The Basics of Self-Publishing in 2020

Daniel T. de Lill, PhD

Overview

The Publishing Side

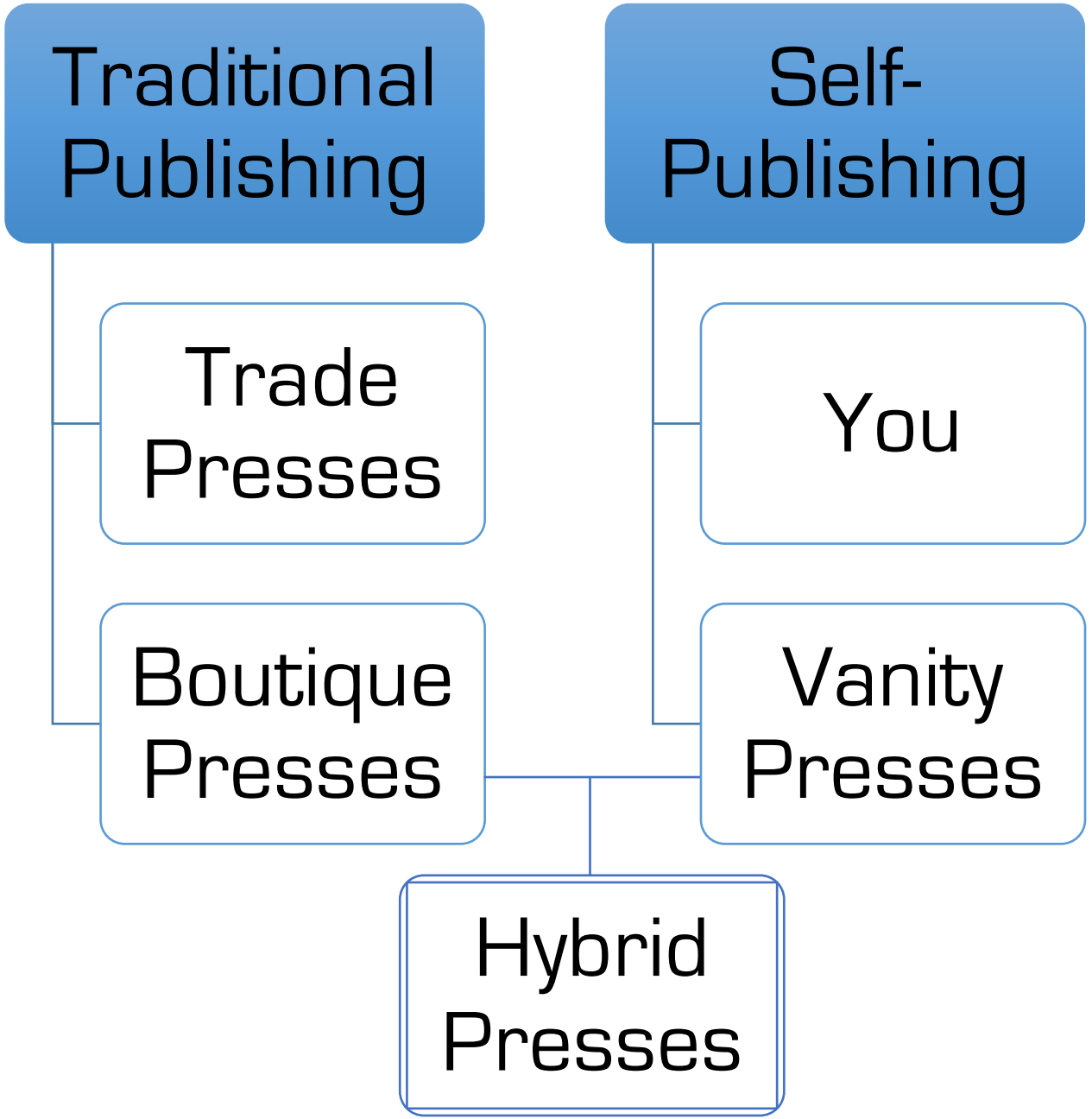
- Paths to publishing
- Why self-publish?
- Self-Publishing Platforms
- Author Tools
- Book Covers and Book Formatting
- Editing Services
- The Cost of Self-Publishing a Book

The Business Side

- Building an Audience
- PR and Social Media
- Author Resources
- A “Day in the Life” Snapshot

Publishing

Paths to Publishing



Why Self-Publish?

- Lots of reasons…
  - Control
    - Book cover; content; design; title
  - Speed
    - You can whip out an eBook in a day or two if you really wanted to; published right then and there
  - Money
    - You keep a lot more of the cost of the book
      - 70-75% compared to 5-10%
- Some disadvantages as well…
  - Hard work; up-front costs/expensive; low sales; difficult to get distribution; a lot of self-published garbage – hard to be taken seriously

Self-Publishing Platforms

- Amazon (KDP)
  - By far, the most popular and dominates the market
  - Careful!
- Barnes and Noble's Nook
- Apple iBooks
- What I call "Distributors"
  - IngramSpark
  - Kobo
  - Smashwords
  - Lulu
  - Bookbaby

Author Tools

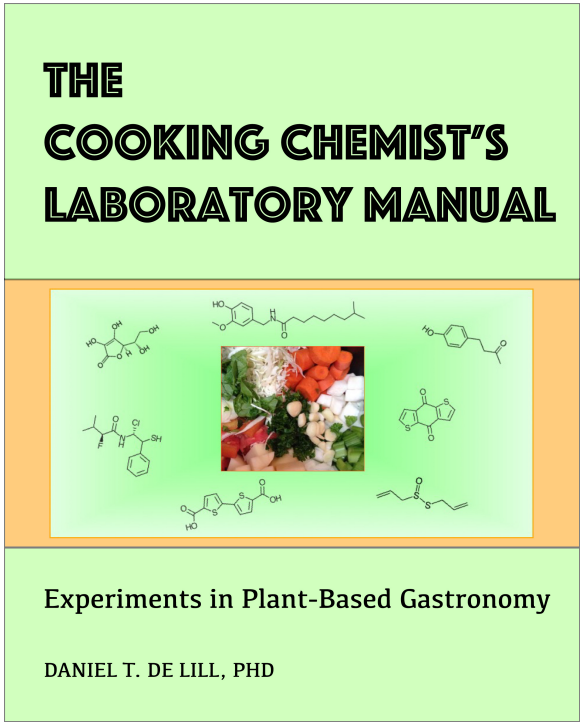
- ISBN
  - Fork over the money and get your own…
  - Be careful – read the fine print!
  - http://www.bowker.com
- Scrivener
  - https://www.literatureandlatte.com/scrivener/overview
- ProWritingAid
  - https://prowritingaid.com
- Grammarly
  - https://www.grammarly.com
- Master Writing
  - https://masterwriter.com

Your Book's Design

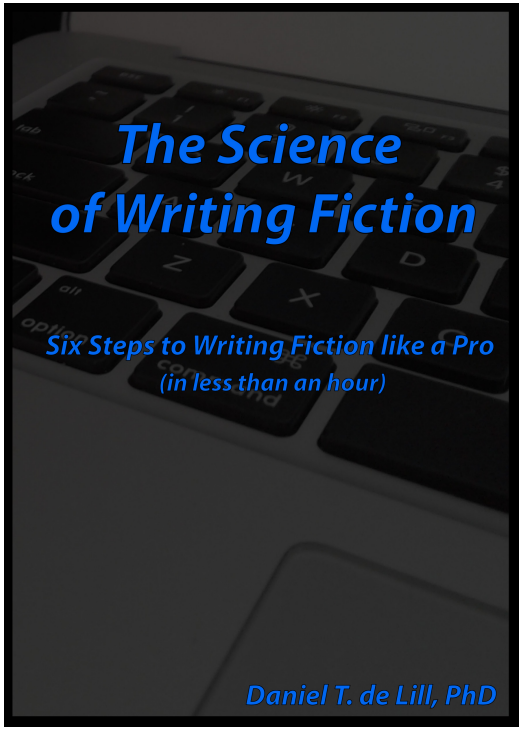
- Cover Design
  - Almost always, this should be a professionally done cover
  - Many websites offer cheap, often "pre-made" covers
    - Fiverr, TheBookCoverDesigner, etc.
  - In some instance, you may be able to get away with doing your own cover…
    - Adobe Illustrator
    - Canva, Shutterstock, etc.
- Interior Formatting
  - Front Matter
    - **Title Page, Copyright Page**, Table of Contents, Preface and/or Foreword
  - Body/Narrative
  - Back Matter
    - **Acknowledgements, About the Author, Upcoming/Other Publications**, Glossary, Bibliography, Discussion Questions, Index, etc.

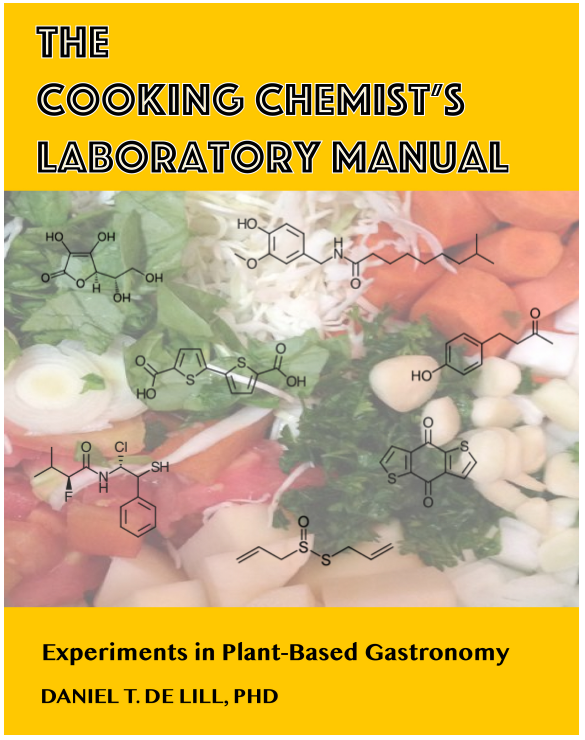

LUNAR ONE
DANIEL T. DE LILL


If You've Got Time to Lean,
You've Got Time to Dream!
Building a better you, one minute at a time.
Daniel T. de Lill, PhD


THE COOKING CHEMIST'S LABORATORY MANUAL
Experiments in Plant-Based Gastronomy
DANIEL T. DE LILL, PHD


DANIEL T. DE LILL
THE FIRST


The Science of Writing Fiction
Six Steps to Writing Fiction like a Pro
(in less than an hour)
Daniel T. de Lill, PhD


THE COOKING CHEMIST'S LABORATORY MANUAL
Experiments in Plant-Based Gastronomy
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Editing your MS

- Revising versus Editing
- Types of Editors
  - Developmental Editors
    - A “professional beta reader” – they evaluate the overall story
    - Plot structure, plot holes/inconsistencies; weaknesses/strengths; what to add, what to take out
    - Done after first draft or first revision is finished
  - Copy (Line) Editors
    - Major grammar issues; awkward phrases and clichés; re-phrasing suggestions
    - Copy editing – more text focused; Line editing – more tone and style focused
    - Done after final draft is finished
  - Proofreaders
    - Line-by-line edit looking for grammatical errors, typos, and formatting issues of the final “print” version of the book
    - Done once the book is ready for printing/publishing

Costs of Self-Publishing a Book

- Minimal Costs
  - ISBN
    - 1 for $125; 10 for $295; etc.
  - Professional Cover Design
    - <$100 for “generic” professional covers
    - $100-$500 for good covers
    - $500-$1200 for high end book covers
      - Lunar One = $600
  - Professional Editing Services
    - Developmental Editing, $40-60/hr @ 1-5 pages/hr
      - Lunar One = $950 for 53K words (~210 pages)
    - Copy Editing, $30-50/hr @ 1-5 pages/hr
    - Proofreading, $0.01-0.03/word
      - Lunar One $100 (shit job; $500-750 would have been normal)

Business

Building Your Audience

- Your Brand
  - What distinguishes you from others?
  - My brand can be summed up as “author/writer, chemist, professor”, for example
- Online Audiences
  - Medium
  - Wattpad
  - Scribophile
  - Booksie

Building Your Audience

- Website
  - Publishers
    - Godaddy; wordpress; pubsite; wix
  - Required Sections
    - Landing page
      - E-mail sign up; social media links; must match brand
    - About Me page
    - Books/Purchase page
  - Optional Sections
    - Blog, book launch pages, “secret” pages
- (Guest) Blogging

PR and Social Media

- PR Events
  - Book signings
  - Conference bookstores
  - Blog tours
- Book Reviews
- Book Trailers
- Bookstores/Libraries

- Advertisements
  - Amazon
  - Bookbub
  - Facebook
- Social Media
  - Facebook
  - Twitter
  - Instagram
  - Goodreads
  - TikTok/Snapchat

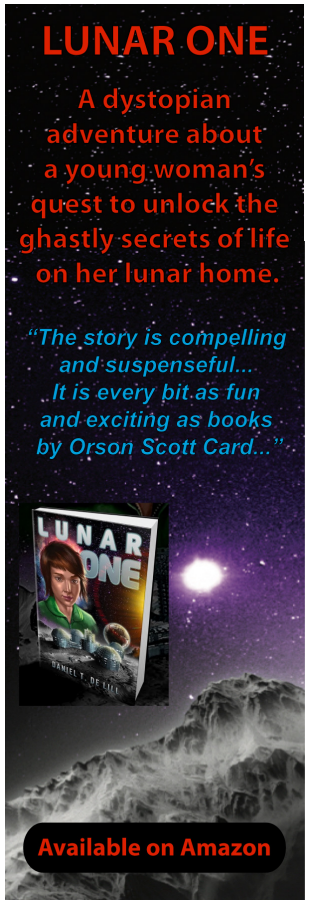
Author Resources

- Writer's Digest (University)
  - Probably my favorite magazine as well
- Florida Writer's Association
  - Floridawriters.net
- NaNoWriMo
  - November! Camps in April and July
- Reedsy
  - Educational materials; connect with designers, formatters, and editors
- Writers of the Future
  - For new, unpublished scifi/fantasy writers
  - There is a decent online workshop (free) as well

Your Author Toolbox

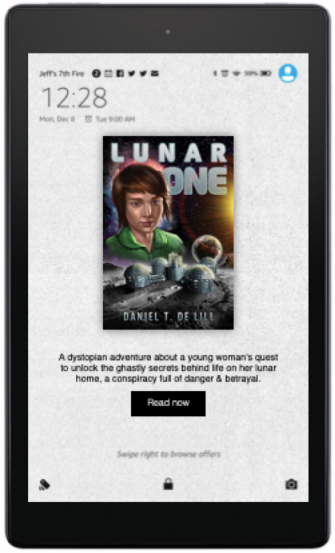
- Minimal Requirements
  - Website (with email)
  - A product (i.e., a book to sell)
  - 2+ “professional” social media accounts
  - A Goodreads account
  - Headshot(s)
  - Author bio(s)
- Recommended Items
  - Business cards
  - Promotional items
    - Table displays, free giveaways, copies of book, etc.
  - I use Vistaprint for many of these items
- Business Requirements
  - If you start making significant money, you should get a business bank account and pay quarterly taxes

Example Promotional Items

















Books by Daniel T. de Lill
http://www.danieldelill.com



A dystopian adventure about a young woman's quest to unlock the ghastly secrets behind life on her lunar home.

Two hundred years after all life on Earth is annihilated, the last of humanity survives on a moon colony, Lunar One. Young Amia undergoes the Stage to live among its different societies and her idyllic world unravels as she learns the deadly secrets behind colony life. A sinister web of danger, betrayal, and mystery makes the most difficult decision of her life impossible.

With enemies lurking around every corner and uncertain who to trust, can Amia risk the fate of humanity in order to bring down an obsolete and unjust system?

$2.99 (kindle ebook)
$12.99 (paperback)

Have you ever wanted to write a story, but you're not sure where to begin?

Have you tried to read a book on the topic only to stop after only a few pages from information overload? Are you simply too busy or too excited to take the dozens upon dozens of hours necessary to compile what you need to start writing your story?



In one quick sitting, you can read this entire book and have the tools necessary to start writing your own story. This book is not an end-all; it will provide you with all the information you need to develop a first draft that you can take and revise into a masterprice. I've used my expertise in scientific research and university teaching to take the available resources and compile them into this concise pocket guide. Good luck and happy writing!

$0.99 (kindle ebook)

Social Media
Twitter: @danieldelill
Instagram: danieldelill
Facebook: danieldelill

Upcoming Titles 2019

Lunar Two

Lunar Two is in shambles and tension between the pagodas has never been higher. Now in hiding and pregnant, Amia must find a way to reignite the underground and bring down the Pagoda Council. But first, she has to rescue Kint from Giza. In her endeavors, she finds that it's not just the Council that she should fear. What are the true objectives of the Lunar Two resistance? Can Amia trust her own family and friends, or is she truly on her own in her struggle for freedom?

Available December 2019!
release date subject to change

The Science of Revising Fiction

The second book in "The Science of Creating Fiction" ebook series. Once you have finished the first draft of your story, the real writing begins during the revision phase. Turn your first draft into a stellar final version using these quick and easy steps!



Available May 15, 2019!
$0.99 (kindle ebook; pre-order now)

The Cooking Chemist's Laboratory Manual
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Cooking and chemistry go hand in hand - each recipe is a new experiment! This vegan cookbook is designed after a chemistry lab manual, complete with pre-lab preparations, reagent lists, experimental protocols, and post-lab suggestions. A must-have cookbook for any science geek in your life!



Sweet & Spicy Backyard Baked Beans

Reagents
Two 15.5 oz cans prepared white beans
1/4 cup molasses
1/4 cup brown sugar
1 tablespoon tomato paste
1 tablespoon onion powder
1/4 teaspoon garlic powder
1 tablespoon yellow mustard
1/4 teaspoon ground white pepper
1/4 teaspoon ground black pepper
1/2 teaspoon salt

Pre-Lab
1. Pre-heat oven to 425 degrees F.

Experimental Protocol
1. Combine reagents into an oven-safe dish.
2. Bake 30-35 minutes.
3. Remove from oven and cool 5-10 minutes before serving.

Option : Slice 3-4 vegan hotdogs and add before baking.

Available December 2019!
release date subject to change

LUNAR ONE E-BOOK ALSO AVAILABLE!



E-book Price : $2,99

WHICH LUNAR ONE PAGODA WOULD YOU CHOOSE?

The last of the human race resides on a moon colony called Lunar One. Its population is spread across four, distinct societies. Eighteen-year-olds have the chance to Intern during the Stage in order to choose the pagoda they wish to live in for life.

Which would you pick? Norgen, Yorkwall, Unity, or Giza?

Take the quiz now to find out which pagoda you would choose!



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EMAIL LIST SIGN UP
BETA/ARC-READER SIGN UP

Sign up with your email address to receive news from the author about 2-3 times a year.

If you're interested in being a potential Beta Reader for Lunar Two or to receive an ARC copy, check the box and I'll be in touch later this year.

I will be seeking 3-5 beta readers who can return the manuscript within 3-4 weeks of receiving it. Receipt date will likely be late summer/early fall

Thanks! Merci Beaucoup! Tusen Takk!

A Day in the Life

- What is a typical day like for an authorpreneur?
  - The day will typically be broken up into two sections
    - Writing (2-4 hours)
    - Business (4-6 hours)
  - **Writing**
    - 1-2 hours writing or revising/editing
    - 1-2 hours reading and/or education
      - Reading for "fun" or for study
  - **Business**
    - Emails; newsletters; updating website; creating ads; social media; business research

- An example of my day
  - 6:30 – 8 : Wake-up, etc.
  - 8-10 : write/edit
  - 10-12 : read/education
  - 12-1 : lunch
  - 1-3 : Social media/websites/audience building
  - 3-3:30 : Tea
  - 3:30-5:30 : non-audience building related business