

SELF-PUBLISHING WITHOUT BIG BUCKS

A HOW TO WORKSHOP: OVERVIEW, NUTS & BOLTS, ENCORE COMMUNICATIONS, INC.

1. Stories of publishing through a "Self-Publishing" company
2. Tell the Story of *Called to Be a Warrior*, a book published by Encore Communication Inc.
3. Creating the Book
 - a. How to write your book – the process
 - b. ALWAYS use an editor
4. Layout of your newly edited book
 - a. Using your own word program to layout your book – please don't.
 - b. Example of a pastor in Colorado Springs.
 - c. Using a good layout person is like having another set of eyes looking at your book.
 - d. This layout person is and artist / spend the money (It is not that much)
5. Layout person – *Called To Be A Warrior* as an example.
6. Printing
 - a. Print on demand with extremely competitive pricing
 - i. Color can be used
 - ii. Hard cover
 - iii. Children's books
 - b. Createspace.com
 - i. Top-notch professional services make publishing and distribution easier than ever.
 - ii. Self-publish with CreateSpace - royalty structure puts more in your pocket.
 - iii. Expensive color / don't do this through CreateSpace
7. Anyone want to sell books? That is the idea – get your message out.
8. Social Media – Spillover effect.
9. Virtual blog tour
10. Your website
11. A list Manager
12. Hootsuite – controls your social media
13. Amazon
14. How to make real money selling books – Each book has a unique marketing opportunity.
15. Budget for Self-Publishing
16. Encore Communication, Inc.

You can be in control of your publishing plans