters become few and far between.**5**

Ways To Increase Your Book Sales

If you are selling print books or kindle books on Amazon then you want to do everything you can to increase sales.

But did you know it is possible to use Amazons own website to help get your books seen by more customers.

And the five most important things you can do only take a short time to set up then it can go on helping you for years.

So lets start with the easiest and most obvious.

1. Create and Amazon Author Page

This is easy to do using Amazons own Author Central feature. Here you can list your books, add a link to your blog and Twitter and Facebook accounts as well as fill out an author bio, complete with URLs to your website.

You can even set up a URL to your Amazon author page customized with your name in it.

2. Use the Search Inside Feature

This is really important because it helps customers decide if they really want to read your book or not. And it is okay if they do not like it and wont buy it. Because the last thing you want is dissatisfied customers giving bad reviews.

Instead let the Search Inside feature help the right kind of readers find your book.

Also if they can not search inside your book before they buy it (which lets face it, is an option open to them with every book in a physical book store) they wont buy it. So before you click publish make sure your books all have Search Inside enabled.

3. Use you Wish List and Favorite List

As a customer and an author you are allowed to create a wish list of books you would like to own (so others can buy them for you) and a list of your favorite books that you own.

Now while it may be tempting to only add your own books to these lists, dont.

It is okay to add maybe one, but all the rest should be books in your niche or genre. That way you look as though you know what you are talking about. An expert in your own field.

4. Write Customer Reviews

This is easy. You don't have to have purchased the book on Amazon to write a review. You just have to have read it.

Reviewers get their own reviewer profile page. Customers often click the reviewers link to find out who they are and how good they are.

I listed my author page URL as my chosen website URL and used only a brief bio so that visitors will go to my author page and see more about me and all my books.

Reviews that you write do not have to be long. They just have to be helpful. Also make them positive instead of too critical.

Stick to reviewing books in your own niche or genre. That way, customers going to your profile page will be interested in your books as well.

5. Publish a So You Would Like to. Guide

These are brief, online guides that authors create.

Customers read them online. These guides can contain links of up to ten products on Amazon. The first three products mentioned get links placed at the top of the page. Make sure your first three products are your own books.

Guides are really nothing more than long articles.

So if you have an idea for a So You Would Like To. guide that would be really useful for customers looking for books like yours, go ahead and create a guide that contains links to your most appropriate books.

And there you have it.

These are the five things you can do today to help increase your sales and get your books seen by more customers.

But do not stop there.

Keep writing customer reviews, writing more books and adding them to your page.

Good luck.

About The Author: Ruth Barringham is a freelance writer and online marketer and has been writing professionally since 1999. She started her own publishing company in 2007 where she publishes all her books and ebooks. She also has an inspirational website for writers at Writeaholics.net.

Keywords: Amazon, book sales, ebooks, author, books, customer reviews, writing,

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