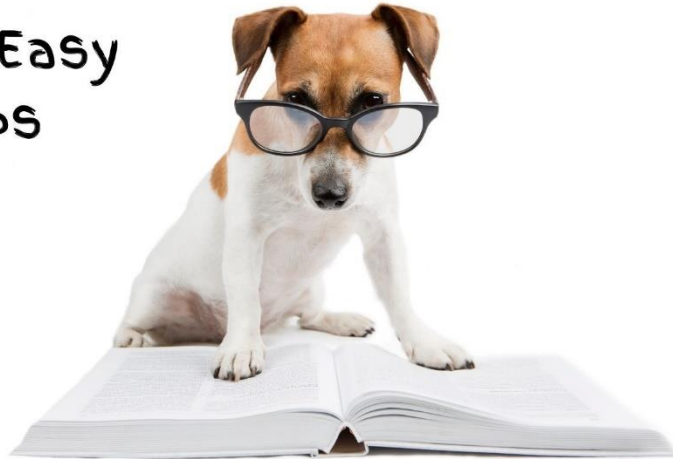


# Self-publish Your Book

## In Five Easy Steps



Hi all you potential self-publishers!

Allow me to introduce myself. My name is Professor Puddles and my job is to walk you through this mini course. I am here to show you how to self-publish your book in five easy steps. My owner has already published 54 books on Amazon and other sites since 2008 so she knows the process backwards. The steps she outlines here are easy to follow and will make certain you do not make the same mistakes she did as she mastered the publishing process.

That may sound ludicrous but it is absolutely possible. The five easy steps we offer will walk you through the complete process and it is much easier than house-breaking n owner!

Let us begin, shall we? First let me ask you some questions.

Have you written a book?

And you are not sure what to do next?

You have thought about self-publishing but don't have a clue how to do it?

Is some of the information on self-publishing you have researched overwhelming?

I am here to help you sort through all that data and get that book you have been working on published and for sale on Amazon.com. I recommend Amazon.com and their KDP program because it is easy to use and best of all it is free.

Everyone has a story to tell. With the Internet, Kindles and Nooks, iPhones and Tablets, self-publishing is something you should consider. Your books can then be purchased and your stories read globally. The new DIGITAL AGE makes the process easier than you think.

My family and all my owner's friends have an iPhone, iPad, Kindle, or Nook so they can read your story or book again and again.

Come join me, learn how to write, and publish your manuscript and have a lot of fun doing it.

When you finish this course, you will

1. Understand self-publishing can be a lucrative career
2. Feel comfortable with the self-publishing process
3. Have a basic knowledge of what it takes to actually publish
4. Know that it is a skill to learn (like riding a bike)
5. Download the three workbooks

And I promise,

6. You will look forward to publishing your own book and many more after that

With this course I hope to dispel some of the concerns you may have about self-publishing and give you the five easy steps to follow. There is such a feeling of accomplishment when you finally get your book in either e-book or paperback. That feeling of pure joy is indescribable.

Self-publishing does not have the same stigma it did years ago. It is a recognized industry now, and a viable career path for those serious enough to pursue it. Many self-published authors are enjoying a 6 figure income, which is attainable with a little patience and perseverance. (it does not happen overnight) The decision is yours.

Overwhelmed? Remember, it is like learning a new skill or a new language.

Self-publishing is not as difficult as you may think.

Stay Tuned . . .



**Step One - Writing - which is all about you.**

How many hours have you been writing your story? Does it seem like years or centuries? When you reach a certain point, then you instinctively know it is time to do something about it.

Some of our writers come into the studio with manuscripts that they have written 25 years ago and now they feel it is time to do something with it..

Before the restrictions, they could choose one of the studios and sit with the members to work through their manuscript chapter by chapter. Because

of the Covid 19 our studio is on-line through Zoom once a week... we still work through our chapters one at a time.

Questions we ask are:

Your Plot?

Have you developed a compelling plot? Does your plot hold the reader through to the end? Does it have enough Inciting Incidents? (rule of thumb) there should be three or more. Keep your protagonist on his/her toes? What about the ending, the resolution? Does the hero save the world? Does he learn any lessons? (to be a better person, etc.) Take a good look at your plot and see if it answers the five W's and an H?

Who?

What?

Where?

When?

Why?

and How?

We go in depth in the five W's and an H in our About Writing Course.

Let us move on to Narrative.

**Narrative - First Person**

The first person narrative has two tenses:

Present tense moves the story forward.

Example: "I walk to the store and to purchase some groceries. I walk home carrying the two heavy bags."

Past tense explores the character's past.

Example: "I walked to the store and purchased some groceries. I carried the two heavy bags home."

Did you write the story in The First Person Narrative or Point Of View?

Most memoirs are written in the first person.

### **Narrative - Third Person**

Basic rule: Third person narrative should be used for all academic works...

Third Person (Omniscient): is the POV most fiction is written in. Here is where the narrator knows everything about each character and the world they are living in and can bounce between characters. The narrator is above the action of the story and over-sees past, present and may even be able to reveal some of the future. It is extremely easy to switch back and forth between first and third person, so check your narrative to see if you slipped. (we all do it).

### **Next: Characters**

Did you create Memorable Characters? Will your reader come away with a deep impression of your protagonist or your antagonist? Do you remember the Cheshire Cat or the Mad Hatter in *Alice in Wonderland*? How about Mary Poppins? Or Nanny McPhee with her warts? All memorable characters (at

least for me) How about Peter Rabbit? Was he memorable? Or Ursula the Sea Witch in the Little Mermaid. (I use Disney films as a base because most of us have seen one or two.) What about Luke Skywalker or R2D2?

Will your characters be remembered?

Writing is a gift. Good writing is a skill that a writer never stops learning.

*"The difference between the right word and the almost right word is the difference between lightning and a lightning bug."*

— Mark Twain, *The Wit and Wisdom of Mark Twain*



## Step Two - Editing Your Work

Now that we have covered the writing segment, we need to discuss the editing portion of writing which is important before you even consider publishing. Where I come from, EDIT is a four letter word. I have yet to meet a writer who enjoys this aspect of the writing process. Why? Because the writer (you) has looked at this manuscript so much that you (the writer) just wants to be done with it. Almost!

Editing can be done in four ways.

1. **Grammarly** - Using Grammarly for help with your editing as you write is a good choice especially if you are not sure of your writing or are new to writing prose. Grammarly is a free (or upgrade) program that will help you find the errors quickly as you write.



**2. Microsoft Word Editor** - (recommended) if you are using Microsoft Word for your writing which is the industry standard, there is a built in editing app right on your ribbon (the bar across the top of your screen). I use this one because it catches mistakes on 6 levels. Spelling, Grammar, Clarity, Formality, Punctuation Conventions and Vocabulary. It is telling me that I currently have 10 Punctuation Conventions. Excuse me while I go and check this out.

Well! I have a tendency to do dot, dot, dot, after I end a sentence which is probably confusing for the reader. Yes, those corrections are done.

**3. Hemingway Editor** - another free program you can download onto your screen which tells your writing level. When you cut and paste into the screen your work becomes very colorful. Pink and yellow show sentences which are difficult to read or comprehend, blue is for adverbs, passive voice is green, purple gives an alternate word choice. Neat, huh? Hemingway is on my start bar for quick reference.

**4. A Professional Editor** - Another pair of eyes to check your work. There are two types of editing - line editing which checks punctuation, spelling and sometimes grammar usage. The other type of editing is content editing. A content editor reads your chapters and looks for "Plotholes". Otherwise known as discrepancies in plot, characters, locations, and time sequence. A good content editor is your best choice or one that does both is even better.

Note: please do not ask your family members to edit your work unless they are qualified to do so. Believe it or not, that puts so much pressure on them. If you want to keep peace in the family, find a professional editor.

**A final note: Beta Readers.**

Beta readers are the second readers to read your completed and finished book. Hopefully, they are other writers in your genre who are willing to read your work and give you an honest opinion. Rule of thumb is choose at least three. They may be willing to give you a review. Where do you find Beta Readers? Now, because of the restrictions we recommend Goodread's as one source. There is a small requirement, though. You are asked and expected to read and review 20 books before yours can be accepted for consideration. Fair enough!



### **Step Three - Formatting Your Work**

What does formatting your work mean? For a paperback or print book, it means there is a certain sequence of pages that need to be addressed or set up. E-books are easier. You can do some research on this. If you have any print books in your personal at-home library, check out the formatting in the front of the book. We will cover this after we talk about chapters.

### **Chapters**

How you decorate your book starts here. Depending on the content and genre, you can do anything you want with your chapter headings. I write Heavenly Cozy Mysteries so I insert free clip art (creative commons) at the beginning of the chapter. My genre is NYA (New Young Adult). My opinion, I think it makes the book less boring and it is a challenge to find clip art that

is appropriate to the chapter and the story. It also gives the reader an idea of what the chapter will cover.

Each chapter needs a heading and usually a number. It is easy to get carried away and forget which chapter number is next. To check this, I insert a T.O.C. (Table of Contents) which you can delete later and usually find I have missed a number so I have to back up and fix the number sequencing.

After you set up the chapter headings (make certain they are all the same size and so many spaces down from the top of the page and so many spaces after the chapter heading, where you can begin the text.

Indent? That is your choice. Usually five spaces is the norm, but block (no indent) is also neat. Next, the page break at the end of the chapter. Please do not use the space bar or the enter key or the tab. All of this formatting can be done on the paragraph segment up on the ribbon. Also, line spacing can be handled here. In that paragraph segment on your ribbon is this symbol-¶-. Click on it and it will engage all of your make-ups that you are doing or have done. Page breaks are set at the end of the end of each chapter or book section.

Do not forget to insert page numbers and if you chose, book title and authors' name in your header alternating the odd and even pages.

The front matter which has the copyright page and ISBN (print version), dedication page, acknowledgment page and forwards (optional). Then your first chapter. In a print book your first chapter always begins on an odd page number.

Back matter begins after the end of the final chapter. You can insert a thank you page, authors bio and picture, authors contact information, a list of other books by the author, a sequel first chapter if any.

### **Book Size:**

Most writers and potential authors never think of the size of their book. A book size 6" X 9" is the default size. 8 ½" X 11" is workbook size. I publish in 5.25" X 8". Take a tape measure and do some research in your own home library. Find a book size you like, measure it, and keep the numbers in mind. All sizes are not always available in KDP (Kindle Direct Publishing) which is where you will publish your book. (Step Four - Publishing). No worries, you will find one close to those measurements.

When you cut and paste your book into the size you have chosen, your number of pages will increase and you may have to adjust some of the chapters.

E-books and print are set up similar but the front matter, back matter and paging are different.

E-books do not need as much formatting. You can send a docx. file to KDP and they will automatically change the entire document into e-book format.

Because today's readers are on their devices (iPhone, tablet, etc. ) they may not want to scroll through all of the front matter as in a print book so it is recommended that you set up your e-book as follows. Title page, first chapter and leave the rest for the end matter. This way, your reader is immersed immediately in your story.

If I have totally confused and overwhelmed you, this formatting is all explained in my book, *The Blue Book of Self-Publishing* available on Amazon.com. Also some information is available free on my website [www.audacious-publisher.com](http://www.audacious-publisher.com).

Next: Publishing



#### **Step Four - Publishing to KDP**

What is KDP and why that site?

KDP is the Amazon site, Kindle Direct Publishing. I always send my students there if they want to DIY.

Why, because it is free and fairly easy to use and Amazon does a lot of the work for you. Your book goes up on its own sales page which they provide, and there are lots of perks they give to the author/writer. If you decide to go exclusive for 90 days with KDP Select, there are benefits for this program, also.

Another program, KOLL, also pays you for each page read of your book which is Kindle Owners Lending Library. This is a great program to boost sales especially for a new author. .

**In Step Four - Publishing**, you need to prepare the following:

**Book Description:**

Your book description is a short (or longer) blurb about your book which you will use for marketing, too. Because this is your sales pitch, you need to get as much information as you can into this short synopsis of what your story is about. Remember not to give the entire story away, just enough to entice the reader to want to buy and read your book. This is your third HOOK. (more on that in the marketing step.) Hint: In case I forgot to mention this, there is a workbook for the HOOKS included, too.

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### **Author's Bio**

Author's Bio is inserted at the end of your book with a photo. In your print book your Authors' Bio is inside your book at the end and will be used on your back cover depending on the cover template you use.

### **Your K.D.P. Account:**

Next you need to open your account on KDP so you can actually publish and set up your banking to receive your royalties. You will be expected to give personal information and your bank account where your royalties will be

deposited. You will be asked to list a credit card to pay for print proofs and author copies.

### **Categories:**

Choosing which category to list your book in is next. The genre you are writing in is a big clue here. For a list of categories, check this out on-line. You will need to check out the BISAC Categories.

### **Key Words:**

Somewhere in your book description are your key words, those are the words or phrases the search engines use to help readers find your book. When you go on Amazon searching for some item, there is a drop-down menu. These are how keywords are used for readers to find your book. Hint: Keyword strings work better and are now the preferred format.

### **ISBN - International Standard Book Number**

All print books are required to have an ISBN number. Good news, one is issued free from KDP when you set up your account and drop in your title.

E-books do not require an ISBN number.

If you prefer, you can purchase your own from Bowker's. Last check, a single number was priced at \$125.00.

These are all part of the skill set we discussed in other lectures. Once you have gone through the entire process, it gets easier. I have 54 books on

Amazon, both e-book and print and when I started I was overwhelmed, but if you go step by step, it becomes easier. And I am not going to do the eat an elephant joke here. You get the picture.

Now, on to the marketing end of publishing...



### **Step Five - Marketing Your Book**

Marketing your book is particularly important because if you do not let readers know you have a book out there how can they purchase it?

There are several ways to market your book.

First: You need to decide where to focus your marketing efforts. Before the Covid 19, marketing your book locally to bookstores was possible. For now, we can confine our marketing strategies to the Internet.

Next, you should decide if your marketing strategies will be focused on you as a **Best Selling Author** or your book as a **Best-Selling Book**, or you can choose both.

Most writers hate the marketing aspect of writing and I happen to be one of them.. Now do not run away and hide, because I have a sneaky marketing

trick that you may not have even thought about. So before you go out and start buying expensive advertising, let me explain.

You already have a set of **five marketing tools** built into your book. I call it **THE HOOK**. Doesn't that sound ominous? Well, it really is not. It is simple.

A **HOOK** is what or how you **HOOK** your reader to decide to buy your book.

### **HOOK # 1. Your Title.**

When readers search on -line for something to read, they usually search by title or use keywords that are in your title or blurb. Titles are particularly important. Is your title a hook to get your reader's attention? Remember you have a sub-title which will explain further what your book is about.

### **HOOK # 2 - Your Cover**

What does your cover say to the reader? Using the Amazon site, scroll through some of the books with titles similar to yours. See anything there that will compare with yours? Hint: the closer to the top of the list, the more popular the book (higher sales rank)

### **HOOK #3 - Your Book Description**

Now, you have your potential reader's attention, your title caught their interest, they liked your cover, now they want to know more, your book description will help the reader make the sale.

### **HOOK #4 - Your First Chapter**

On your sales page on the Amazon site, there is a feature which gives the potential purchaser another chance to decide to click on the purchase button

or start searching for another book. The "Look Inside" feature which is the first 10 pages of your book.

### **HOOK #5 - Your Bio with Photo**

The last and final hook that will tip the reader onto clicking that purchase button. Previously, I had only four hooks when one of my students said that she never purchases a book until she sees who wrote it. Good point because the author's bio and photo tell you a lot about where the book came from.

That is the end of this lecture series. I hope you gained some insights into the self-publishing process and a little about this new industry.

I will be creating courses in each of the five steps. We already have a course on the first one or the writing step.

Thank you for choosing this **Self-Publish Your Book in Five Easy Steps Course**. We hope to see you again as a student in our future courses to help you with your self-publishing journey.

Huge Virtual Hugs,

Sharon

Our websites:

[www.audacious-author.com](http://www.audacious-author.com)

[www.capecodpublishing.com](http://www.capecodpublishing.com)

[www.capecodwritersstudio.com](http://www.capecodwritersstudio.com)