You Can Indie Publish & Market Your Book

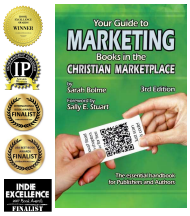
Part 3

DIY:
Publish Your Book Affordably

You Can Indie Publish & Market Your Book

Instructor: Sarah Bolme

Christian Small Publishers Association™



Publish Your Book

In this seminar, you will learn:

- Types of Self Publishing
- The Elements of Good Book Cover Design
- Services to Use to Publish and Distribute Your Book
- How to purchase an ISBN and EAN Barcode
- Pricing Your Book
- Copyrighting Your Book

Publish Your Book

Indie Publish: Do It Yourself

- Traditional using an Offset printer
  - Initial cost is higher – but cost per book printed is lower.
  - You must purchase 1,000 or more copies of your book.
  - You must store large quantities of books.
  - You must find a distributor.
  - You have at least a thousand books to sell.

Publish Your Book

Indie Publish: Do It Yourself

- Print-on-Demand (POD)
  - Low initial cost – but cost per book printed is higher.
  - You can purchase any number of books from as few as one to hundreds.
  - No books to store – they are printed when they are purchased.
  - Many POD services offer some form of distribution.

Publish Your Book

Indie Publish: Do It Yourself

- Create and sell in ebook format only
  - Low initial cost – to turn your manuscript into EPUB and Kindle formats.
  - No books to store – they are stored on the Internet.
  - Easy to obtain distribution.
  - Sell from your own website.

Publish Your Book

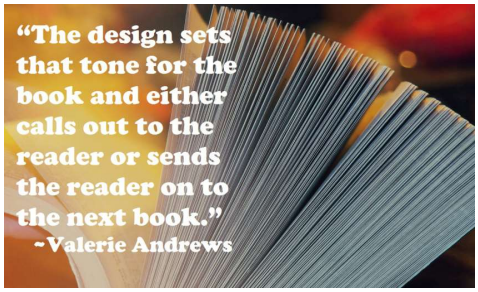
Should You Publish in eBook or Print Format?

- Answer: Both
- Author Earnings reports that for all book sales (traditionally and nontraditionally published)
  - 61% of book sales are print
  - 36% of book sales are ebooks
    - Fiction genre ebook sales are closer to 70%
  - 3% of book sales are audiobooks

Publish Your Book

Creating a Professional-Looking Book

Publish Your Book



Publish Your Book

Craft a Title

Publish Your Book

When choosing a book, studies show that readers consider in order:

1. Title
2. Cover
3. Back cover
4. Table of Contents
5. Frist few paragraphs of a book's content
6. Price

Publish Your Book

Crafting a Title:

- Remember PINC
- Make it original, yet memorable
- Not too long or too short

Publish Your Book

Test Out Your Title:

1. Ask your friends and followers for feedback.
2. Conduct a poll.
   - PlayBuzz www.playbuzz.com
   - QZZR www.qzzr.com

Publish Your Book

Use a Title Analyzer:

- TweakYourBiz.com Title Generator
  http://tweakyourbiz.com/tools/title-generator/index.php
- AMInstitute.com Emotional Marketing Value Headline Analyzer
  http://aminstitute.com/headline/index.htm
- Co-Schedule Blog Post Headline Analyzer
  http://coschedule.com/headline-analyzer

Publish Your Book

Book Cover Design

Publish Your Book

Your Book Cover:

- Is a reader's first impression of your book.
- Is your most important marketing tool.
- People do judge a book by it's cover.

EIGHT SECONDS

Publish Your Book

"I am not gonna lie, I wanted to read this book because of the cover. The cover caught my attention and the title had me interested. So I requested this book."

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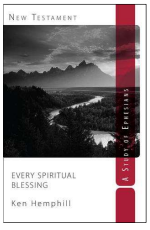
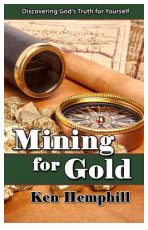
Important Book Cover Design Elements:

1. The title should be legible across a room.

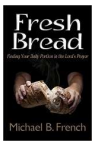




Publish Your Book

Important Book Cover Design Elements:

2. The cover design must look good in a thumbnail sketch.



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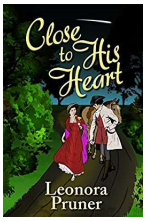
Important Book Cover Design Elements:

3. Your cover design should not stand out from the crowd.



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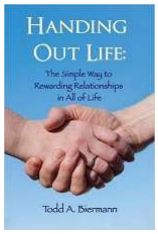
Important Book Cover Design Elements:

4. Use a Professional Photo.

Publish Your Book

Important Book Cover Design Elements:

5. Don't Put Too Much On Front Cover.
   - Title
   - Subtitle or Teaser
   - Endorsement quote
   - Author



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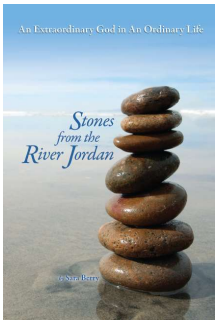
K.I.S.S.



Publish Your Book

Back Cover Copy

Publish Your Book

Important Back Cover Design Elements:

- A Blurb about the Book
- Endorsements or Reviews
- About the Author
- EAN Barcode
- BISAC Code

Publish Your Book

Back Cover Copy Essentials:

1. Your Blurb About the Book.
   - Make a Promise to Your Readers.
   - Answer the WIIFM Question.

Publish Your Book

Nonfiction Example:

Christian Living title *Discerning the Voice of God* by Priscilla Shirer.

Do you feel that the ability to hear God's voice is for other people and not for you? Is it only for people who lived in Biblical times?

Not at all! The God who loved you enough to die for you loves you enough to talk to you. And wherever you are in your spiritual walk, God will find a way to speak to you in a way you will understand.

Publish Your Book

Back Cover Copy Essentials:

2. Make it Scan-Friendly.
   - Use Bullet Points.
   - For Nonfiction: The central points of what the reader will learn from the book should be bulleted.
   - For Fiction: Questions creating intrigue can be bulleted.

Publish Your Book

Nonfiction Example:

Nonfiction book *You'll Get Through This* by Max Lucado.

God is in the business of redeeming the broken. He was then. He still is. Do you crave some hope for the tough times? Then this is the message you need.

- *You'll get through this. It won't be painless.*
- *It won't be quick.*
- *But God will use this mess for good.*
- *Don't be foolish or naïve.*
- *But don't despair either.*
- *With God's help, you'll get through this.*

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Back Cover Copy Essentials:

3. Include an excerpt from an endorsement or a review.
   - One or two sentences from an endorsement is sufficient.
   - Use one or two endorsements only in the back cover copy.

Publish Your Book

Back Cover Copy Essentials:

4. Keep the Author Information Concise.
   - ➢ Include only credentials and experience.
   - ➢ Author photo optional.
     - Use a Professional Photo.
     - Use the same photo across all your channels.
     - Get feedback on your photo at www.photofeeler.com.

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Back Cover Copy Essentials:

5. Include an EAN Barcode.
   - Order from Bowker for $25.00 - https://commerce.bowker.com/BarCode/order.asp
   - If not sure of price—choose the 90000—then print the price on the back of the book.

Publish Your Book

Back Cover Copy Essentials:

6. Include a BISAC Code
   - These codes are a list of industry-approved subject descriptors, which consist of two, three, or four levels of information such as:
     - ➢ RELIGION / Christian Church / Leadership
     - ➢ YOUNG ADULT FICTION / Fantasy / Contemporary
     - ➢ JUVENILE NONFICTION / Poetry / Humorous
     - ➢ FICTION / Christian / Historical

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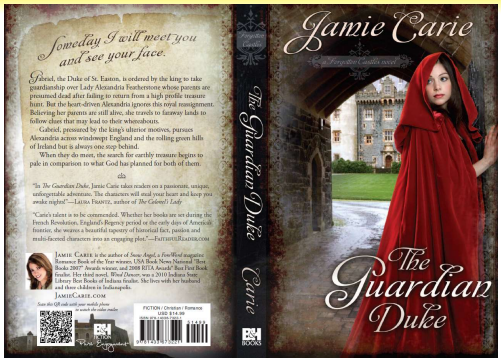
BISAC Codes are listed at:

http://bisg.org/page/bisacedition

Publish Your Book



Publish Your Book

DIY: Cover Design Services

- www.coverdesignstudio.com
- www.canva.com/create/book-covers/
- www.pressbooks.com

Createspace:

- www.createspace.com/Tools/CoverCreator.jsp

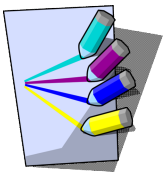
Amazon Kindle Direct Publishing

- https://kdp.amazon.com/help?topicId=A36JL6A6XSO6VH

Publish Your Book

Hire a Book Cover Designer

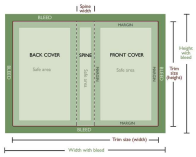
- Reedsy - https://reedsy.com
- Bibliocrunch - http://bibliocrunch.com



Publish Your Book

To Create Your Book Cover, You Need:

- To Know Your Book's Trim Size.
- To Know the Spine Width for Your Cover.
  - Based on paper type and number of pages.
  - You POD Printer will provide you this measurement.



Publish Your Book

Publish a Print Book Using POD (Print-on-Demand)

Publish Your Book

IngramSpark (www.ingramspark.com)

- Must have your own ISBN
- Fee to set up a title in their system - $49 for both print and ebook
- Fee for a proof (cost of printing + shipping)
- Distribution cost of $12 per year per title
- Maintain creative control

IngramSpark

Publish Your Book

CreateSpace (www.createspace.com)

- Free to set up title
- Has a free tool for you to create a book cover
- Fee for a print proof (cost of printing + shipping)
- Free expanded distribution (beyond Amazon.com)
- Some retailers will not sell books by CreateSpace

createspace
an Amazon company

Publish Your Book

- Four ISBN options:
  - Free – to list CreateSpace as publisher
  - $10 – to list whatever name you want listed as publisher
  - $99 – to have the ISBN number assigned to your publishing house name
  - You provide the ISBN number that you have purchased via Bowker

Publish Your Book

Publish an eBook

Publish Your Book

IngramSpark (www.ingramspark.com)

- Must have your own ISBN
- Fee to set up a title in their system - $25 for just an ebook
- Distribution to all major ebook outlets
- Distribution cost of $12 per year per title
- Earn 40% of retail price of book
- Maintain creative control

Publish Your Book

Smashwords (www.smashwords.com)

- Use your own ISBN or get one free from Smashwords
- Free to set up a title in their system
- They offer a free ebook conversion tool
- Distribution to all major ebook outlets
- Earn 85% of net sales per book
- Number one ebook self-publishing platform

Publish Your Book

Pronoun (https://pronoun.com)

- Free to set up ebook
- Offers a free cover creator
- Use your own ISBN or get one free from Pronoun
- Distribution to all major ebook outlets
- Earn 70% of book's list price for books priced $0.99 to $9.99
- Earn 65% of your book's list price for books priced $10 and above

Publish Your Book

Draft2Digital (www.Draft2Digital.com)

- Use your own ISBN or ask them to assign one
- Free to set up ebook
- Format your book for free
- Distribution to major ebook outlets
- Earn 90% of net sales per book
- Order print via CreateSpace

Publish Your Book

Kindle Direct Publishing (http://kdp.amazon.com)

- Will convert your file from any of the following formats for free
  - Word (DOC or DOCX)
  - HTML (ZIP, HTM, or HTML)
  - ePub (EPUB)
  - Plain Text (TXT) or Rich Text Format (RTF)
  - Adobe PDF (PDF)

Publish Your Book

Kindle Direct Publishing (http://kdp.amazon.com)

- No ISBN needed
- Earn 70% of sales for books selling between $2.99 and $9.99
- Earn 30% for sales of books over $9.99
- Will now also allow you to turn your ebook into a print book

Publish Your Book

The Do It Yourself Approach

Publish Your Book

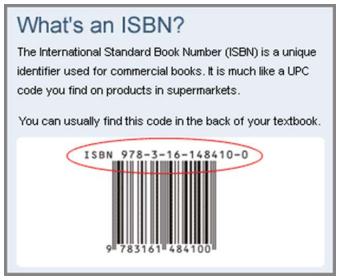
Do it Yourself

- Determine what service you will use to publish your book
- Determine whom you will list as the publisher
  - Use the name of the service (Only for CreateSpace)
  - Publish using your own name
  - Use a business name
    - Sole Proprietorship
    - Limited Liability Company (LLC)
    - Incorporation (Inc)
    - Nonprofit 501(c)3

Publish Your Book

- Determine where you will get your ISBN number
  - Single ISBN - $125 or order blocks of 10 & 100 at www.myidentifiers.com
  - From the publishing service you use
  - If you purchase yourself, you must register book title with ISBN in BowkerLink for *Books in Print* www.bowkerlink.com
  - Remember each edition of your book (paperback, ebook) needs a separate ISBN number.

Publish Your Book



Publish Your Book

- Obtain an LCCN Number
  - Pre-assigned Control Number (PCN) - http://pcn.loc.gov/
  - Don't forget to mail them a copy of your book once printed

The purpose of the Preassigned Control Number (PCN) program is to enable the Library of Congress to assign control numbers in advance of publication to those titles that may be added to the Library's collections. The publisher prints the control number in the book and thereby facilitates cataloging and other book processing activities. The PCN links the book to any record which the Library of Congress, other libraries, bibliographic utilities, or book vendors may create.

Publish Your Book

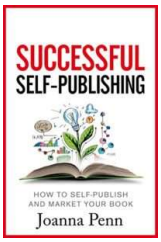
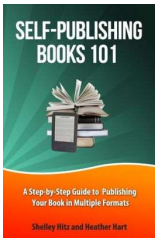
- Set the Price for Your Book
  - Take into account the cost to produce and print the book.
  - Keep within price range of similar books.
  - Take into account discounts required by stores and distributors.
  - Pricing a book too high or too low causes sales to suffer.

Publish Your Book

- Set the Price for Your Book
  - eBooks are priced lower than print books.
  - Sweet spot pricing for fiction ebooks is between $2.99 and $4.99.

Publish Your Book

- Copyright Your Book
  - http://www.copyright.gov
  - Cost is $35 or $55 for online registration

Publish Your Book

Additional Resources: