

## Chapter 1 : Self Publishing Book Costs | How Much Does It Cost To Print A Book?

*It explains how to: get free advertising, avoid common publishing mistakes, prepare a marketing plan, complete important registrations, select a book printer, and much more. How to Self-Publish and Market Your Own Book includes sample forms, pricing information, and budget worksheets. The book also includes a special section of tips and resources for minority and women writers.*

Send email Mail How can I promote my book? Sales are always on our mind and wherever we are in the bestseller chart, we look a little enviously at those above us. In this article, we have ideas and solutions for you

â€” 50 of them in fact â€” which should be more than enough ways to promote your book. Launches are designed around getting your book into a bookshop â€” and keeping it there; whereas with digital books , your book is always in stock â€” and therefore your timeline for promotion is much longer. Which means you can take it one chunk at a time. I put these 50 suggestions together so that you can work through the ones that interest you , one at a time. Make a book trailer. Ask your readers to send in images of them with your book and then pin them on Pinterest. Write a press release for PRWeb. Do a presentation at a local meetup group. Do a kdp free promotion. They still work if you use them correctly. A Goodreads giveaway is one of my favourite ways to promote your book, generate some interest and also to get some reviews. The giveaways only work with print books although there are things you can do with your digital book. Create a post about your book on your Facebook business page. Pin it to the top. Post some free content or excerpts from your book on https: You can also sell your book here â€” worth some extra exposure? Make a series of how-to videos for YouTube related to your non-fiction book content. Send an email to your list. Create a discussion on https: If you are keyword savvy then use keywords in your post title and content so that it will show up on the search engines and give you ongoing promotional returns. Create a URL forward that directs people to your Amazon page. Do as much guest posting as you can and refer to your book in the author box or use that URL forwarding tip just above this one! Get some fun, slightly silly, videos done on fiverr in the hope they might get shared and go viral. All those great reader images you asked for â€” get people to post them on Facebook and tag you. Create an Amazon associates account and add an image of your book and a link back to Amazon on your website and as well as your royalties you might also get a few extra pennies from the associates programme! Run a contest or a giveaway for your book from your website or Facebook page using an app like https: There are lots of rules and regulations around contests depending on where you live but if you use an app they will help guide you through this. You can do this with print or digital versions of your book and remember just to double check with your distributor or your publisher that what you are doing is OK with them. Get your book translated into one of the widely spoken languages like Spanish or German to increase your sales reach. Put something inside your book that encourages people to sign up for your email list. You then have a list to promote your next book to! Contribute advice and ideas to LinkedIn groups and make sure you have a section of your profile that talks about your book and tells people where to buy it. Write an in-depth blog post on a topic related to or covered in your book, and then reference and link to your book in the post and at the end. Create a series of YouTube videos where the author sits reading small sections of the book. Put the URL in the description below the video. This is a good way of getting taster content out. Or do some readings and have someone video those. Or interview some readers â€” no shortage of ideas hereâ€”! Start a Facebook group or a Goodreads group for your book or your topic. These are really valuable places to connect, get ideas and even get great content for your next book. Hire people from Fiverr to post information on your free days to the ever-growing list of sites that promote free books. You can also upload these videos to Facebook and to your amazon author central page. Use discussion forums on your topic, or even places like yahoo answers, to get on front of people who want to know what you know. Make sure you have a link to your book in your signature. Some forums will let you do announcements so you can let the group know when you launch. And of not then use forums as a place to find beta-readers or early reviewers. Ask for volunteers to read your book and give you comments or reviews. Better than asking your friends and family! Run a Facebook event when you are having a free promotional day or days on kdp. Or set-up a launch event. Make

sure you have enough critical mass to do this otherwise the event can look very empty. This might be a great thing to do for a second or subsequent book when you already have a reader base or a first book if you have a really strong marketing strategy and some support to get you out there and get you noticed. Add resources and extra goodies at the back of the book. Do a book signing the traditional way or arrange this with a local book store or a book festival or even an event maybe you have a food related book that would do well at a food festival? Or a sport-related book at a sporting event? Create an event on Goodreads or you can invite people just like you would to a Facebook event. This is a great strategy to link with a virtual book signing, a virtual book tour, or a free promotional event. Run a virtual book tour where you have a pre-arranged series of guest posts on book blogs or blogs in your topic area. Post once a day for a number of days why not be bold and aim for thirty days?! Just like a real book tour you want to build excitement, offer prizes or make the content build day by day so that your readers have a good reason to follow you around and to bring their friends along which of course grows your following and your readership. Create a Ning community or a forum where your readers can connect, share ideas, and talk about your book. Create short presentations and put them on SlideShare. Run a google hangout using your slides from SlideShare! And then upload the recording of your hangout to YouTube google seems to be optimising YouTube search results so that hangouts get extra points in the algorithms. Run an ebook signing yes a digital signature with some kind of authography app. This is a new and growing field so you might need to run a google search for the best one. Have giveaways and prizes to keep people on the line and engaged and to make them want to spread news of your events. Take your book along to craft fairs, vendor fairs, wedding fairs anywhere that people who are interested in the same topic as you are writing on might hang out. And who knows what wider connections will come from that maybe someone will contact you to speak, or to consult with them. Go with an open mind and see where it leads. Create a movement around your book. Or maybe you can be the voice of a group? Or maybe you want to campaign for something? Healthier food in schools. Better regulation of pesticides. These are just fifty one ways to promote your book that came from the Author Unlimited community.

**Chapter 2 : Self-publishing a book: 25 things you need to know - CNET**

*Authors who self-publish are having success like never before. Internet marketing, eBook Publishing, and social networking sites have helped self-published authors get their books in front of potential readers and book buyers. The playing field is becoming more even. When you self-publish, the control and success of your book is in your hands.*

To put things into context first, here is one clear way of thinking about how to promote a self-published book. All I do know for sure is that after having changed three of my sites to a. I can only presume from experience that Google and Bing give preference to. After changing my Just Publishing Advice address to. Social media, yeah, yeah Social media is a must to promote your book or short stories, but it can be extremely time-consuming. If your aim is to write and sell books, then use your social media platform judiciously because it can easily become a huge time waster. Limit your social media exposure to only a couple of popular platforms such as Facebook, Twitter or Pinterest for example. Use social media to connect, communicate, reply and inform, and of course, hopefully, attract followers. Use it to spread your author name, not to continually advertise your books. Think of social media as a spider web, and continue to make it a little larger every day by following some people, making new friends and extending your reach. Concentrate on building your presence on only one or two social media sites, and not on every single one available. Very importantly, however, make sure you use lots of image links to attract a better click-through rate for your book promotion on social media. People are now well trained by Facebook and Twitter to click on images rather than text links, and especially so for phone and tablet users. So, always use images to promote your book and blog posts to encourage people to read your book. Limit your time and get back to writing a new book. As you grow, you will need to pay a monthly charge. You might consider hiring an editor or a proofreader. At the very least you should use a pro writing tool to help you prepare your manuscript. Grammarly is the choice of many writers. However, another option for authors is Prowritingaid which is less expensive , which is particularly suited to working on long documents such as book manuscripts. Nothing much ever comes for free, especially a profit. How many times have I said that? Think of it this way. A great cover might help sell a poor book, but a poor cover will never help sell a great book. Great covers sell books! Homemade covers are a buyer turn off. Remember that your book cover will end up being indexed by Google and Bing image search, so what better way to attract book buyers than with a killer book cover? A poor book cover will fail to take advantage of this opportunity. So forget about using your expertise in creating a below average book cover using Microsoft Word, and spend a little money on a professional book cover. Most authors, especially new authors, have a small online footprint, so paying to have your book spread much further makes good sense. Another viable promotion tool is Facebook Ads. Be careful, though, as it can become very expensive to advertise your book on Facebook. Facebook Ads are good for launching a new book but never expect that your investment in ads will be recouped in sales. If you are a new author, investing in page Likes is a very good way to increase your online presence. Added to the fact is that you can sell your books directly from your Facebook Page , so building up Likes is definitely going to gain more potential book buyers. A few hundred page Likes is normally enough to attract more free organic Likes. For a new title, you might want to consider an online book tour. But check what you get for your money carefully before you commit. Never think about how many ebooks you give away as lost sales. If your free series starter book trailer or book description grabs readers, every free copy of your book will help you sell more ebooks. Perhaps you could offer your book to an online book club. Draft2Digital really help in this regard , as they offer automated updating of other book titles in a series. Summary of how to promote your book Of all the tips above, I am of the belief that a free series starter is the most cost-effective book promotion tool a self-published author can have. But combined with the other four tips I mentioned, you will have all the important promotional bases covered. Looking for free book promotion and advertising opportunities can chew away at your time, but there are many ways you can boost your book promotion, so consider what is important to you. For most authors, it is valuable writing time. Paying a little by way of web hosting, advertising, book promotion and most importantly, book covers is money very well invested. But, of course, always invest wisely.

## Chapter 3 : Self-Publishing with Outskirts Press

*Using Bookbub, Book Gorilla (the second largest Kindle promotion company) and my own marketing efforts, I drove 39, downloads to Everything I Know in just three days. Four weeks later, after.*

Your creative writings will pass along your stories and ideas and live in the hands of people like you and me. One of the first steps you can take when it comes to publishing a book is to educate yourself. Please review our topics related to the following common self-publishing issues. **Book Publishing Companies Writers beware!** The publishing industry has boomed in the last decade, and so have companies looking to exploit authors. Read more about self-publishing companies and what to look for in a publishing company. As the publisher, you should retain all the rights to your work and maintain control over it. If you work with a publishing company that is asking you to sign a contract, be wary. Read more about what you need to know when it comes to publishing contracts. **Understanding Royalties** One of the huge benefits of publishing a manuscript is the fact that you keep all the profits and royalties. Learn more about royalties and profits. Learn more about ISBN numbers and how to get your own without losing your rights as a publisher. **Book Layout and Design** Discover the elements that constitute good layout and design from cover to cover. Learn about font size, line spacing, page numbering and more. The design and layout is an important part of getting your manuscript ready to be published. **Book Editing Services** Editing and proofreading is an important step for any publisher. Discover your options when it comes to editing services and get advice on how to edit a manuscript. **Copyright Basics** Copyright protects your work from unauthorized reproduction and copyrights are issued by the U. Learn more about how copyright works and how to protect your intellectual property when you publish. **Book Selling and Marketing** Learn more about how to get your book in stores and how to sell it online. Our goal in educating authors about the publishing industry is to give you the confidence to choose how to publish a book and get all the benefits that go along with that.

## Chapter 4 : Getting Started | Amazon Kindle Direct Publishing

*Identify your future readers so you can find the right way to reach them. That is the first, most essential step to marketing your book. After that just follow the plan, make adjustments when necessary, and listen to your readers! Congratulations, now you're a self-published author with your book floating around in the world.*

Or maybe a memoir destined for the big screen. Or perhaps the first volume of a gripping fantasy series. How do you want to start? Learn on your own Use our self-guided resources to get started with publishing eBooks and paperbacks. Keep control of your rights and set your own list prices. Make changes to your books at any time. Get to market fast: Set up your book in minutes, and it will appear on Kindle stores worldwide. Prepare your manuscript and cover. Check out our tools and resources. Make sure your book meets our content and quality guidelines. Use your Amazon account to sign in to KDP or create a new one. Make sure your browser is updated. Go to your Bookshelf. Enter your information for each section: Upload your manuscript and cover. Select the territories where you hold distribution rights. Select a royalty plan and set your list price. After entering your information, click Publish Your Kindle eBook. For information on timelines, including details on new publications and updates to published books, see our Help page. Want to change your eBook after publishing it? You can update most of your book details , manuscript , and cover image. Did this page answer your question? Maintain creative control and own your copyright with our non-exclusive agreement. Printing on demand means your book will never be out of stock. Make sure your book meets our publishing and content guidelines.

**Chapter 5 : Online Self Publishing Book & eBook Company - Lulu**

*1. A Quick History of Self-Publishing. For most of publishing's history, if an author wanted to self-publish, they had to invest thousands of dollars with a so-called "vanity" press, or otherwise learn how to become an independent, small publisher.*

I originally published the article back in and have updated it a few times, most recently on June 13, This article primarily addresses self-publishing a print book, though many of the tips apply to e-books as well. For specific information about publishing an e-book, see my companion article, " How to self-publish an ebook. This is a column about cutting-edge electronics. So, apologies to gadget-heads as I take a brief sojourn into the land of self-publishing, which has become a lot more high-tech than a lot of people realize. A few years ago I wrote a book. Publishing Perspectives Its short history is this: I worked on it for several years, acquired a high-powered agent, had some brushes with major publishers, then, crickets. I could have tried to go for a small publisher, but I was told mine was "a bigger book" with more commercial aspirations and prestigious small publishers were interested in more literary tomes. The basic premise is anyone can become a small publisher. You call the shots. You retain the rights to your book. Then I started poking around blogs and message boards to get customer testimonials. What I found was a veritable minefield with roads that forked in every direction and very few clear answers. The key to these companies is that books are printed only when someone orders a copy; neither author nor publisher is forced into buying a bunch of books and having to hawk them. Royalties are better than what "real" publishers offer, but there are caveats, and true self-publishing pros prefer to cut out the subsidy press which takes a cut and go straight to a POD printer like Lightning Source to maximize profits. If I did it right, I thought, and managed to get it some attention, some "real" publisher might come along and discover what a gem those 20 some odd publishers had passed on. Well, thanks to a little publicity courtesy of Apple and a rejected -- then accepted -- free iPhone app, four and half months after I self-published "Knife Music," my agent sold it to The Overlook Press , an independent publisher that put the book out in hardcover in July A few months later it came out as an e-book and did very well, rising to as high as No. Later this year Overlook will publish my second novel, "The Big Exit. Amazon Kindle Oasis hands-on: This is the best-looking Self-publishing a print book is easy. Self-publishing an e-book is even easier. You choose a size for your book, format your Word manuscript to fit that size, turn your Word doc into a PDF, create some cover art in Photoshop, turn that into a PDF, and upload it all to the self-publisher of your choice and get a book proof back within a couple of weeks or sooner if you succeeded in formatting everything correctly. You can then make changes and swap in new PDFs. After you officially publish your book, you can make changes to your cover and interior text by submitting new PDFs, though your book will go offline "out of stock" for a week or two. Digital, not print, is your best bet. The first thing I tell authors who tell me they want to publish a print book is that print should be their secondary focus. All that said, you can, of course, do both print and digital easily enough. There are several e-publishers geared to "indie" authors, including Smashwords , BookBaby and Lulu, to name just a few. Please see my article " How to self-publish an e-book " for more information on e-book creation. One of the unfortunate drawbacks of having a low barrier of entry into a suddenly hot market is that now everybody and their brother and sister is an author. The growth of indie publishing in the U. While that growth has started to level off as fewer writers have unpublished novels in their closets to publish, you can still expect to go up against thousands of other motivated indie authors. Good self-published books are few and far between. Again, because the barrier to entry is so low, the majority of self-published books are pretty bad. The odds are against you. Creating a "professional" book is really hard. You wonder why "real" books take nine months to produce -- and usually significantly longer. Well, I now know why. Have a clear goal for your book. This will help dictate what service you go with. Lulu is probably your best bet. However, if yours is a commercial venture with big aspirations, things get pretty tricky. Niche books tend to do best. This seems to be the mantra of self-publishing. Nonfiction books with a well-defined topic and a nice hook to them can do well, especially if they have a target audience that you can focus on. Religious books are a perfect case in point. Buy your own

ISBN -- and create your own publishing house. The complete list of sellers is here. Most self-publishing operations will provide you with a free ISBN for both your print book and e-book but whatever operation provides you with the ISBN will be listed as the publisher. Create a unique title. Your book should be easy to find in a search on Amazon and Google. It should come up in the first couple of search results. Unfortunately, many authors make the mistake of using a title that has too many other products associated with it -- and it gets buried in search results. On a more cynical note, some authors are creating titles that are very similar to popular bestsellers. Check out this list of Fifty Shades of Grey knockoffs. Turn-key solutions cost a lot of money. Well, there are a lot of companies that will offer to make just that happen -- and do it in a fraction of the time a traditional publisher could. These folks can potentially put together a really nice book for you. You have to make them care. Buy as little as possible from your publishing company. Self-publishing outfits are in the game to make money. Some of the services are worth it -- or at least may be worth it. It was good while it lasted and it helped me sell dozens, if not hundreds, of books. Ideally, you should be able to meet with an editor, copy editor, and graphic designer in person -- and they all should have experience in book publishing. Amazon is in the process of developing a new hybrid model for publishing that aims to take the place of traditional publishers, which it sometimes refers to as "legacy" publishers. With its flagship Encore imprint, it selects certain "exceptional" self-published titles from "emerging" authors and brings them under the Amazon umbrella so to speak. Buy X, Get Y: So, where do you go? Well, before I sent my book out to agents, I hired a "book doctor" who was a former acquisition editor from a major New York publishing house like most editors he worked at a few different houses. He was part of Independent Editors Group IEG, a group of former acquisition editors who take on freelance editing projects for authors. By no means is IEG the only game in town. And there are plenty of others. CreateSpace and other self-publishing companies are always offering special deals on their various services. In sales, everything is negotiable. Remember, these people have quotas and bonuses at stake. For their sake, I hope they do anyway. Self-publishing is a contact sport. The biggest mistake people make when it comes to self-publishing is that they expect to just put out a book and have it magically sell. They might even hire a publicist and expect something to happen. You have to be a relentless self-promoter. There are social media campaigns to wage, local media angles to pursue, organizations to approach, and all kinds of out-of-the-box gambits you can dream up. None of this will cost you a whole lot -- except time and perhaps a little pride. And a number of self-serve ad networks are popping up, including Blogards Book Hive, which allows you to target a number of smaller book blogs for relatively affordable rates. The author MJ Rose has a marketing service called AuthorBuzz that caters to both self-publishers and traditional publishers. There are simply too many variables. As one friend told me, the state you want to achieve is what she likes to call "comfortably tenacious. Furthermore, your royalty drops on in-store sales. Some of the self-publishing outfits offer distribution through Ingram. Self-published books rarely get reviewed -- for free anyway. You can also submit books that are in an e-book-only format. A third option is BlueInk Review, another fee-based review service targeted at indie authors. Design your book cover to look good small. A solid indie cover effort. Amazon Traditional book publishers design -- or at least they used to design -- a book cover to make a book stand out in a bookstore and evoke whatever sentiment it was supposed to evoke. I ask, "Where are people going to buy your book? True, some people market through a Web site or buy Google keywords to drive traffic there.

**Chapter 6 : Self Publishing | Amazon Kindle Direct Publishing**

*Book promotion is designed to get people to find your book, and NOT, to find people to get your book. With that said, let's look at ways of promoting your book and getting people to find you as an author, and your books, of course.*

Get In Touch Your complimentary publishing consultation is just seconds away. This website uses cookies to remember site preferences. By using this website you consent to the use of cookies. Visit the FriesenPress office at: Any and all personal information that we collect is strictly used for the purposes of conducting business with you. Under no circumstances will we ever sell or rent your personal information to any third parties. What information do you typically collect? From time to time we require some personal information from you, such as your email address, phone number, contact information, payment information, and such in order to communicate with you, receive orders and payment from you, and deliver books or other materials that you have requested from us. Where am I usually required to leave personal information? Are there any exceptions to this privacy policy? Information that you submit to us for the purposes of promoting your book, yourself, or FriesenPress, such as book reviews, articles, interviews, testimonials, and so on, is excluded from this privacy policy due to its public nature. Also excluded is information required to be made public in the process of publishing your book. Do you ever share my personal information with others? Only when in the course of our contractual duties, your information is required by one of our subcontractors or suppliers in order to deliver the product or service that you have purchased, or to process your payment for these products or services. Examples of subcontractors or suppliers are our credit card processor and our web site hosting service. How about information left in customer surveys? We often conduct customer surveys to assess how we are doing in the performance of our duties. The information that we collect is strictly confidential and only used to improve our products and services. Participation in our surveys is voluntary. Do you use browser "cookies"? We also use cookies to better learn how visitors navigate our web pages, so that we can make adjustments in order to enhance the overall web site experience. Do you store my IP address? We do not disclose this information to any third parties. Is my personal information secure? We take every precaution in order to safeguard your personal information. For example, we utilize the same safe encryption technology used by banks to secure online banking transactions. Our computer servers are located in a locked facility and protected by firewall and other sophisticated data and physical protection mechanisms. Are you ever required to disclose my personal information? Only in response to a legal requirement, such as a court order, police investigation, or fraud for illegal activities by a law enforcing agency or tax authorities, or as part of a defence against a legal claim. What happens if there are changes in this privacy policy? The use of this web site and our products and services signify consent on your part to the terms of this policy. Should our privacy policy change in the future, we will post such changes on this web page and update the date shown below.

**Chapter 7 : 50 Surprisingly Simple Ways To Promote Your Book**

*Many self-publishing companies give you the option of having your book in print in addition to producing an e-book. Rather than making you buy a number of copies up front, the book is printed when a customer orders it.*

Of course the number one place we can do this is at school events – and this should and must be central to your marketing strategy – but what about online? Only a few years ago reaching kids directly online felt impossible. Happily, times have changed and during the day we saw many case studies of publishers and their authors putting this into practice. YouTube Kids are all over YouTube! Of particular note is YouTube Kids. The videos available are determined by a mix of automated algorithmic filtering, user-generated content ie kids creating and uploading and human review. Kids strongly prefer the latter! We saw how much kids love watching toys being unwrapped by young YouTubers, some of whom get millions of views each week. Is there something equivalent you could arrange for your book?! If your content is appropriate and accurately tagged my assumption is that it will get picked up and included in YouTube kids. Could you do something on a more discrete scale using Skype or YouTube Live with a school or a book club? There will be tech involved and data rules are certain to mean an adult will need to be present at the other end. I would have loved this as a child! Around , children and , adults tune in each week for a mix of music, interviews, reviews, competitions and giveaways – a kind of CBBC for radio. It looks as if much of the content is linked to sponsorship or brand advertising eg competitions and quizzes centred around a brand or book character. Popjam Popjam is a social media app and website that allows kids under age 13 to set up safe profiles, follow each other and engage safely with content, brands and YouTubers. This means that no in-app purchases or data collection are allowed, just product awareness. No personal data is made available. However, they can as I understand it upload their own posts, images and creatives. Given a limited marketing budget for most indie authors, I think our best bet with Popjam is to think about how children we meet at school events who use Popjam might be inspired to share information about our books on it eg by upload of illustrations or photos. More food for thought and action! Toppsta has 23, fans on Facebook and 2, Twitter followers. A newsletter goes out to parents of registered users once a week.

**Chapter 8 : CreateSpace: Self Publishing and Free Distribution for Books, CD, DVD**

*The authors, Mack E. Smith and Sara Freeman Smith, include their personal experiences in publishing their books. The book list many resources in the appendix, such as production timelines.*

Are authors really managing to release quality books without paying for professional editing, design, marketing and other services? Or are you going to have to dig into your savings and fork over thousands of dollars to make sure you release a great book? How much does it cost to publish a book? To assuage these common concerns, we spoke with several top self-published authors about what they spent to release one of their books. Ready to learn what it really costs to self-publish? Catherine Ryan Howard is author of two travel memoirs, *Mousetrapped* and *Backpacked*, and a guide to self-publishing, *Self-Printed*. She blogs about self-publishing and more at *Catherine, Caffeinated*. Since she quit her corporate job and published her first book about the experience, Joanna Penn has been a self-publishing powerhouse. I share resources, tips and tools for writers at *WritersBucketList*. Remember to think of the cost of self-publishing as an investment, not a cost. All dollar amounts are listed in USD. How much does editing cost? Editing – which includes developmental editing, content editing, copyediting and proofreading – can make the difference between a good book and great one. For a quality, impactful book, you need more than a proofread or spell-check of a first draft. To keep costs low, think outside the box and reach into your network. Make the most of your money, effort and time by working with a genre-specific editor who understands your voice and brand. Not all editors are created equal! I used beta readers from my critique group and authors I knew. She went through it line by line and then she did a proofread afterwards. I also asked a couple of friends to proofread it. I also rewrote later on with feedback from more editors after publication. For *Pentecost*, I used five different editors [multiple structural editors, a line-editor and a copyeditor], so that cost the most of all the books. For proofreading and copyediting, I hired new writers who would benefit from the editing experience and offered pay plus a mention at the blog and in the book. Book cover design is a unique craft – it takes more than InDesign skills and knowledge of fonts and colors to create a cover that achieves your goals. Look for quality designers who are just getting started in their careers and develop a relationship early on the top recommended designers are usually booked quite far in advance! I hired a book cover designer who happened to be my web designer to design two covers: This is my other big expense [after editing]. I had a big learning curve to overcome, and I went through three iterations of the PDF cover before landing on one I was comfortable with. Forging a relationship with an artist is also a cool way to give your brand its own flair throughout your career. The illustrations have always gotten great feedback from reviewers. Handling inner layout, formatting and ebook conversion Second to cover design, a conventionally formatted book interior print or ebook is your key to avoiding a sloppy DIY look. I did the print layout myself after much research and study of formatting guides. I queried my Facebook fans when I reached one impasse, and they fixed me right up. As for ebook [conversion], I turned that over to BookBaby. Typical cost for ebook publishing package: I did [inner layout] myself, using Microsoft Word and the templates you can download from CreateSpace. If you have a straightforward interior layout, I think this is a good place to save some money by doing the work yourself. Cost for standard ebook conversion: I format ebooks on Scrivener. I hate [print] formatting, so I pay for that. I did these myself. Free What does printing a book cost? Even in a digital age, readers will still ask for a print copy of your book. Print-on-demand services make it possible for you to offer this without the expense or headache of managing and storing a print run. Choosing this route saves you money because you only print books as readers buy them. Publishing through CreateSpace is free, and they will keep between 20 and 60 percent of book sales, depending on the sales channel. Joanna also recommends IngramSpark for non-Amazon print-on-demand sales. Sales and distribution costs Self-publishing an ebook comes with the benefit of not needing to seek bookstores to stock your book. Selling your ebook through online retailers is relatively simple. Most popular ebook distributors e. Publishers Weekly put together a great breakdown of royalty rates, pros and cons for each platform. I used Kindle Direct Publishing to sell through Amazon. For other ebook outlets I used BookBaby. KDP and Smashwords, so all free. I upload directly to ebook stores [e. I was selling direct

through selz. In addition to tapping into your network for self-publishing services, you also rely on your community to buy and promote your books. I used Facebook, my newsletters with FundsforWriters. I feature [the book] at conferences and speaking engagements. Also, I keep swag for all my books. Usually rack cards or postcards, business cards and stickers. I use Vistaprint for postcards and rackcards, and I use Moo. Moo is more expensive, but the quality is astounding. I used my blog, Twitter account and Facebook page, and Goodreads for running giveaways [of print books]. I pay for BookBub and other email list advertising after launch once the book has good reviews. This is usually the most effective paid advertising for fiction authors in particular. BookBub advertising varies by genre and list price. My strongest launch effort was my Launch Team. Beyond that, all promotion has cost is my time and effort: I guest blog, run social media promotions, do ebook giveaways, host online events, etc. What about miscellaneous costs? Indirect costs like travel, promotional swag, contest fees, audiobook recording and website hosting can help sell books as well as promote your entire business or brand, so consider these items part of your marketing budget. I make appearances in conjunction with personal travel as well. I did submit *Shy* to the EPIC awards for ebooks, and it made finalist in the nonfiction category in early . But keep in mind that I use this book for back-of-the-room sales, to have a tool when I speak. I do regularly have travel costs to events but this are offset by the speaking fees. I had to buy the stock, print flyers [and] invites, buy an outfit to wear, etc. With that in mind, here are approximate costs for one book from each of our authors:

## Chapter 9 : Publish Your Book

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