

Is Self Publishing for You?



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Outline for Today

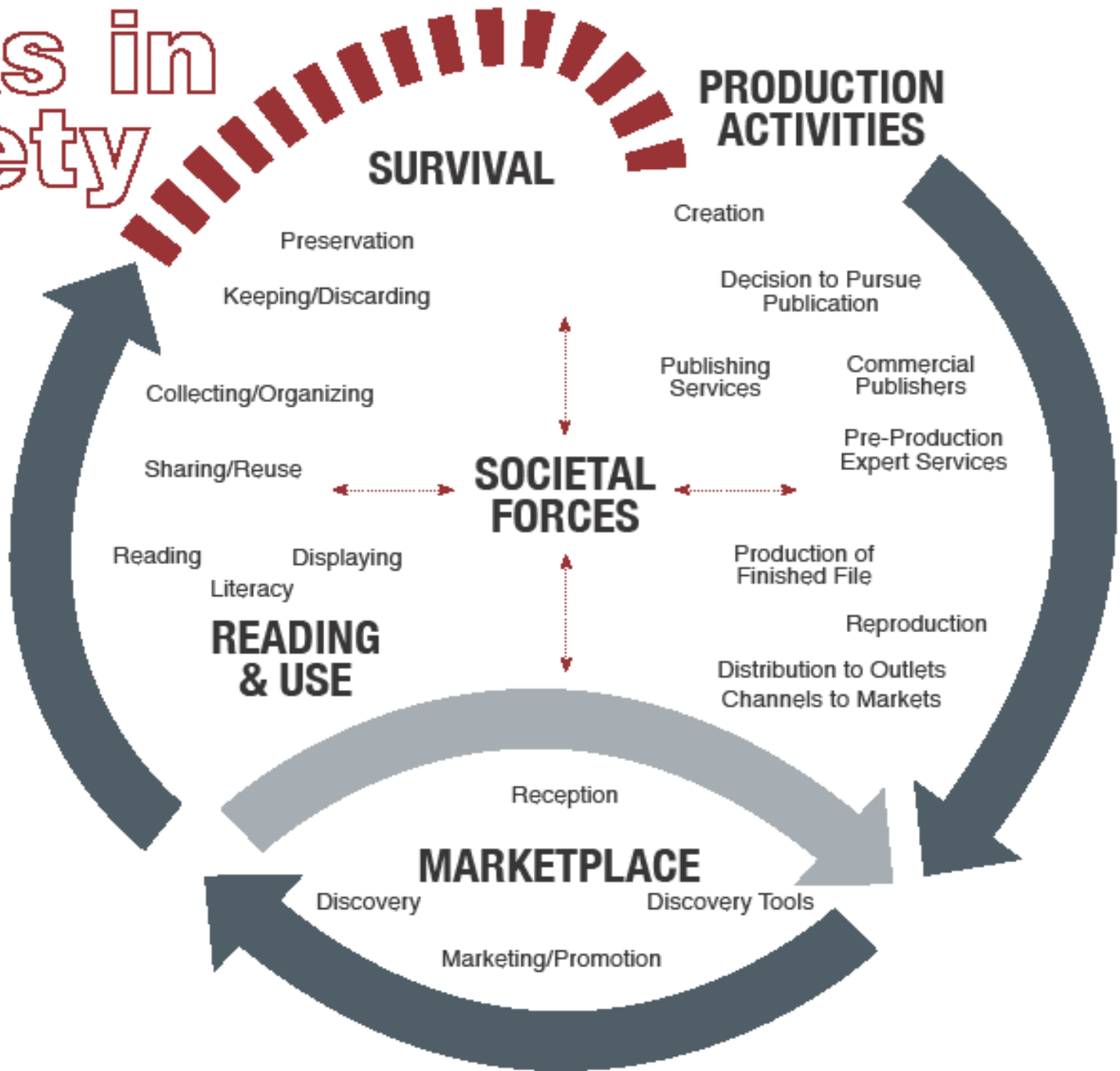
- The Publishing Process
 - Traditional Publishing
 - Self-Publishing
- Is Self Publishing for You
 - Motivations for Self Publishing
 - Audience and Marketing
 - Publishing Decisions
 - Outcomes
 - Spinoffs—what you can do as author
- Questions



Which is the Self-Published Book?

- What are the take-home messages?

Books in Society





Concepts

- Traditional publishing/self-publishing
- Book professions, “elite” standards
- Flags of insufficiency
- Compelling read
- Relevance



How to Self-Publish

- Become a publisher yourself
- Work with a local printer or self-publishing service
- Contract with a national fee-based publishing service



Realities of Self Publishing

- You're in control
- You make the decisions
- You do the post-writing work—yourself or hire experts
- You pay the bills upfront
- Availability is NOT sales
- If you want sales, you need to market your book **to the appropriate audience**



Motivation and Goals

1. National sales and acclaim:
fiction, non-fiction
2. Pick-up by traditional publisher
3. Career as an author
4. Niche expertise, perspectives,
opinions
5. Real-life stories: yours or others
6. Group, personal or family
memories: text or photo
7. Self-Expression
8. Business or professional reasons
9. Reprints and revised editions
10. Children's books

Being Realistic

- How will readers find out about it?
- Where will they buy it?
- Who will want to read your book?



Self-Publishing Decisions

- Choosing a self-publisher: understanding their publishing process and contract
- Financial decisions
- Print or e-book
- ISBN decision
- Preproduction activities: What you select and upload is what you get
 - Quality is your responsibility
 - Design choices: size, paper, binding, type font and size
 - Editing and proof-reading
 - Art: cover and inside illustrations
- Prepping your files and uploading



Being Realistic About Self-Publishing Outcomes

- Online distribution and availability
- Brick and mortar Stores
- Libraries
- Sales
- Royalties
- Reviews
- Marketing and promotion



Spinoffs: What you can do as author of your book

- **Relevance is the key: who would be interested**
 - Relevant websites
 - Local publicity
 - Local library
 - Lectures, demonstrations, book signings
 - Becoming an expert on self-publishing

Is Self-Publishing For You?



- Questions