

CYNTHIA D. JOHNSON

YOU TOO CAN SELF-PUBLISH



A Self-Help guide for self-publishers



COMPACT EDITION

You Too, Can Self-Publish

A Self-Published

Guide

COMPACT EDITION

Cynthia D.
Johnson

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P.O. Box 290963

Tampa, FL. 33687

Published 2016 by Cynthia D. Johnson

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There is much information pulled from researching other sites on Self-Publishing. Those links are listed in the back on this book under references.

Cover design by: Cynthia D. Johnson
@www.diversskillcenter.com

Printed in the United States of America

ISBN: 13: 9781977886057

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Introduction

This book is a Self-Help guide for all the authors who wish to explore their options of getting their material out on Social Media and in Libraries, Book Stores, and other platforms without having to pay the costly expense of Larger Publishing Houses.

You Too, Can Self-Publish, is a recount of my personal experiences from several books I have wrote, formatted, sized and designed covers without the help of these publishing companies.

The information in this book is to assist anyone who has the courage to step out on faith, and

go the extra mile, having the assurance of self-fulfilled in doing it themselves.

I Wish You Well!

Foreword

While providing practical information Cynthia also ministers to us on faith. She is encouraging throughout the entire book. She is also the same in real life. This speaks to consistency, enthusiasm and the spirit of excellence. In addition, this speaks to a humble desire to share God given wisdom and knowledge to all of God's people. I enjoyed the book and you will too! It was as if I were having a conversation with Cynthia. Women of God as it is written in *Proverbs 18:16* continue to allow

your gift to make room for you and bring you in
front of great men.

Minister Etta Rahming
www.facebook.com/etta.rahming



Getting Started

In this How-To guide, Diverse Skills Center will show you just how simple and easy it is to write your book, format, find the right location and get your book published for pennies on the dollar. Depending on what you want, it's "Free" on Amazon! All you need to do is order your proof, if need be.

That is right! FREE What is a Book?

Most of the time, it starts with a thought, a vision or inspiration from some kind.

With that thought, can you see the end?

A book paints a picture to those who are reading your thoughts that can see an overall picture of the points you are trying to make and wish to convey.

I heard it mentioned many times, if one can hold a conversation, they can write.

Are you ready?

Let us get start...

Different Types of Books

Every person has a story to tell or a skill or talent they wish to display. But many don't know the different types of genres they can write about. The most common types of books are:

Non-fiction – These types of books are mostly biographies. They tell of real stories which happened to real people. Sometimes, the names are changed to protect those who are unknowingly aware these books are written.

Fiction – These are the most commonly read books. Fiction books derives from people's imaginations and have been made up and/or inspired from any person, place of thing. The elements are based on hints of truth, but they have been elaborated, fabricated and used to embellish into a story.

From these two categories, other books are birthed such as: drama, history, children, travel, poetry, horrors, thrillers, journals, diaries, cookbooks, prayer

books and series.

You also have books that are written exclusively for children and these books are written for particular ages ranges, which are listed on the descriptions online. These types of books cater to the child's imagination, to the young and the immature minds of that child. Children really love these kinds of books because they cannot read well yet, their minds are stimulated to think and dream beyond measures.

Children books also encourage the child to participate in different activities.

Different Types of Fiction Books

Below are different types of fictions books and their descriptions. I listed them to give you an idea of the type of material you desire to write about. Please keep in mind, self-publishing gives you the freedom to write about any subject you choose and also allows

you to speak in your own voice without altering the ideas or story you wish to convey.

Drama

Stories composed in verse or prose, usually for theatrical performance, where conflicts and emotion are expressed through dialogue and action.

Fable

Narration demonstrating a useful truth, especially in which animals speak as humans; legendary, supernatural tale.

Fairy Tale

Story about fairies or other magical creatures, usually for children.

Fantasy

Fiction with strange or other worldly settings or characters; fiction which invites suspension of reality.

Fiction

Narrative literary works whose content is produced by the imagination and is not necessarily based on fact.

Fiction in Verse

Full-length novels with plot, subplot(s), theme(s), major and minor characters, in which the narrative is presented in (usually blank) verse form.

Folklore

The songs, stories, myths, and proverbs of a people or "folk" as handed down by word of mouth.

Historical Fiction

Story with fictional characters and events in a historical setting.

Horror

Fiction in which events evoke a feeling of dread in both the characters and the reader.

Humor

Fiction full of fun, fancy, and excitement, meant to entertain; but can be contained in all genres

Legend

Story, sometimes of a national or folk hero, which has a basis in fact but also includes imaginative material.

Mystery

Fiction dealing with the solution of a crime or the unraveling of secrets.

Mythology

Legend or traditional narrative, often based in part on historical events, that reveals human behavior and natural phenomena by its symbolism; often pertaining

to the actions of the gods.

Poetry

Verse and rhythmic writing with imagery that creates emotional responses.

Realistic Fiction

Story that can actually happen and is true to life.

Science Fiction

Story based on impact of actual, imagined, or potential science, usually set in the future or on other planets.

Short Story

Fiction of such brevity that it supports no subplots.

Tall Tale

Humorous story with blatant exaggerations, swaggering heroes who do the impossible with nonchalance.

Different Types of Non-Fiction Books

Biography/Autobiography

Narrative of a person's life, a true story about a real person.

Essay

A short literary composition that reflects the author's outlook or point.

Narrative Nonfiction

Factual information presented in a format which tells a story.

Nonfiction

Informational text dealing with an actual, real-life subject.

Speech

Public address or discourse.

What's Next?

In my experiences, people I have run across always ask the following questions; how can you write so much? What do you do? How can you keep writing from day to day?

The answers to all those questions are this!

I write not only because I love it, but I have something to say. The world needs to hear your testimonies and the things you have overcome in life. It shows what God has done in you. Your thoughts and experiences can help many people out of detrimental situations.

You see, no one knows it all and if we all start to think in this manner, we will all begin to write books/e-books, essays and papers of every sort, which will help, supporting others.

How did I do it? I began to write a little something every day. It started only a few years ago, back in 2008 with inspirational thoughts. Every morning, thoughts flooded my mind and I would

blast them out to my social media network followers.

Networking is key for getting your name out there. Even if people do not know who you are, there is a great chance; they will not support your writings. How can they know you if you do not build relationships?

I joined many different networking sites such as Yahoo groups, Ning sites, Face Book groups, Twitter, Linked-In, Pinterest and any other networks out there.

After you have established relationships with others, you can build up from there. People in general will talk about the one thing they feel that is important to them – THEMSELVES!

Send them a small introduction of yourself, your company and whatever else you feel will be an ice-breaker to open up the lines of communication.

Join groups you have an interest in... For example, if you love fishing, join groups, which have different topics related to fishing. Such as –

“where to catch the best groupers in your area”, or “what is the best bait to use”.

On different groups, there will always be certain questions that will catch your eye.

Start participating in your forums.

Answer a few questions. Healthy debates are good for the most part. Once people see there is a common interest, they will gravitate towards you and begin to follow what you post, as long as it holds their interests.

Before long, you will have a following of individuals who love what you write. People love attaching themselves to greatness and to others they feel are important and would add value to their lives. When they read what you write and see how you think, they will begin to surround themselves with your postings daily. This is how it started for me.

One thing I've learned, whatever I desire to accomplish, find those individuals who have already made it successfully and surround yourself with them

where you can come up to that status.

In other words, if I want to become a wiser person, I surround myself with people who I know are wise.

Suggestion - Try to write something every day. One line will eventually lead to a book. I have several books on the market that took less than 4 years to write. What I loved to write about was inspirational thoughts, devotional and one peak into my past life. A short testimony.

Suggestion - Always keep a pen and paper nearby. My thoughts came mostly in the early morning hours, so I kept a pen and paper on my bed.

You can do it!

Formatting

You must ask yourself, what type of book are you looking to publish, and what categories you are good at? What do you know and can write about? What are your experiences and your target audience?

There are different formats you can use.

Are you looking to do a paperback? I, myself use 6" x 9", which is the standard universal size to get into the bookstores and on the library shelves.

This is also the standard size for Kindle-Direct Amazon publishing.

For children books, the standard size on Amazon is 5.5"x8.5", 8.25"x8.25". You also can print larger books for children in 8x10" and 8.5x11".

Please keep in mind, if you children's book is color pages, you cannot separate one color page from the others. Your book has to be all color or all black and white. This is who Amazon has it laid out, though some of your pages are wording and some are pictured.

If you are going to create an e-book, this is a great size as well. But if you're deciding to do an eBook, then save your word document in .doc (word 2007) and not .docx (word 2013 and above)

Word 2007 have the patches within that version that will allow you to format your eBook with ease.

We will get to the cover later in this publication.

The next thing to think about is are you are going to publish colored pages and have illustrations in your book.

You may want to rethink this one. Most places will charge you additional funds for placing colored illustrations and having color pages. If this is the case, you may want to hire a Graphic Artist or a Children's Book Illustrator, which can become costly unless you know someone who is willing to donate the work for your book. Within my company, Diverse Skills Center, we have an awesome children's illustrator who works directly with me and provide very reasonable prices for illustrations.

If cost is an issue, we offer a 50/50 payment plan. 50% of the costs up front, which you will get a sample of one picture, so you can see the work before you

proceed, and 50% at the time to delivery of your final drafts.

After you decide, it will not cost any additional money. However, the pages will be either cream or white in color, as most companies will offer as standards for printing.

The formatting of a book is very important, depending of what you are trying to convey.

If it's a pocket-sized inspirational book of devotions, then you may want to consider a printer.

With standard self-publishing companies, they do not offer pocket sized printing for the most part.

That is something you may want to think it through.

Secondly, the formatting of your book, will also determine the total number of pages it will have.

For the size that I gave as an example, the average amounts of pages are least 28, which Amazon requires to place a paperback book on their platform.

To start with, 28 pages is a decent size to begin.

ISBNs

What's in an ISBNs? An ISBN is called International Standard Book Number (ISBN). It's a 13-digit number that uniquely identifies your printed book as a specific title from a specific publisher (you).

If you plan to sell your printed books or eBooks through book sellers, it is recommended to purchase an ISBN for each edition or you can obtain a FREE ISBN from www.createspace.com.

If you would like to place your name as the publisher, you will need to purchase a private ISBN number, which will cost you an average between 99.00 to 135.00, depending on the site you purchase from.

You can visit www.myidentifiers.com for a private ISBN. For faster service, please use this site.

For each book published, you will need a different ISBN number.

Copyright

What is a copyright? It is a measure to protect the information you're trying to convey. The word copyright and the © symbol customarily appear along

with the year of first publication and the name of the copyright owner.

When the copyright is completed, you may place it in the credit page of your book.

Proof-Reading/Editorial Services

In any case, the Proofreading/Editorial Services is very important to any writer and the readers.

This is something you may consider developing that skill. Proofreaders can cost anywhere from a flat rate per page to per word-count costs.

They have great tools which are free that will help you spell correctly what you are saying. One of the software programs I use is Grammarly.com. There is a charge per month, quarterly and annually, but all worth it when you're trying to save a few dollars.

Microsoft Word has a great tool and it has option, which you can change.

However, we do have a few Editors on staff who can give you excellent prices for your book if less than 120 8.5x11" pages. Over that, you will have to

consider the cost to get these services for your manuscript.

Explore them!

There is nothing like purchasing a book to find errors as you read it.

Editors

Four Types of Book Editing

1. Developmental Editing

Any or all of the following:

Working with the client and, usually, the author of a book or other document to develop a manuscript from initial concept, outline, or draft (or some combination of the three) through any number of subsequent drafts

making suggestions about content, organization, and presentation, based on analysis of competing works,

comments of expert reviewers, the client's market analysis, and other appropriate references rewriting, writing, and researching, as needed, and sometimes suggesting topics or providing information about topics for consideration of authors and client.

2. Substantive Editing

Improving a manuscript in any or all of the following ways: identifying and solving problems of overall clarity or accuracy reorganizing paragraphs, sections, or chapters to improve the order in which the text is presented writing or rewriting segments of text to improve readability and flow of information revising any or all aspects of the text to improve its presentation consulting with others about issues of concern incorporating responses to queries and suggestions creating a new draft of the document.

3. Copy Editing (sometimes called line editing)

Any or all of the following:

Correcting spelling, grammar, punctuation, syntax, and word usage while preserving the meaning and voice of the original text checking for or imposing a consistent style and format preparing a style sheet that documents style and format reading for overall clarity and sense on behalf of the prospective audience querying the appropriate party about apparent errors or inconsistencies noting permissions needed to publish copyrighted material preparing a manuscript for the next stage of the publication process cross-checking references, art, figures, tables, equations, and other features for consistency with their mentions in the text

4. Proofreading

Comparing the latest stage of text with the preceding stage, marking discrepancies in text, and, when appropriate, checking for problems in page makeup, layout, color separation, or type.

Proofreading may also include one or more of the

following: checking proof against typesetting specifications querying or correcting errors or inconsistencies that may have escaped an editor or writer reading for typographical errors or for sense without reading against copy.

Many times, when you find a few words are misspelled here and there and you must wonder, if they had a proofreader?

When I wrote my books, I proofed, proofed and proofed again.

After I was done, I gave my book to two other professionals who majored in English to let them proof my books for any additional errors I missed.

These were friends of mine and they did not charge me a penny.

If you have friends like these such as English Majors, Documentation Specialists, Writers or Teachers,

these are all great to have a second opinion on your spelling.

Once that task is complete, you can move on.

You can also invest in a Professional Proof-Reader if you can afford it.

Suggestion – Invest in Yourself. If you want to have a quality project, you must invest in what you are trying to place on the market.

There is nothing like skimping on a dollar and others finding your mistakes. First impressions are lasting ones. Your first book can be the tie that binds the readers to purchasing other books you may write. It also can be the link that readers referrals your books to others.

Your Cover!

Your cover is one of the most important things of your book.

It is like an overview of what is on the inside.

If your cover does not catch the attention of the public, there are no sales.

If you are creative with your writings, most of the time you can portray the vision to the Graphic Artist or Illustrator for them to generate a great eye-catching cover, colorful, vivid and creative.

I would encourage you to find an artist who can listen to your ideas and can follow your heart.

When you have found the right person, they then create and eye-catching cover for the audience to see.

They also have software, which has many different templates within it. Photoshop, Print Masters, Hallmark, Page Plus x7, are just a few that I have found.

Do not forget, Kindle-Direct (Amazon) has templates within the system for those who wish to design on their own.

It is Finished!

Well, you are finally here!

You have arrived at your destination with the completion of your book/e-book.

What is next?

That is entirely up to you.

You may want to ask yourself which direction you wish to go.

There are many avenues with streams of income waiting to be explored. Explore your options.

If you are already networking on the internet, much of the battle is already conquered.

Once the book is completed, there is only one thing left to do...

MARKET THE BOOK... This is just the beginning!
I hope this information was helpful and have
enlightened you on the simple ways of getting your
book out there. If you are a great writer, there will be
no problems attracting people to your material.

We all must start from somewhere and it all starts
with a vision. Remember, to write down your vision
and make it plan.

Your gift will make room for you and will bring you
in front of great men.

Proverbs 18:16

Suggestion – **KINDLE-DIRECT (AMAZON).**

SMASHWORDS, LULU, PAYLOADZ

Kindle-Direct (Amazon) is a great place to begin with your Self-Publishing project. This is what I use. I have tried Lulu and found Kindle-Direct (Amazon) is more user friendly.

Kindle-Direct (Amazon) gives one the flexibility to use the novice version or the expert one. They are very resourceful with their royalties as well.

Once you get to this point, there are many tools you can use when generating your book on social mainstream. There are instructions Kindle-Direct (Amazon) have, if you follow, you will do well.

So, go ahead! Have fun and explore.

So, let us recap: Write, Proof, Edit

Format, Outline, Cover, Network, Market,

Sales, sales, sales!



Marketing

Lastly, Now the Big Question...

Where would you like to place your books? E-Books, Amazon, Libraries, Book Stores...

All great questions...

This is something you will have to decide.

I want to encourage you to get out of the house, go to a few art fairs, book fairs, new and used bookstores, vintage stores as well.

Here, you will find great ideas on how to market your books/E-books in the future.

Not a researcher? Find someone who loves to research the web and give them some direction on what you are looking for.

You would be surprised at what they will find.

They have book groups that will let you advertise your books for “FREE” on Social Media.

They also have public and private book fairs not only locally, but also nationally by your genre.

There are also bookstores for Self-Publishers. Have fun doing this.

This will broaden your mind to think outside the box as well as give you some ideas on what to write on next.

Find your niche and write about it.

If you have a passion for a certain thing, write about it!

When you love to do something, it comes out in your writings and naturally.

Unbelievably, people feel what you write. This is why so many people connect with authors.

Authors not only have a passion for what they are writing, they are able to make you see the vision of what they are looking at as well.

Once you have a desire for a certain thing, begin to write about it.

Writing gives the author a release that singers find. When you are writing thoughts will flood your mind and it will come out on paper.

Do not look at how your book reads, this can be proofed later.

Get Your Thoughts on Paper.

Resources

The following links will assist you with your research to complete your project with the necessary help you will need to be the most effective author to target the proper audiences and getting a return on your work.

Links

<http://www.selfpublishedauthor.com>

<https://www.myidentifiers.com>

<http://publishingcentral.com>

<http://www.smithpublicity.com>

<http://www.theperfectwrite.com>

<http://www.thebookdesigner.com>

<http://www.cde.ca.gov/ci/cr/rl/litrlgenres.as>

Contact Information

Diverse Skills Center is a Self-Publisher/Consultant, which will assist you with your book project.

In the past year, we have expanded globally with our publishing services. With the experience, we have with assisting many others with their projects on Amazon (Kindle-Direct (Amazon)), we decided to write this book to give others an idea of what it is going to take to complete their book project.

Contact us at the below web-address

Diverse SkillsCenter www.diverseskillscenter.com

Tampa, FL (813)434-3313