



TALKING ABOUT SELF-PUBLISHING – ANN ROYAL (ANNA) NICHOLAS

Write book(s) and make sure it/they are ready for market: Content, copy and line editing. Have a team of beta readers who won't "yes" you, saying your book is ready when it's not. Find beta readers in writers' groups-- online and/or off. Hire people. Trade reads with other authors.

Business Plan: Develop strategy for how you plan on selling books, finding your readers, structuring your "business." Research on iBooks, Amazon, Nook, Kobo. Assess where your book(s) fit. Mystery? Romance? Cross genre? Do you want to create an umbrella org? (DBA, LLC, S-Corp.) ISBNs-buy so you own or have outlet supply so you won't. Consider branding and the marketplace when choosing your name. Research the marketplace. Where does your book fit? What's best platform for your genre(s)? Who is having success? Time your releases on various platforms. Be aware of approval lag. KDP select (exclusive) v. Some or all the others (iBooks, B&N, Kobo). What's your marketing plan? –Ads? Guest Blogging? Social Media? Kim Kardashian?

Honestly assess the type of writer/salesperson you are: Do you plan to make a career of it, developing strategies to brand & write multiple series? Or do you just have one book in you for now and you'll see how it goes? Do you plan on hiring people to do it all for you? The answers will likely dictate how you proceed.

Cover: Create covers that will catch your potential reader's eye. If you're working on a series, develop unifying brand concept across all books in the series. Covers can be custom, semi-custom or rudimentary. Research: selfpubbookcovers.com has premade covers. Sometimes provided by outlets (KDP etc.) Anticipate creating square version for audio book. Usually need 300 dpi res for upload.

Formatting: Make sure files you create look good and match the specs on the various outlets you're uploading books to. Some require epub files, some Mobi. For print, Ingram requires PDF X1A or X3. You can't be writing in MS Word, "Save As" PDF and upload. If you hire a formatter, get a few "corrections" built into your deal for re-dos. READ what you get from formatter before uploading. Build links into your ebooks to let readers get to other titles/series or affiliates you may develop synergy with.

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Marketing: Hire a publicist? Do promotion through getting advance praise, reviews, blog tours. Join Goodreads groups, do giveaways, “Read to Review”, Amazon Countdown deals, FB ads, Book Bub, Podcasts, blog, cross-promote with other authors or synergistic affiliates.

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