

Avoid the Scams to Happily Self-Publish



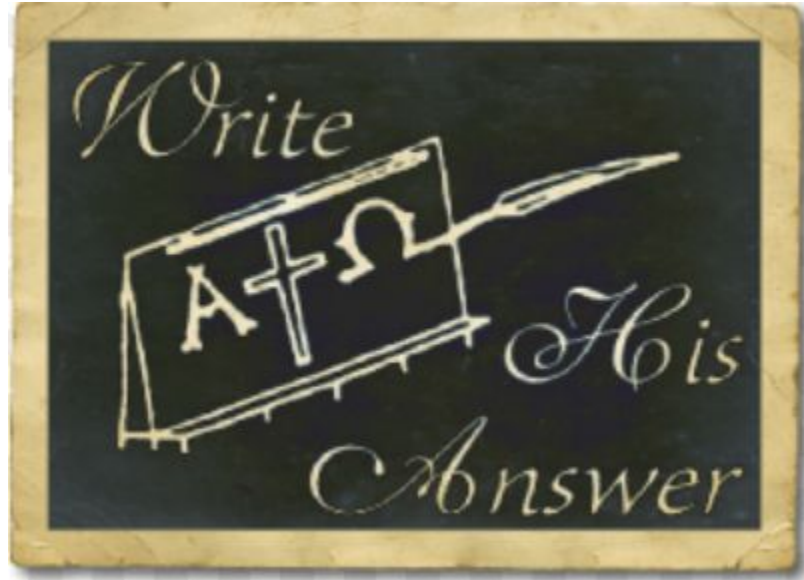
Write His Answer Conference 2023

Thursday August 10

Amy Deardon

amydeardon@gmail.com

www.ebooklistingservices.com



Write His Answer Conference
August 9-12, 2023

AVOID THE SCAMS TO HAPPILY SELF-PUBLISH

Are you thinking of self-publishing? This talk gives an overview of the basics: editing, formatting, getting a cover and ISBN, and how to put your book online so you can go ahead to self-publish your book and ebook while avoiding costly mistakes.

Copyright © 2023 by Amy Deardon

This material is for **personal use only**. These slides shall not be shared or duplicated without the express written consent of the owner.

I give talks frequently and speak on a wide variety of writing and publishing topics. Get in touch if you'd like me to speak at your next conference!

Amy Deardon

amydeardon@gmail.com

www.ebooklistingservices.com

Thank you!

Avoid the Scams to Happily Self-Publish



Write His Answer Conference 2023

Thursday August 10

Amy Deardon

amydeardon@gmail.com

www.ebooklistingservices.com



Note: This lecture will go really fast! Don't worry about writing down everything. You can get a copy of these slides by emailing me at amydeardon@gmail.com.

How Do I Know If I Want to Self-Publish?

Traditional

Subsidy

Self

How Do I Make Sure My Manuscript is Good Enough?

How Do I Format?

How Do I Get a Cover?

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

How Do I Know If I Want to Self-Publish?

Traditional

Subsidy

Self

How Do I Make Sure My Manuscript is Good Enough?

How Do I Format?

How Do I Get a Cover?

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

There are Three General Types of Publishing



- Traditional
- Hybrid/Subsidy
- Self

Which Type of Publishing is Best for Me?



Let's do a quick overview since this can be confusing..

Traditional Publishing

Traditional Publishing



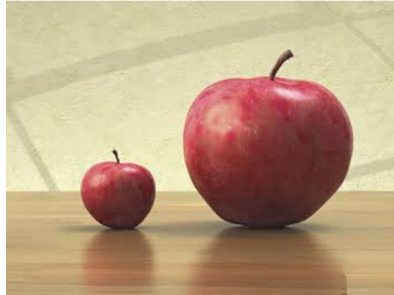
- Gold Standard for publishing
- Companies like Tyndale, Simon and Schuster, or Random House.
- Often a literary agent is involved.
- Process is selective, slow, and uncertain.

Traditional Publishers are Choosy



- Traditional publishers invest many resources into each book.
- The margin of profit is small with books, even if you add ebooks and audible books.
- With super-fierce competition for entertainment of which books are only a part, traditional publishers now want to publish blockbusters.
- Nurturing mid-list authors to eventually become bestsellers is less common.

Smaller Traditional Publishers



- You may have a better chance to become published with smaller traditional houses especially if their publishing interests dovetail with your book.
- Smaller houses are also more likely to consider unagented manuscripts.
- Editors from smaller houses often attend writers conferences, so you may be able to pitch successfully and receive an invitation to submit a proposal.
- Otherwise you can always send a query.

How Do I Find an Agent or an Editor?

- Research: Look for literary agents and publishing houses who represent work similar to yours and make sure they are reputable. If looking for a publishing house make sure they take unagented submissions.
- Network: Attend writing events and conferences, join writing organizations, and connect with other writers to ask for recommendations.
- Query letter: Write a strong query letter introducing yourself and your work, and send it to agents or editors you have researched and feel are a good fit.
- Submission materials: Prepare a polished manuscript and a well-crafted book proposal to send to agents or editors who request it.
- Be patient: Finding the right literary agent or publishing house can take time, so be prepared to receive rejections and keep searching until you find the right match.

Submission Package



Before you start reaching out, do the work to make sure you have a stellar submission package. Remember that you only have one shot.

- 1 Page Query Letter
- 1-2 Page Synopsis
- Long Synopsis (3-10 pages)
- Book Proposal including author platform and marketing research
- 1-3 Polished Sample Chapters

Quiz for Traditional Publishing



Questions: Book Subject



1. Have you written in a broadly popular genre with a unique twist? Think *Twilight* or *The Seven Habits of Highly Effective People*.
2. Have you already traditionally published one or more books that were popular and made money for the publisher?
3. If you indie-published first do you have an impressive sales record? Think *The Christmas Box*, *Eragon*, or *The Shack*.

Questions: Author Credibility



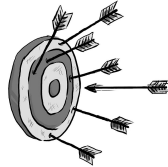
1. Do you have a platform? For example are you a celebrity or well-known expert in your field? Do you speak often on your topic? Do you have many followers on social media? Do you have a mailing list?
2. Do you already have an agent and/or know successful authors and other people in your field who can help you get traction?

Questions: Author Persistence



1. Are you patient enough to wait one or two years to have your book published?
2. Are you willing to tolerate loss of control of your book such as changing the title or parts of the manuscript, or not choosing a book cover? Note: your agent may be able to ameliorate these things.
3. Can you write a book every year about a similar topic?

Traditional Publishing



Typical Author Route:

- Finish manuscript.
- Find a **literary agent**.
- Literary agent shops manuscript to publishing companies.
- **Acquiring editor** presents manuscript to committee.
- Contract signed.
- Author receives advance money.
- Manuscript is edited, designed and produced.
- Book appears online and in brick-and-mortar stores.
- Excellent company marketing and author efforts promote book sales.
- Author writes more books.

Traditional Publishing

Advantages

- Prestigious.
- Author receives advance money.
- Experts control the book development process.
- Usually strong marketing machine behind the author.
- Usually wide book distribution.
- Author is free to write more (best-selling) books.

Disadvantages

- Extremely long, uncertain, and frustrating process to find a literary agent and acquisitions editor.
- Author loses rights to book.
- Author loses control of book.
- Author's reputation is on the line if he/she can't make back the advance or write more books.



Hybrid/Subsidy Publishing

Quick Note on Names



Subsidy/Hybrid Publishers go by many names. Some other names are Independent, Cooperative, Partnership, and so forth.

Learn to recognize the attributes of a hybrid/subsidy to know what it is. If it looks like a duck and quacks like a duck and swims like a duck, then...

Hybrid/Subsidy Publishing



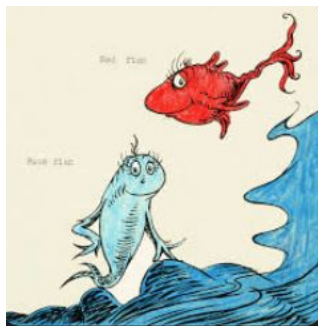
- Contains elements of both Traditional Publishing and Self Publishing.
- Companies often called themselves “self-publishers” — but they are not.
- Sometimes these companies exist as the so-called “self-publishing” arm of a traditional publisher.

Hybrid/Subsidy Publishers Work Directly with You



- Most Hybrid/Subsidy publishers **accept most or all manuscripts**.
- **You pay** hybrid/subsidy publishers to edit, design, and publish your book.
- **Hybrid/subsidy publishers manage your book** and pay you "royalties" on sales.

Two Issues with Hybrid/Subsidy Publishers



If you are interested in Hybrid-Subsidy publishing I recommend you pay attention to two issues:

- Printing Options
- Marketing

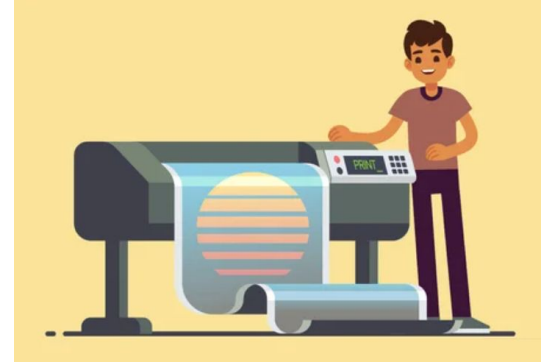
Let's go into these...

Issue #1: Printing

Printing Options: POD versus Offset Printing

There are two kinds of printing:

- Print on Demand (POD) prints books one at a time.
- Offset Printing prints books in batches of 500 or more.



Quality-wise POD and Offset books are generally indistinguishable.

POD books are slightly more expensive per unit. However since POD books are purchased one at a time there is no need for bulk purchases and keeping inventory.

Purchasing Offset books requires a significant outlay of cash and storage facilities.

Printing Differences



Offset books require a fair amount of **money** upfront to print a batch of books. These books will need to be **stored**. Furthermore **corrections to the text are impossible** unless you print a new batch of books.

In contrast POD books are printed one at a time so **you don't need storage** except for your personal supply. Also **text can be easily changed** for books going forward.

Check Hybrid/Subsidy Printing Modality



Many Hybrid/Subsidy publishers use offset printing.

You may prefer to use POD printing to reduce your cost. Remember also that selling, say, 500 books is challenging.

If you decide to go with a Hybrid/Subsidy company, make sure you clarify printing modality BEFORE you enter into an agreement.

Issue #2: Marketing

Hybrid/Subsidy Marketing

A black rectangular graphic with yellow text at the top and white text below. The title 'Return on Investment' is underlined. The formula for ROI is shown with 'Profit' over 'Cost of Investment' multiplied by 100%. A red-bordered box at the bottom defines Profit as Current Value minus Cost of Investment.

Return on Investment

$$\text{ROI} = \frac{\text{Profit}}{\text{Cost of Investment}} \times 100\%$$

Profit = Current Value - Cost of Investment

Hybrid-subsidy publisher sometimes offers marketing help for more money. Before buying, check to see if their help might **generate enough sales income for you to cover the extra cost.**

Your Own Marketing Efforts



- If you want to use your own (sideways) marketing tactics, the Hybrid/Subsidy publisher may or may not work with you.
- Also, even if you increase sales, your “royalty” is only part of the total profit you’ve been able to generate since your Hybrid/Subsidy publisher manages your book and takes a portion of your profits.

Often Confused for Self-Publishing



Subsidy/Hybrid publishers are not self-publishers.

They manage your book for you. This adds convenience and experience but reduces independence and flexibility.

How Can I Tell if a Company is Hybrid/Subsidy or Self-Publisher?



- It comes down to the ISBN.
- If the company acquires the ISBN, then they are the publisher. They will publish your book under **the company's imprint**. This is true even if the company says it has “given” the ISBN to you.
- If you acquire the ISBN yourself from Bowker, then YOU are the publisher. Your book will be published **under your own imprint**.

Ask this single question: who is the ISBN's registered owner?

Quiz for Hybrid/Subsidy Publishing



Questions: Book Subject



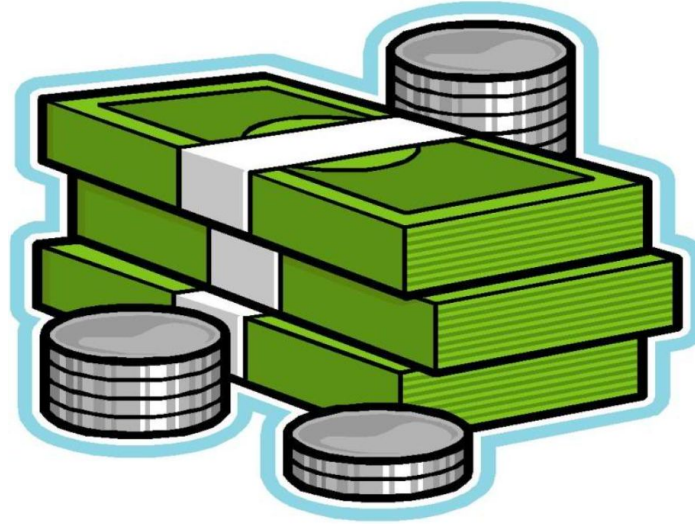
1. Have you written a memoir or a book on a specialized topic that probably won't have a wide readership?
2. Do you plan to write only one or perhaps two books in your lifetime?

Questions: Author Objective



1. Are you interested in delivering your book especially to a small group such as a church or club, or for a family reunion?
2. Would you rather not fuss with the mechanics of publishing your book?

Questions: Author Persistence



1. Do you have enough money that spending a few thousand dollars won't hurt you?
2. Can you store a large number of books if the publisher uses offset printing?

Hybrid/Subsidy Publishing



Typical Author Route:

- Finish manuscript.
- Sign contract with a Hybrid/Subsidy publisher.
- Send in payment and manuscript.
- Receive edits back on manuscript and make changes.
- OK final manuscript.
- OK book cover.
- See book listed on Amazon. Receive box(es) of books from offset print run.

Hybrid/Subsidy Publishing

Advantages

- Ease of process — you don't have to worry about what to do because company handles everything for you.
- Beautiful book that you can be proud of.
- You are a published author with a book listing on Amazon.

Disadvantages

- Expensive.
- You lose control of your book, eg for marketing because you are not the publisher.
- Because company is the publisher and filters all book activities, it's difficult to earn money from sales.
- Offset printing requires you to purchase and store hundreds of books.

How Can I Find a Good Hybrid/Subsidy Company?

Be **EXTREMELY cautious** before signing with a Hybrid/Subsidy Company. If this type of publishing suits you, do the research to find one you'll be happy with.

SOME RESOURCES:

Quick overview and cautions:

<http://theworldsgreatestbook.com/self-publishing-vanity-publishing/>

Characteristics of a good Hybrid/Subsidy publisher:

<https://publishingperspectives.com/2018/02/nine-criteria-reputable-hybrid-publishing-ibpa/>

Read this book that uses real contracts to decipher aspects of the Hybrid/Subsidy contract before you sign anything:

Mark Levine: *The Fine Print of Self-Publishing: A Primer on Contracts, Printing Costs, Royalties, Distribution, E-Books, and Marketing*. North Loop Books, 2016.



Self Publishing

Self-Publishing



- Entrepreneurial model - author does the work and/or hires contractors to get book ready to publish.
- Rights, profits, and control at all times remain with the author.
- Author funds and markets books, and reaps the rewards.
- Process requires a learning curve.

Self-Publishers are Entrepreneurial



- Self-publishers are small business owners. Good research and focus can yield opportunities for profits.
- Self-publishers can keep their manuscript exactly the way they want it and publish quickly. They can easily make changes even after the book is published. They can publish books in multiple formats (print, ebook, audible).
- Self-publishers are free to use any marketing tactics (including unconventional tactics) without opposition and can turn on a dime to change strategies.
- There is a significant learning curve to be able to publish and market. Happily, many resources and independent contractors can help.

Quiz for Self-Publishing



Questions: Book Subject



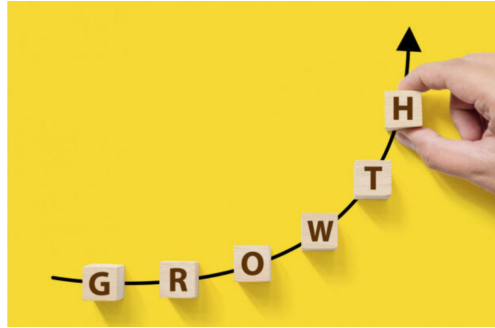
1. Have you written a book that is either a memoir or on a specialized topic that probably won't be a bestseller? Conversely have you written on a wildly popular topic that has so much heavyweight competition and established leaders that traditional publishers will be cautious to add another unknown writer?
2. Do you write multiple "consumable" or series types of books such as romance, science fiction, or one-problem how-to-fix books?
3. Do you have many ideas and/or write many short manuscripts, some as short as five or ten pages? Do you want to turn out many shorter books?
4. Conversely, do you plan to write only one or perhaps two books in your lifetime?

Questions: Author Credibility



1. Are you confident to completely control the wording, cover, formatting, pricing, and distribution of your book?
2. Are you willing to spend time and/or money to learn the process of putting together and marketing a book? Can you hire experts to help you?
3. Are you OK not selling a lot of books especially at first?

Questions: Author Persistence

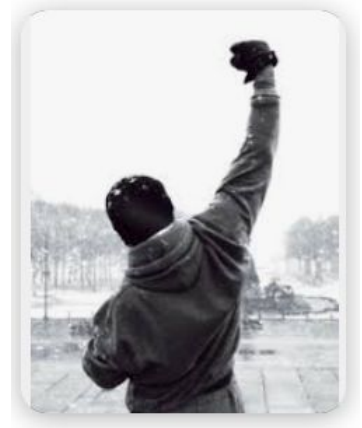


1. Do you have a website? Are you willing to build a platform as a solid foundation for you as an author?
2. Can you treat self-publishing as a business? This means continuing to write, to learn marketing, and to keep trying new ideas.
3. Do you want to create a potentially profitable home business by publishing many short books, especially things like short fiction series or one problem how-to-solve solution books?

Self-Publishing

Typical Author Route:

- Finish manuscript.
- Hire an **editor** to ready manuscript for marketplace (www.the-efa.org).
- Research the process. Find info and, if needed, work-for-hire contractors.
- Form **LLC** if desired. (Easy with www.legalzoom.com).
- Create a **cover** (www.fiverr.com or www.99designs.com).
- **Typeset** manuscript. Create ebook and/or audible book if desired. (Check out **Kindle Create** for formatting ebook and print book).
- Get ISBNs at **Bowker** (www.myidentifiers.com).
- Publish (kdp.amazon.com).
- Market.
- Repeat.



Self-Publishing

Advantages

- Author totally in charge of book (development, formats, pricing, and distribution).
- Publish for free or low cost.
- Author can easily make changes even after book is published.
- Author keeps all rights and all profits.
- Author can use books to create a strong marketing platform and generate passive income.

Disadvantages

- Learning Curve.
- Gaining marketing traction is challenging although not impossible.

Self-Publishing



Self-Publishing is a happy way to go.

~~How Do I Know If I Want to Self Publish?~~

Traditional

Subsidy

Self

How Do I Make Sure My Manuscript is Good Enough?

How Do I Format?

How Do I Get a Cover?

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

Never Publish a First Draft – Always Edit!



There are three types of editing:

- Self-editing.
- Writing and Critique groups.
- Professional editing.

Self-Editing: Things to Catch



- Repetition – words, phrases, or ideas. Say it once, clearly, then get out.
- Using passive voice (adjectives and adverbs) rather than active voice (nouns and verbs).
- Words that are not adding to your ideas. Challenge yourself to cut at least one word from every sentence in your manuscript.
- Jargon or million-dollar words. You want to communicate, not show off.
- Hidden ideas and unclear connections. The reader can't read your mind so be clear. Spell out points or use vivid images to show not tell.
- Not having a point. Why are you telling the reader this? What is the point you want to make in each paragraph?

Writing Critique Groups Can Be Gold



- When offered feedback simply say “Thank you.” Even if you don’t agree you won’t change the reader’s mind by arguing, so don’t.
- Be open, not defensive. Consider if the reader could possibly be right.
- Remember that it’s easier to pick up that something is not working than it is to diagnose what the problem is. Recognize that “fixes” offered by the reader may not be correct, but the fact that there is a problem probably is.
- Be careful when offering your own critiques. Your words can penetrate deeply. Be gentle and kind.

Find a Critique Group



You may even be lucky enough to have a critique group. If you want one check out:

- **Write His Answer** — check for resources at this conference. Marlene runs an ongoing online critique group.
- **ACFW (www.acfw.com)** — among other resources, this online group has a busy and active online critique group. If you join **get a separate email or else know how to filter emails** so you aren't snowed under.

Professional Editing is Expensive and Often Premature



Before you spend hundreds or a few thousand dollars for editing, consider:

- Have you fixed your manuscript on your own as much as you can?
- What do you need? Restructuring? Just grammar? Be clear before you hire anyone.

Finding an Editor



To find an editor:

- Ask fellow writers for recommendations.
- Check out Editorial Freelancers Association www.the-efa.org.
- Remember that editing is an art, not a science. Different editors have different styles. Once you find several names, ask for references and/or a sample edit of a few pages to make sure you get what you want to get.

~~How Do I Know If I Want to Self Publish?~~

Traditional

Subsidy

Self

~~How Do I Make Sure My Manuscript is Good Enough?~~

How Do I Format?

How Do I Get a Cover?

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

Formatting is a Careful Business



Formatting a book and ebook from scratch gives you the best control of text appearance.

BUT...

There are also two good formatting programs I'd like to recommend.

Atticus from Kindlepreneur



- Atticus is put out by Dave Chesson from Kindlepreneur.com.
- Atticus works on PC, Mac, Chromebook, and on Linux.
- Atticus has an easy interface and does a great job. It costs \$147.

www.atticus.io

As an aside, check out kindlepreneur.com for many **free** resources about all aspects of self-publishing. **This site is fantastic** and Dave is so generous to share his wisdom.

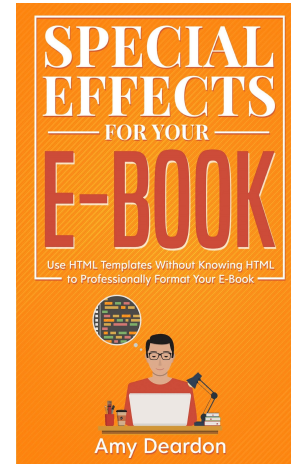
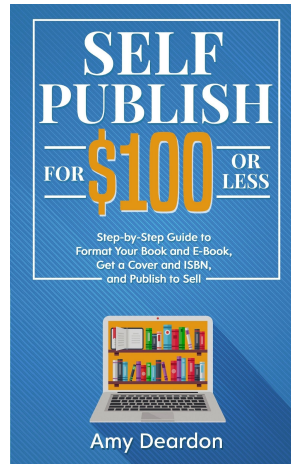
Kindle Create from Amazon



- Kindle Create is a free app from Amazon that formats your book and ebook.
- It's a little clunky but works pretty well and the price is right.
- If you use this start with the tutorial. Type in "Kindle Create tutorial" into your browser.

<https://www.amazon.com/Kindle-Create/b?ie=UTF8&node=18292298011>

Format by Hand



If you'd like to try formatting by hand there are many resources online. For fun you may want to check out my two books that go over formatting in a step-by-step fashion.

~~How Do I Know If I Want to Self Publish?~~

Traditional

Subsidy

Self

~~How Do I Make Sure My Manuscript is Good Enough?~~

~~How Do I Format?~~

How Do I Get a Cover?

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

Ponder the Message You Want to Give in the Book Cover



Ask Yourself:

- What genre of story or nonfiction book is this?
- What is this book about?
- What emotions and/or thoughts do I want to convey?

Your Book Cover Tells a Story



- Study your genre's book cover "tropes" or recurring themes.
- Notice the covers that really catch your eye, and analyze them to find why (color, subject, font style etc.).
- Use your preferences and knowledge to get (or create) a cover that looks "the same, yet different."

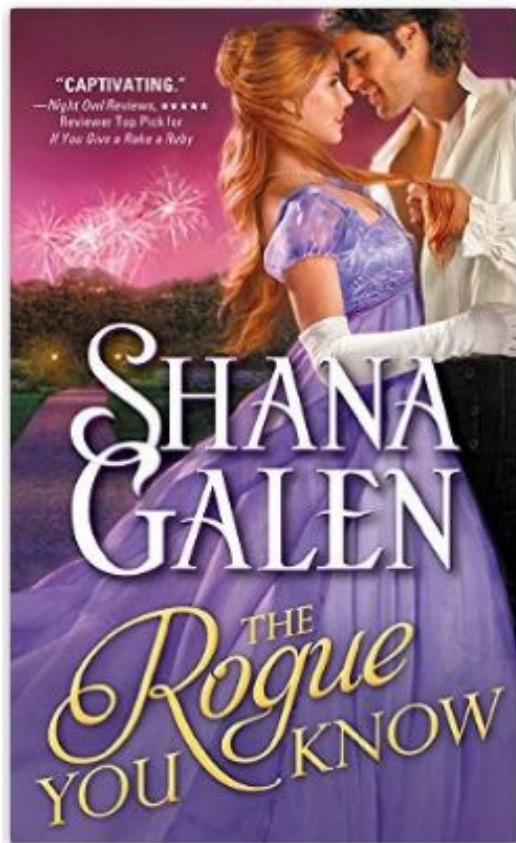


A JOE TIPLADY THRILLER



COLD

JOHN SWEENEY



"CAPTIVATING."

—Night Owl Reviews, ★★★★★
Reviewer Top Pick for
If You Give a Rogue a Ruby

SHANA
& GALEN

THE
Rogue
YOU KNOW



"For anyone concerned about the future of food, this is an indispensable book."

— MICHAEL POLLAN

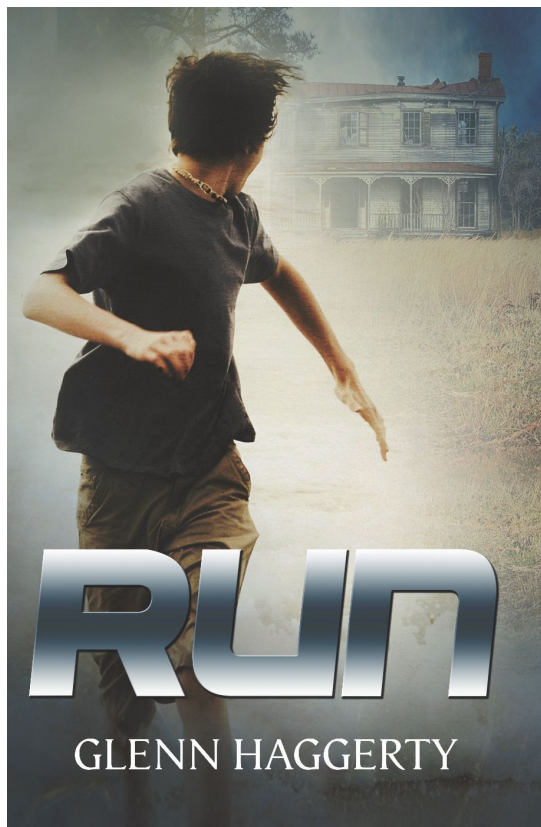
Douglas Axe

Undeniable

How Biology Confirms Our Intuition

That Life Is Designed





RUN

GLENN HAGGERTY

How Do I Get a Book Cover?



There are four basic ways to get a book cover:

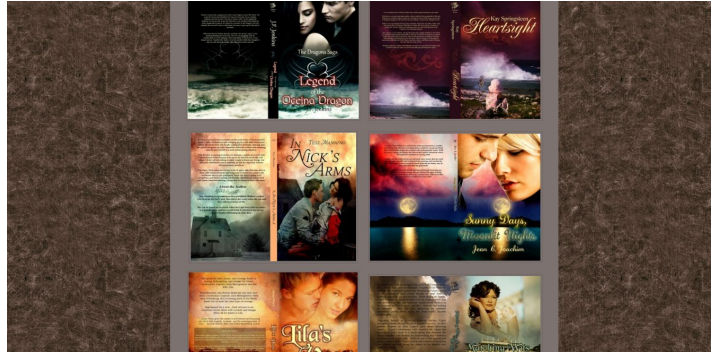
- Pre-made Book Covers
- Hire Someone
- Do It Yourself DIY
- Use Amazon's Create-A-Cover

Method #1: Pre-Made Book Covers



- These covers are already designed and waiting for someone (you!) to purchase them.
- The artist takes the image off the market then inserts your name and title to give you a unique cover.
- These run between about \$50-\$200.

Pre-Made Book Covers



You can do a google search for “Pre-Made Book Covers.”

Some websites that do pre-made covers are:

- www.GoOnWrite.com
- www.ForTheMuseDesign.com
- www.thecovercollection.com/
- <https://thebookcoverdesigner.com/product-category/premade-book-covers/>

Method #2: Hire Someone to Create a Book Cover



- www.fiverr.com – (about \$20-\$100). For best results you'll need to provide one or more images. Finding images coming soon in this lecture.
- www.99designs.com – (about \$300 + extras). This is the premiere site for spectacular designs and my personal favorite.

Finding Images



DO NOT just copy an image you like from the internet. You don't want to steal.
Always investigate rights.

Here are some low-cost stock and free photo sites:

- bigstockphoto.com
- clipart.com
- dreamstime.com
- fotolia.com
- freedigitalphotos.net
- freefoto.com
- istockphoto.com
- photobucket.com
- photoshopsupport.com/resources/stock-photos.html
- Pixabay.com (free images)
- sxc.hu

Method #3: Create Your Own Book Cover



If you're good with graphics you may want to design your own cover. The simplest cover is just text with a colored background. More complex covers use one or more images with text.

www.canva.com is a GREAT site to help you create something beautiful.

Method #4: Use Amazon's Resources



Amazon offers free cover design options on KDP (print and ebook), with royalty-free images and cover color/layout ideas.



Formatting Book Covers

**E-Book
Cover**



**Print
Cover**



You'll need to format your book covers for publication. Notice that a kindle cover is taller than a print cover. Kindle ratio is 1.6 (height is 60% greater than width), while a print ratio is 1.5 (height is 1 ½ times as great as width).

E-Book Cover Formatting



If you have a cover for print book, you can stretch the front image using Paint program to fit the e-book format.

Or go to [fiverr.com](https://www.fiverr.com) to find someone to do this for you for a few bucks.

~~How Do I Know If I Want to Self Publish?~~

Traditional

Subsidy

Self

~~How Do I Make Sure My Manuscript is Good Enough?~~

~~How Do I Format?~~

~~How Do I Get a Cover?~~

How Do I Get an ISBN and Other Official Stuff?

ISBN

Bar Code

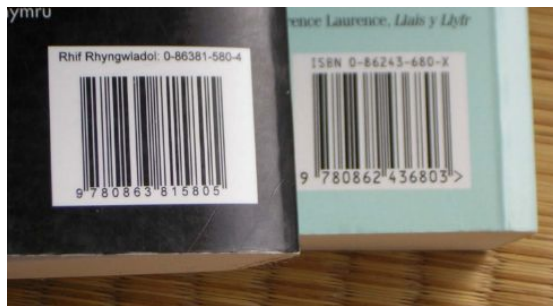
Library of Congress

Copyright

How Do I Place My Book Online?

ISBN

International Standard Book Number (ISBN)



- The ISBN is like a book's Social Security Number: a unique identifier that is necessary to put your print book up for sale.
- An ISBN is not needed for an e-book if you just list it on Amazon. However you can certainly use an ISBN if you wish.
- If you want both your print book and e-book to have an ISBN, you need two—one for each format type.

ISBN Ownership



- The only place to buy ISBNs in the USA so that they belong to you-the-publisher is Bowker (www.myidentifiers.com).
- ISBNs are not cheap. At this time 1 ISBN is \$125, 10 ISBNs are \$295, and 100 ISBNs are \$575.
- ISBNs trace back to the person/publisher who bought them. This means that if you purchase an ISBN from a third party (a subsidy company or other publisher), the ISBN will be “owned” by the company, not you.

KDP ISBNs



- Amazon's KDP aims to be the go-to place for self-publishing print books and e-books.
- They have teamed up with Bowker to sell ISBNs for market rates.
- KDP also offers **free ISBNs**. Remember though that if you take this free ISBN your publisher will be KDP, not your own company. This may not be a bad thing if you are content to sell your book just on Amazon.

Bar Code

Where Do I Find Bar Codes?



- When you buy ISBNs from Bowker, they offer bar codes for an additional price. However you don't need to buy the bar code so save your money!
- You can create bar codes using free tools on the net. Do a web search for "create book bar code."
- My favorite site is:

www.creativindiecovers.com/free-online-isbn-barcode-generator/#submit.

You can put in "90000" rather than a price if you want flexibility, or leave the price barcode off completely.

Library of Congress

Library of Congress



- You may want your book to be registered in the Library of Congress and eligible for library use across the country.
- If so, you need to take care of this BEFORE you publish.

The Preassigned Control Number: PCN



- The PCN is the Library of Congress' way to open the library to self- and small publishers.
- You can get a number by going to <http://www.loc.gov/publish/pcn>.
- Don't forget to mail a print copy of your book to the Library of Congress once it is published.

Library Cataloguing Data (CIP Data)



- If you have a PCN, you will also need to compile your book's cataloguing information.
- This data is used by libraries to enter your book appropriately into the system and catalogue it into its correct space.
- This is called the *CIP data: Cataloguing in Publishing data*.
- I've had good luck with Adrienne at www.cipblock.com. She charges \$75 and has fast turnaround.

Copyright

Copyright Registration



- Your manuscript/book is automatically copyrighted to you as soon as you have put your ideas in “fixed form.” i.e. you have written them down.
- However, you can also file an official copyright registration with the U.S. government by going to www.copyright.gov and following the directions.
- Copyright costs \$65 to register.

~~How Do I Know If I Want to Self Publish?~~

Traditional

Subsidy

Self

~~How Do I Make Sure My Manuscript is Good Enough?~~

~~How Do I Format?~~

~~How Do I Get a Cover?~~

~~How Do I Get an ISBN and Other Official Stuff?~~

ISBN

Bar Code

Library of Congress

Copyright

How Do I Place My Book Online?

KDP Rules



- KDP offers a comprehensive and free platform from which to sell your print book and e-book on Amazon.
- KDP links to your regular Amazon account.
- Enter your titles by going to kdp.amazon.com.

The Keys to the Kingdom



- When you list your book, you will be asked for three categories and up to seven keywords that describe your book's contents.
- These are way helpful for Amazon to make recommendations to readers and for readers to find your book in the first place.

An Effective Marketing Tool: Amazon Author Central

Promote your books for free with Author Central



Reach More Readers

At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com.

Author Central Member Marybeth Whalen

Reach More Readers Track Your Sales Get Author Help

The image shows a woman, Marybeth Whalen, standing in front of a computer monitor. The monitor displays her Amazon Author Central profile page. The page includes her name, a bio, a photo of her, and a list of her books. The woman is wearing a yellow sweater and has her arms crossed. The background is a light blue gradient.

Amazon set up a free place for your book listing in which you can promote yourself and your book(s). This is a great opportunity for you.

Join at <https://author.amazon.com>

Expanded Distribution



- Ingram Spark is the publishing arm of book distributor Ingram.
- You can publish here for wider distribution of your titles.
- They charge \$50 for every upload so make sure your files are perfect before loading.
- Go to www.ingramspark.com.

Conclusion

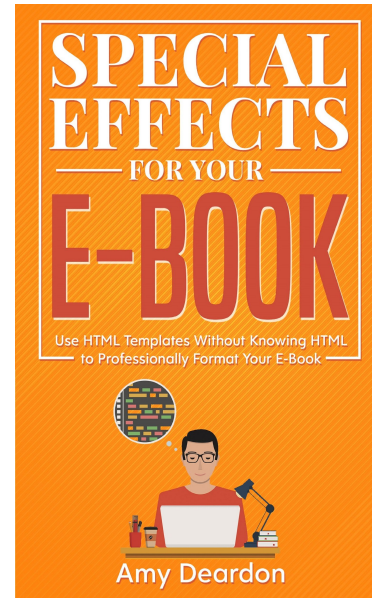
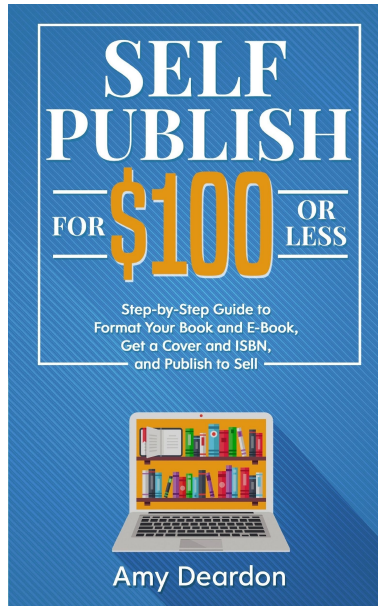
It's Time to Move Ahead!



Decide to publish your book!

If you have questions feel free to email me
at amydeardon@gmail.com.

If You Need Step by Step Guidance...



If You are Truly Overwhelmed...



Check out EBook Listing Services (www.ebooklistingservices.com).

That's All, Folks!



Amy Deardon
www.ebooklistingservices.com
amydeardon@gmail.com