



MICHAEL
WESTMORELAND
BOOKS

THE OTHER HALF: EVERYTHING YOU DIDN'T KNOW ABOUT PUBLISHING A NOVEL

MICHAEL WESTMORELAND

WWW.MICHAELWESTMORELAND.COM



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WHAT WE'LL TALK ABOUT

01

Crafting Your Novel

Tips and tricks to creating the perfect novel, including steps to take and the order to take them

02

Types of Publishing

The difference between traditional, self, and vanity publishing and the benefits of each

03

Agents & Others

How to query agents, hire contracted professionals, and book contracts

04

Marketing & Advertising

Publicity, brand marketing, and building your platform



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WHO AM I?

“Words matter. They are the single most important thing a human being possesses.”

-
- ~ Dark Fantasy Author
 - ~ UTK Alum
 - ~ Graduate Student
 - ~ Mail Man
 - ~ Started Writing in 2014
 - ~ BA in Art History
 - ~ MA in Publishing & Editing
 - ~ Mentored by the Greats





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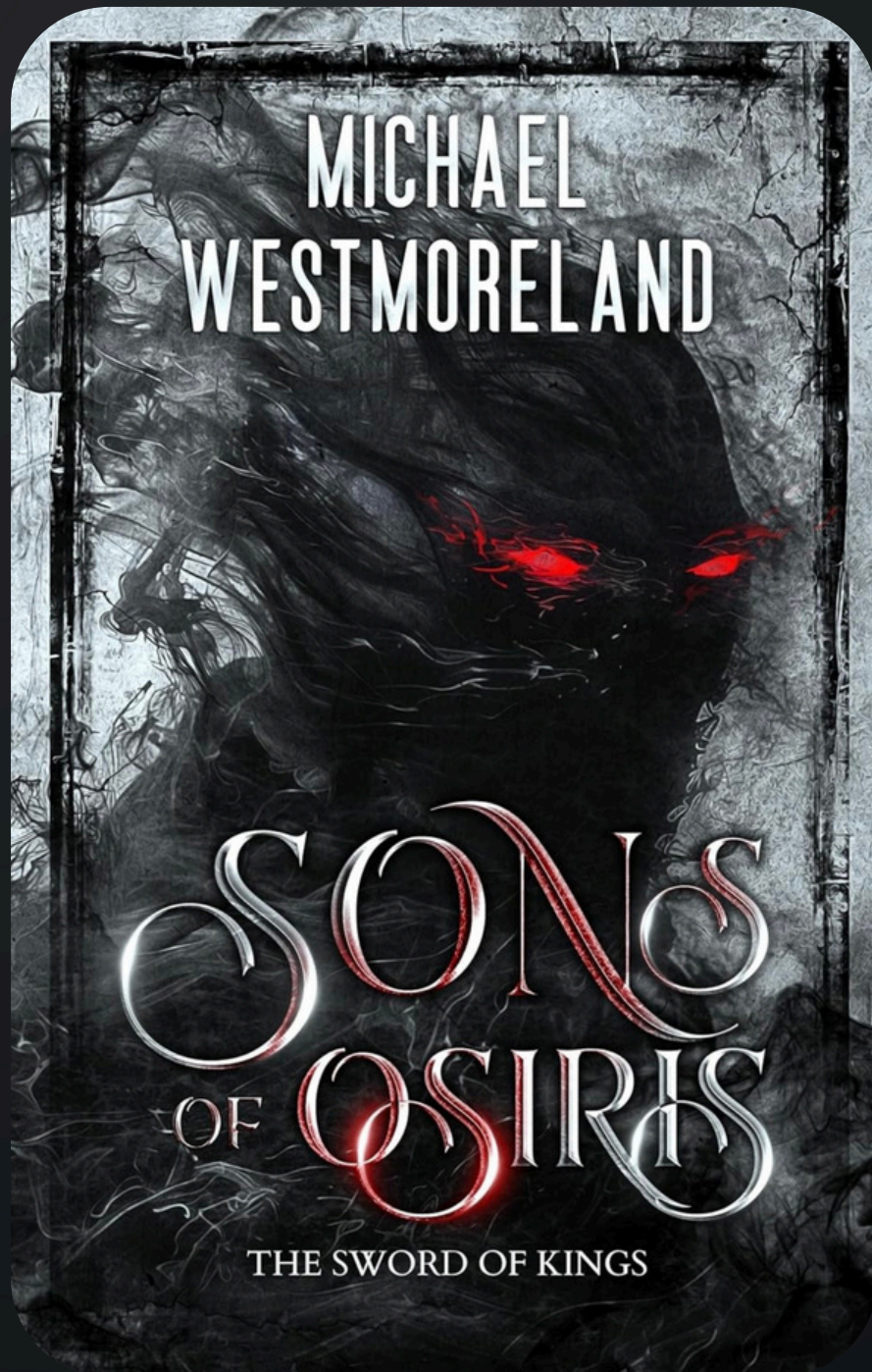
SONS OF OSIRIS EPIC FANTASY SERIES

REALISTIC
EMOTIONS

POWERFUL
CHARACTERS

DARK VILLAIN

WICKED
BETRAYALS



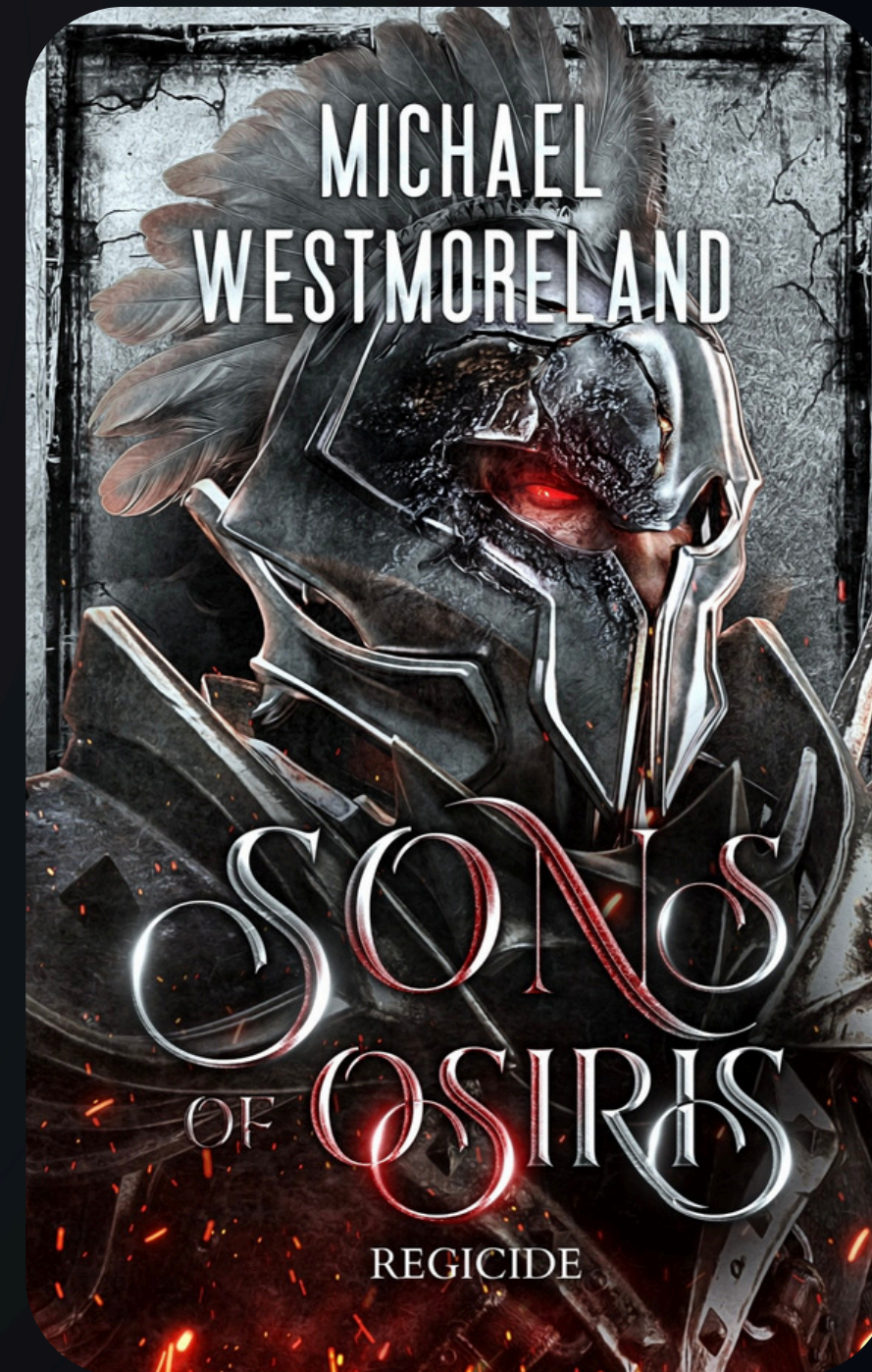
THE SWORD OF KINGS
FREE ON AMAZON

SWORD AND
SORCERY

FORBIDDEN
LOVE

UNIQUE
MAGIC

SPICY
ROMANCE



REGICIDE
\$5.99 ON AMAZON // FREE ON KU

EPIC DUELS

NAVAL BATTLES

GODS AND
HEROES

MYTHICAL
CREATURES



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Crafting Your Novel



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WHAT YOU NEED

THE BIG STUFF

~ COMPLETE, EDITED
MANUSCRIPT

~ *PROFESSIONAL* COVER

~ *PROFESSIONAL* EDITOR

THE LITTLE STUFF

~ BLURBS

~ PROLOGUE/EPILOGUE

~ BACK MATTER



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EDITORS

REEDSY



WWW.REEDSY.COM

GREEN PEN EDITORIAL



WWW.GREENPENEDITORIAL.COM

- ~ VETTED EDITORS
- ~ GOOD PRICES
- ~ MATCH MAKING SYSTEM
- ~ GREAT COMMUNICATION

COVER DESIGNERS

99DESIGNS



WWW.99DESIGNS.COM

GRAPHIC SOUL ART



WWW.GRAPHICSOULART.COM

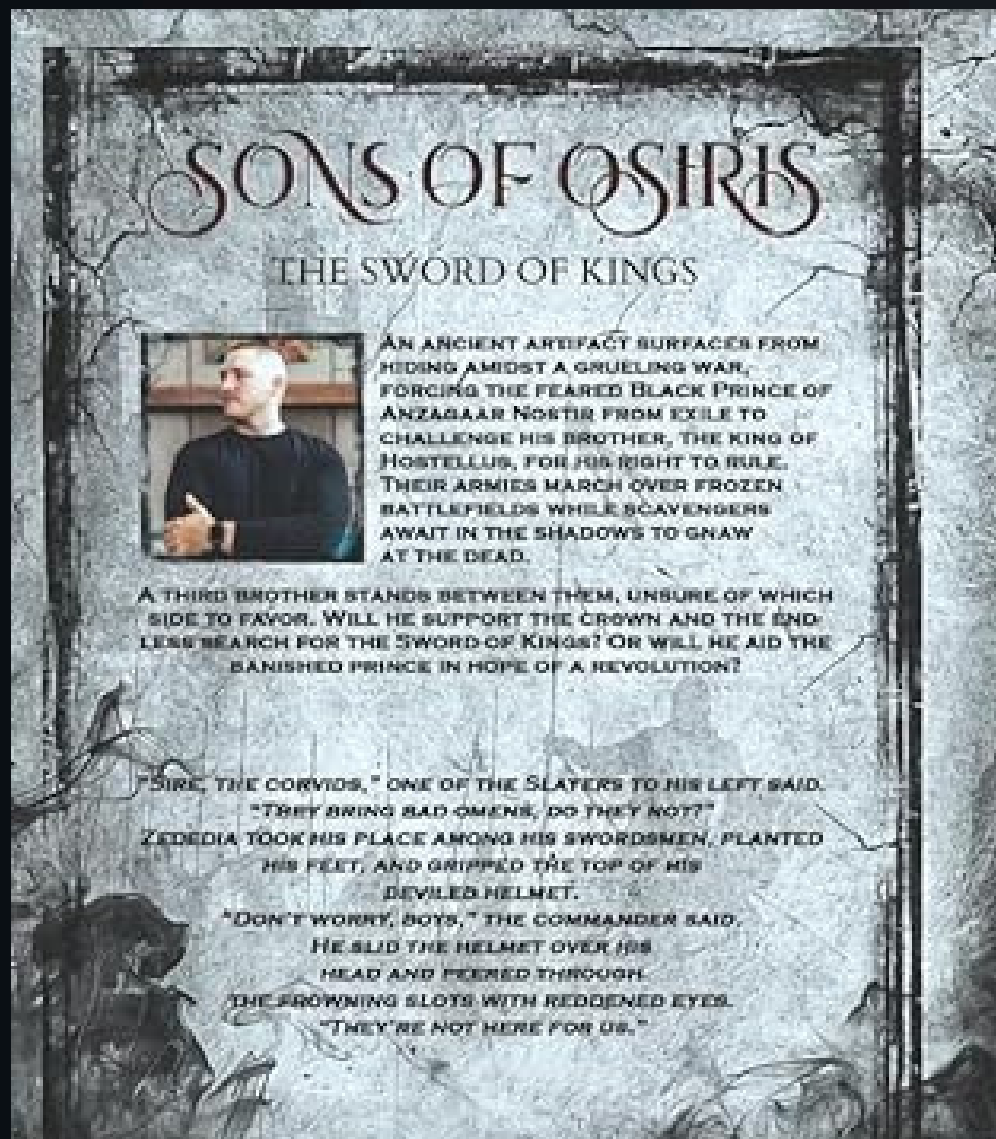
- ~ COMPETITION STYLE MATCHING
- ~ DIFFERENT PACKAGES
- ~ WORLDWIDE ARTISTS



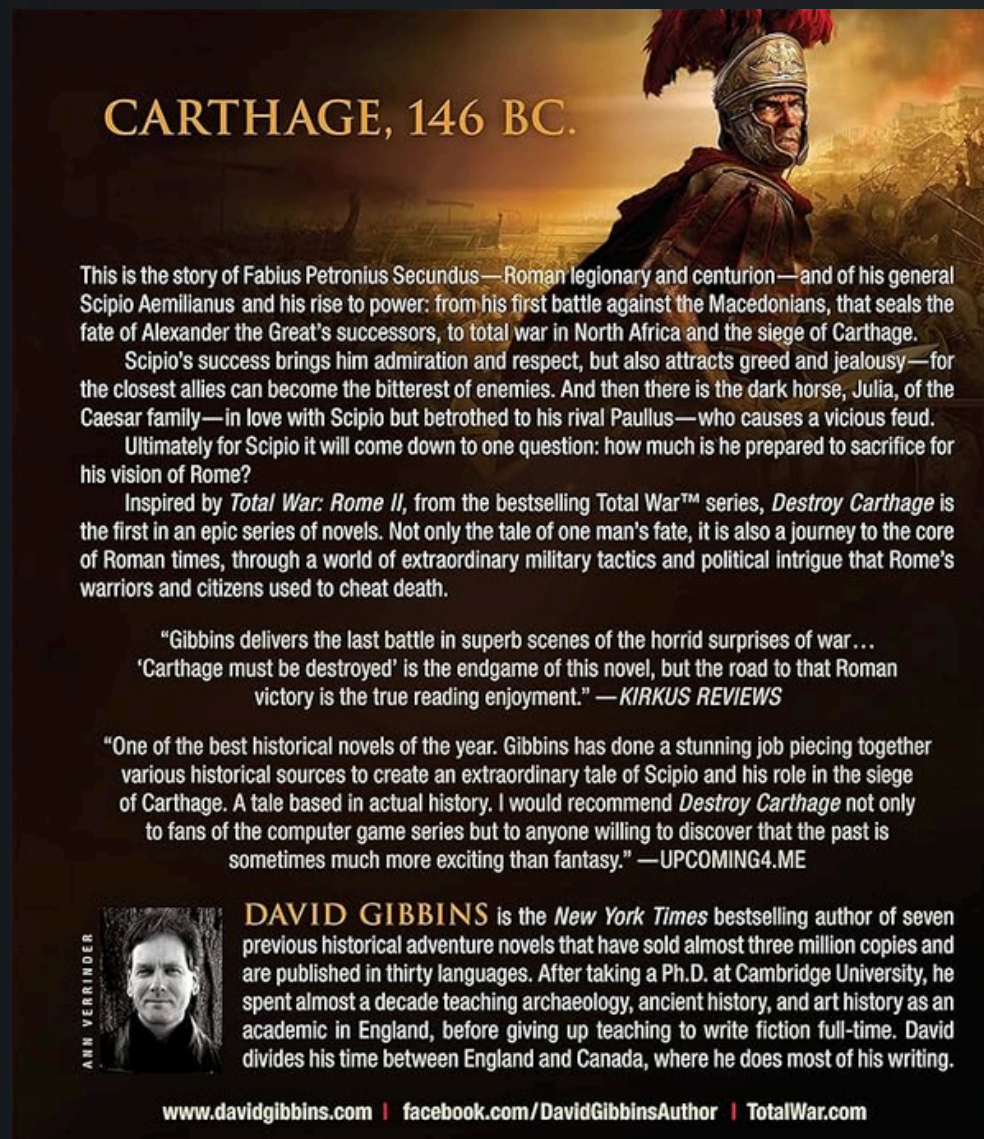
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BLURBS

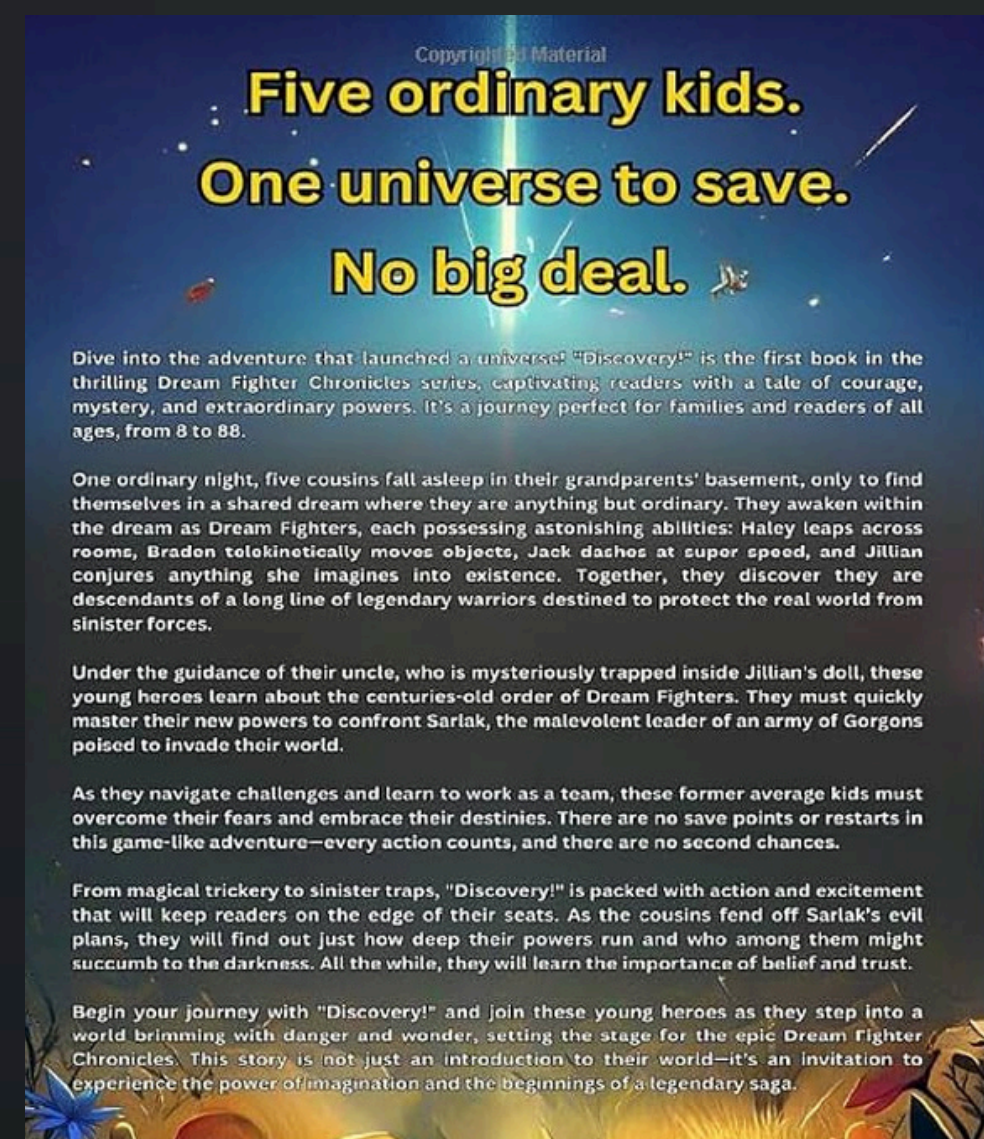
SONS OF OSIRIS: THE SWORD OF KINGS



ROME TOTAL WAR: DESTROY CARTHAGE



THE DREAMFIGHTER CHRONICLES: DISCOVERY



~ ESTABLISH SETTING ~

~ PROVIDE SNIPPETS OF THE PLOT ~

~ INTRODUCE CHARACTERS ~

~ DESCRIBE CONFLICT ~

~ CONNECT WITH THE AUTHOR ~



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BACK MATTER

SONS OF OSIRIS: THE SWORD OF KINGS



The Sons of Osiris series

continues with

Book 2: Regicide

Look for the second installment of Michael Westmoreland's
Epic Fantasy series coming late fall/early winter of 2024
Sign up for the reading list for the most up-to-date details!

www.michaelwestmoreland.com

THE DREAMFIGHTER CHRONICLES: DISCOVERY

was trying to say something in her head but Jillian didn't listen. Nothing else mattered but what she felt. Unable to hear the woman or to speak, she felt herself being brought back to her bed. She couldn't let go of the eerie feeling she had:

Uncle Johnny was gone forever.

Find out more about the characters, future books, along with free short stories at:

www.thedreamfighters.com

Learning reading speed

99%

MENTION YOUR NEWSLETTER
READERS CAN SIGN UP FOR

LEAD READERS TO YOUR
WEBSITE, SOCIAL MEDIA
PLATFORMS, AND OTHER BOOKS



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How To Publish?



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TYPES OF PUBLISHING

TRADITIONAL PUBLISHING

~ PENGUIN RANDOM HOUSE

~ HARPER COLLINS

~ MACMILLAN

~ HACHETTE

~ SIMON & SCHUSTER

SELF-PUBLISHING

~ KINDLE DIRECT PRESS
(AMAZON)

~ BARNES & NOBLE

~ INGRAMSPARK

VANITY PUBLISHING

~ DORRANCE PUBLISHING

~ FRONTLINE BOOK
PUBLISHING

~ AUTHOR SOLUTIONS



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TRADITIONAL PUBLISHING

PROS:

- WIDESPREAD DISTRIBUTION
- RECOGNITION
- IN-HOUSE & CONTRACTED TEAMS
- BOOK AWARDS
- GLOBAL MARKETING (MOSTLY)

CONS:

- LITTLE CONTROL
- SMALLER PAYOUTS (ROYALTIES)
- LENGTHY PROCESS
- DON'T OWN THE BOOK (SOMETIMES)
- HARD TO GET IN





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TRADITIONAL PATH

POLISH YOUR MANUSCRIPT

SEND FULL DRAFT

EDITING PHASE

SEND SUBMISSION

EDITING PHASE

RESEARCH HOUSES

NEGOTIATE CONTRACT

PUBLISHED BOOK

[HTTPS://UNIONSQUAREPUBLISHING.COM/TRADITIONAL-PUBLISHING/](https://unionsquarepublishing.com/traditional-publishing/)



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SELF-PUBLISHING

PROS:

- FULL CONTROL
- OWN THE BOOK
- LARGER PAYOUTS (ROYALTIES)
- MAKE CHANGES AT WILL

CONS:

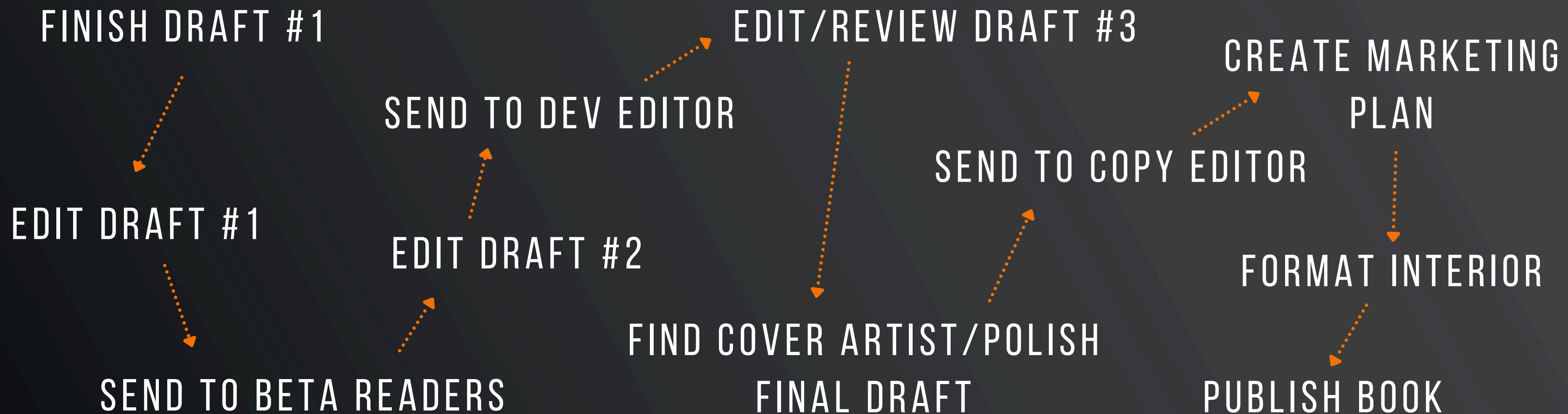
- ON YOUR OWN
- TAKES TIME & PATIENCE
- DIFFICULT TO FIND TRACTION





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SELF-PUBLISHING PATH





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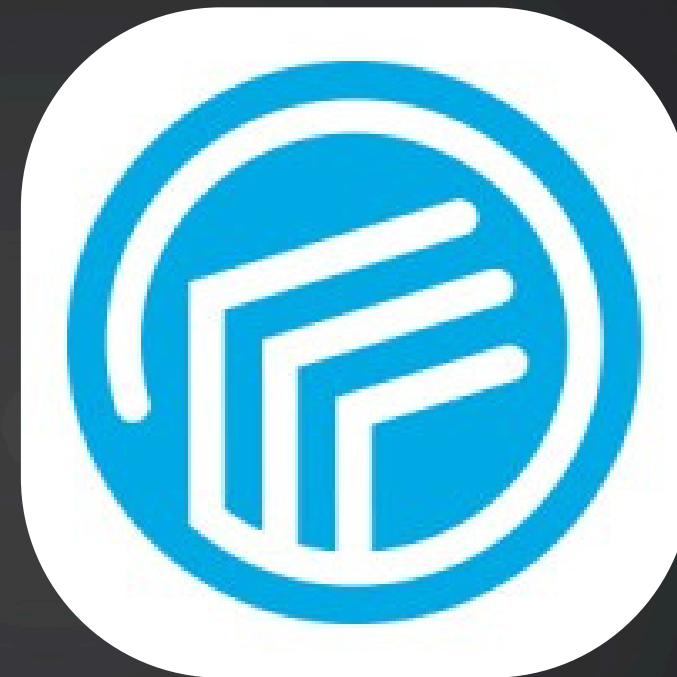
VANITY PUBLISHING

PROS:

- EASY TO PUBLISH
- IN-HOUSE & CONTRACTED TEAMS

CONS:

- PAY TO PUBLISH
- VULNERABLE TO SCAMS
- EMPTY PROMISES
- RETURNED UNSOLD INVENTORY
- LOW PAYOUTS (IF ANY)
- TELEMARKETING FEEL





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VANITY/HYBRID PATH

PROCEED WITH CAUTION

PUBLISHER REACHES OUT



LEARN ABOUT PACKAGES

SCHEDULE A CALL



NEGOTIATE CONTRACT



****PAY**** PUBLISHER

SUBMIT MANUSCRIPT



EDITING/MARKETING PHASE



PUBLISHED BOOK

[HTTPS://WWW.NEPOETRYSOCIETY.ORG/POST/THE-DANGERS-OF-VANITY-PUBLISHERS](https://www.nepoetrysociety.org/post/the-dangers-of-vanity-publishers)



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AGENTS, ARTISTS, AND MORE



Agents

Professionals who champion you and your books



Artists

Designers who create your cover art, exterior formatting, and other artworks



Editors

These include copy editors, developmental editors, editorial assistants, and acquisition editors



Beta Readers

A trusted group of friends or colleagues who review your work and provide critical feedback



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AGENTS

WHAT DO THEY DO?

- ~ REPRESENT YOUR BOOKS AND YOUR BOOKS' INTERESTS
- ~ SUBMIT TO PUBLISHERS AND HOUSES
- ~ HANDLE FOREIGN, SUBSIDIARY, AND MEDIA RIGHTS
- ~ HELP YOU GAIN PUBLICITY
- ~ ACT AS YOUR PERSONAL WRITING LIAISON

HOW DO YOU GET ONE?

- ~ RESEARCH AGENCIES/SPECIFIC AGENT
- ~ SEND A QUERY LETTER OR FILL OUT THE AGENT'S ONLINE FORM (MOST AGENTS USE QUERYTRACKER.COM)
- ~ HAVE A COMPLETE PITCH TO GIVE THEM
- ~ ***FOLLOW SUBMISSION GUIDELINES***
- ~ BE PATIENT, REJECTION IS NORMAL



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WHAT IS A QUERY?

A QUERY OR QUERY LETTER IS A
SUBMISSION TO AN AGENT THAT PTICHES
THE IDEA OF YOUR BOOK AND INTRODUCES
YOU TO THEM

THIS IS YOUR CHANCE TO SELL YOURSELF
AND PROVE TO THE AGENT THAT YOU ARE
A GOOD FIT FOR THEM

OFTEN, AGENTS REQUEST A SAMPLE OF
YOUR WORK PAIRED WITH YOUR LETTER

SALUTATION

To Whom It May Concern,

SHORT SUMMARY

I'm eager to share my story with you and your agency as I believe my work is exactly what you're looking for in a medieval fantasy novel with completely unique world-building, elements of powerful magic, and characters that will stick with you well after you've finished the book.

Sons of Osiris: The Sword of Kings is an epic fantasy tale that focuses on the fellowship of brotherhood between a royal family struggling for control over their father's lands. At 104,000 words, this book captures gripping adventure of a quest for an ancient artifact capable of shifting the balance of the war plaguing Hostellus. This book compares closely to *Lord of the Rings* and *A Song of Ice and Fire* in terms of depth of lore and political themes with sudden twists carefully planted throughout. As the story progresses, readers are forced to choose between morally gray characters who both deem their actions to be correct and righteous. Loyalty is tested, forbidden love arises, and the cruel nature of the law of strength breaks the strongest of bonds. Zededia and Matticus, brothers yet sworn enemies, send their armies out to seek the Sword of Kings in a quest for vengeance toward the other. With subtle humor, a romance sub-plot, and magnificent battles, my story hooks readers from the first sentence and keeps them addicted until the end.

FUTURE PLANS

Prior to self-publishing this book through Kindle Direct Press, I have worked as a sports journalist and academic writer for news sites like ESPN and Absolute Sports and my undergraduate university. Additionally, I am currently learning under the expert guidance of instructors at Rosemont College in the graduate publishing program they offer. My primary mentors, NYT Bestseller J. Robert Kennedy and former editor for Random House Dan Larsen, have taught me how to craft a successful novel with perfect prose and witty storytelling.

There is a sequel to this novel which I have also published through KDP. Both books have collectively reached 7,000 sales in the last 7 months. I plan to have 10 books in this saga by the time I am done, and my goal for the first four is to set up the entrance of a powerful female lead to take the series by storm.

Thank you kindly for your time and consideration. I look forward to hearing from you!

Michael W.

westofthemores@gmail.com | (865) 850 – 4103 | michaelwestmoreland.com

HOOK

WRITING BACKGROUND

CONTACT INFORMATION

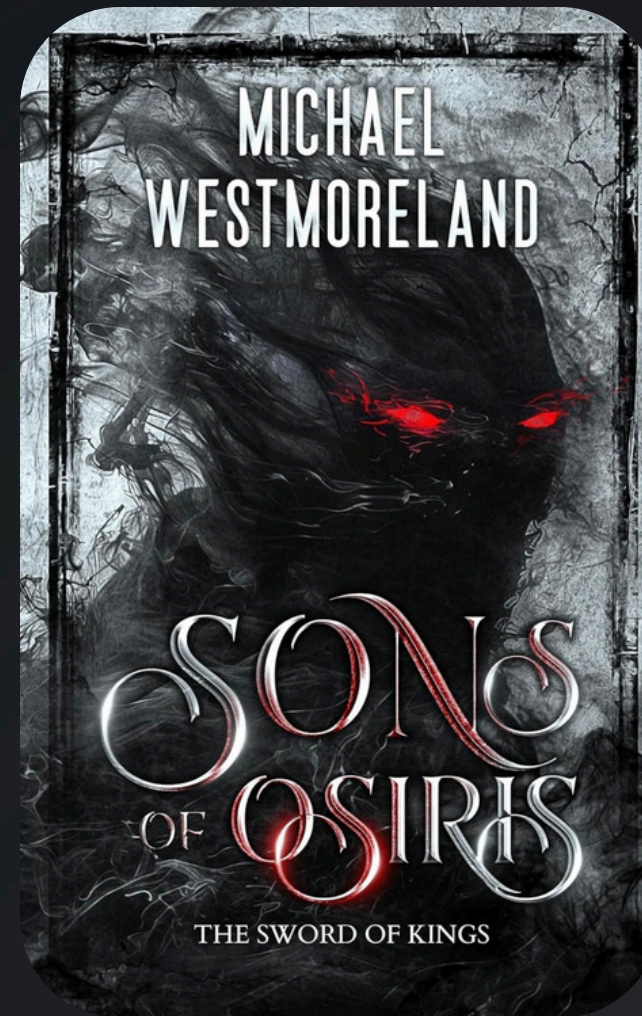
[HTTPS://BLOG.REEDSY.COM/GUIDE/HOW-TO-WRITE-A-QUERY-LETTER/](https://blog.reedsy.com/guide/how-to-write-a-query-letter/)



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GRAPHIC DESIGNERS

- ~ CAN MAKE OR BREAK YOU
- ~ HIRE A ***PROFESSIONAL***
- ~ DRAFT A WORK-FOR-HIRE CONTRACT
- ~ HAVE A VISION IN MIND
- ~ CONSISTENCY IS KEY
- ~ BE KIND TO THEM
- ~ DON'T PAY TOO MUCH



99DESIGNS.COM



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EDITORS

COPY EDITORS

~ FOCUSES ON GRAMMER,
PUNCTUATION, AND SPELLING

~ USUALLY THE LAST EDITOR
TO SEEK OUT

~ CLEANS UP THE LAST %5
(SMALL PICTURE STUFF)

LINE EDITORS

~ FOCUSES ON STYLE, PACING,
DEVELOPMENT, AND PLOT

~ USUALLY SOUGHT AFTER
BEFORE FINAL DRAFT

~ BIGGEST INFLUENCE TO YOUR
MANUSCRIPT

HOUSE EDITORS

~ COULD BE IN ACQUISITIONS,
ACTUAL EDITING, OR
MARKETING

~ WHO YOUR AGENT INTERACTS
WITH AT A PUBLISHING HOUSE

HIRE A PROFESSIONAL

[HTTPS://BLOG.REEDSY.COM/GUIDE/EDITING/](https://blog.reedsy.com/guide/editing/)



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BETA/ARC READERS

BETA READERS REVIEW YOUR
UNPUBLISHED WORK AND PROVIDE
FEEDBACK

SIMILAR TO A FOCUS GROUP TO TEST THE
WATERS

MAKE SURE THEY ARE TRUSTWORTHY

SOMETIMES, AN NDA IS HELPFUL

ADVANCED COPY READERS RECEIVE THE
MORE POLISHED BOOK TO REVIEW

GOOD FOR ADVERTISING JUST BEFORE THE
BOOK'S RELEASE

GIVEN A PROFESSIONAL COPY AS IF IT'S
ALREADY PUBLISHED

DON'T HAVE TO BE SO CAREFUL, BUT BE
AWARE OF 'FREEBIES'



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How to Market?



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THE BIG ONE

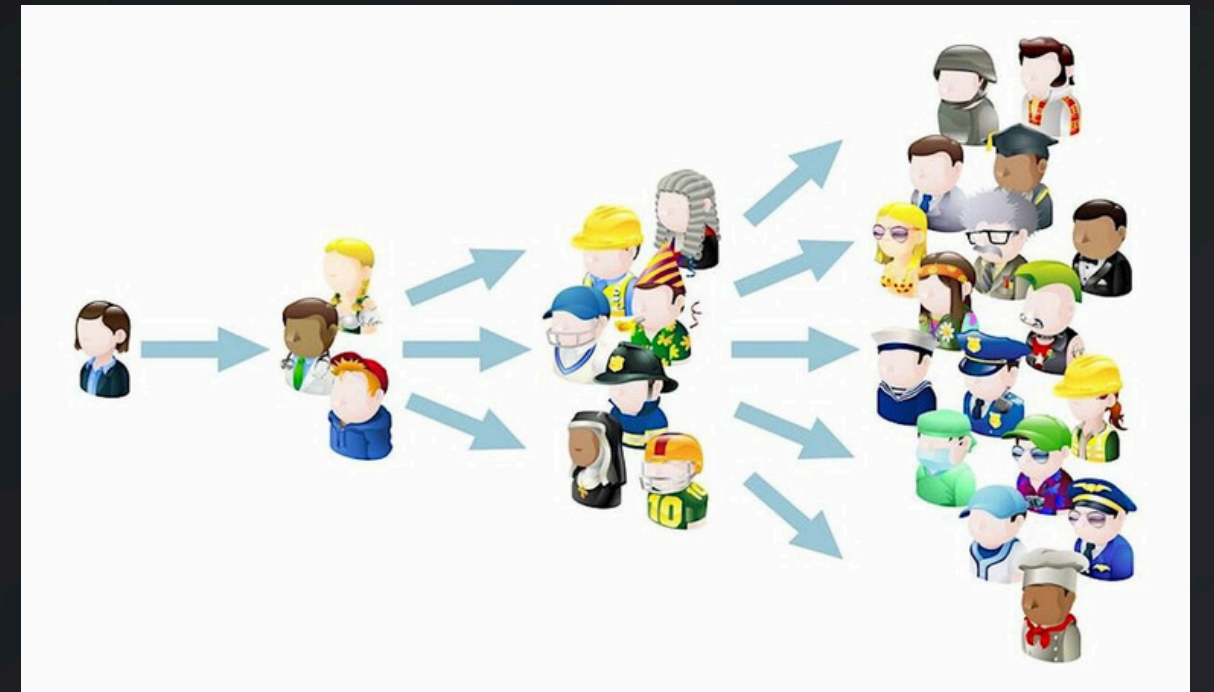
WORD OF MOUTH

IS AND ALWAYS HAS BEEN THE BEST MARKETING TOOL FOR WRITERS AND AUTHORS

WHEN PEOPLE LIKE YOUR WORK, THEY TALK ABOUT IT



PASSIVE ADVERTISING





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PLATFORM

WHAT IS IT?

- ~ YOUR PUBLISHING PRESENCE
- ~ SOCIAL MEDIA:
 - ~ INSTAGRAM, FACEBOOK, TIKTOK, THREADS, DISCORD, SPOTIFY, WEBSITE
- ~ COMMUNITY OUTREACH:
 - ~ IN-PERSON EVENTS, LITERARY FESTIVALS, FAIRES, WRITING WORKSHOPS

HOW DO YOU USE IT?

- ~ REACH AND INTERACT WITH YOUR AUDIENCE
- ~ POST UPDATES ABOUT YOUR BOOKS
- ~ TALK ABOUT BOOKISH THINGS OR OTHER TOPICS RELATED TO ANYTHING WRITING
- ~ ATTRACT MORE READERS WITH SOCIAL MEDIA ALGORITHMS

[HTTPS://NYBOOKEDITORS.COM/2020/01/AUTHOR-PLATFORM-IS-IT-RELEVANT-HOW-TO-BUILD-IT/](https://nybookeditors.com/2020/01/author-platform-is-it-relevant-how-to-build-it/)



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SOCIAL MEDIA & THE RULE OF THIRDS

FIRST THIRD

- ~ YOUR BOOKS
- ~ CORE ADVERTISING
- ~ PROMOTIONS
- ~ SNIPPETS

SECOND THIRD

- ~ WRITING CONTENT
NOT RELATED TO
YOUR BOOKS
- ~ WRITING TIPS AND
EXPERIENCES
- ~ CHARACTER INFO

LAST THIRD

- ~ PROMOTE OTHERS
- ~ SHARE STORIES
- ~ REVIEWS OF YOUR
FAVORITE BOOKS
- ~ AUTHOR INFO



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OTHER TYPES OF PLATFORM

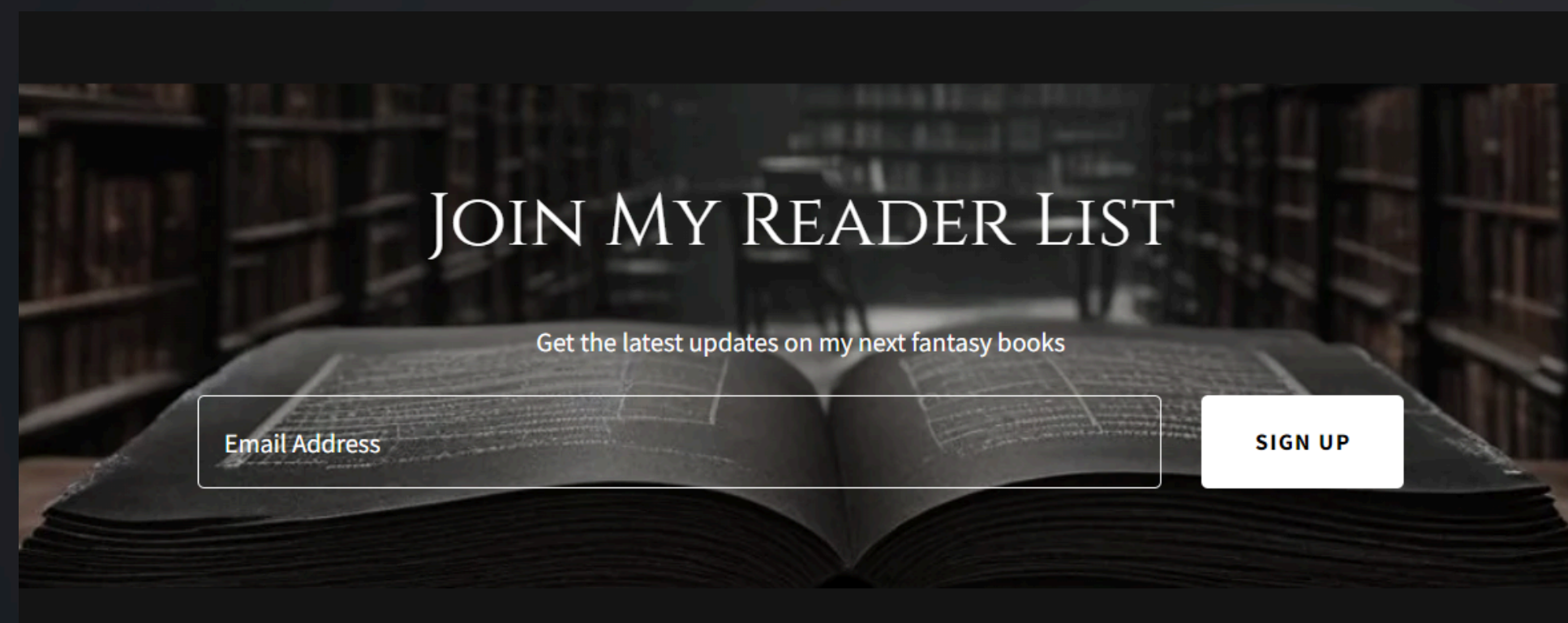
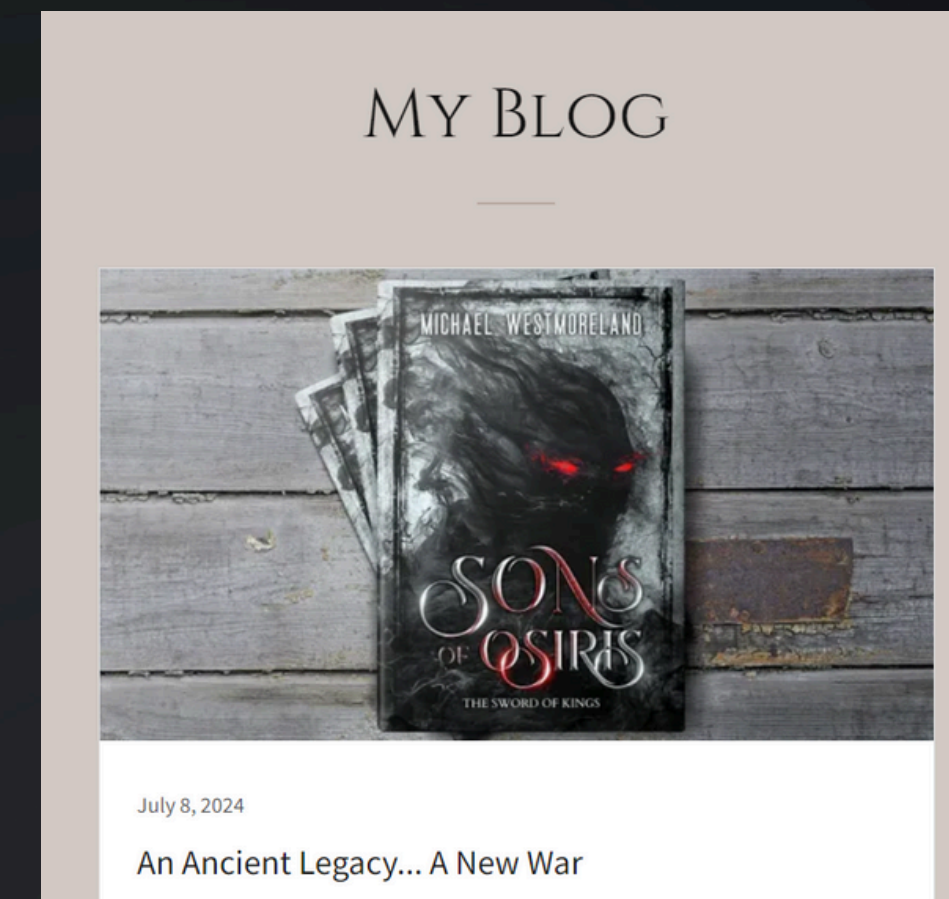
~ PODCASTS

~ BLOGS

~ YOUTUBE (SOMETIMES CONSIDERED
SOCIAL MEDIA)

~ SHORT STORY PUBLICATIONS

~ NEWSLETTER





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ADVERTISEMENTS, PROMOTIONS, & PRICING

- ~ PAID ADVERTISEMENTS CAN WORK DEPENDING ON QUALITY
- ~ TAKE ADVANTAGE OF COMMONLY USED HASHTAGS AND TRENDS
- ~ MOST SOCIAL MEDIA SITES OFFER THEIR OWN ADVERTISING
- ~ AMAZON: ADS, FREE PROMOTIONS, & KINDLE UNLIMITED
- ~ IF WRITING IN A SERIES, MAKE YOUR FIRST BOOK FREE -> DRUG DEALER MARKETING SCHEME
- ~ RESEARCH OTHER BOOKS IN YOUR GENRE FOR COMPETITIVE PRICING

[HTTPS://NYBOOKEDITORS.COM/2020/01/AUTHOR-PLATFORM-IS-IT-RELEVANT-HOW-TO-BUILD-IT/](https://nybookeditors.com/2020/01/author-platform-is-it-relevant-how-to-build-it/)



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TWO PATHS TO BUILDING YOUR BRAND

TIME

MONEY

BOTH CHOICES ARE AN INVESTMENT

↓ HOW TO MARKET A BOOK ↓

[HTTPS://WWW.AMAZON.COM/DP/B085CBDFQJ?BINDING=KINDLE_EDITION&REF=DBS_DP_RWT_SB_PC_TKIN](https://www.amazon.com/dp/B085CBDFQJ?binding=kindle_edition&ref=dbs_dp_rwt_sb_pc_tkin)



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IN ALL THINGS

BE KIND

WRITE FOR THE
RIGHT REASONS

BE PERSISTENT

HAVE A PURPOSE

BE SELFLESS



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WHERE TO FIND ME



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GIVEAWAYS // BOOK & EVENT UPDATES



@MICHAELWESTMORELANDAUTHOR

COVER REVEALS // BOOK & EVENT UPDATES // LORE REVEALS



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WHERE I'M PUBLISHED // NEWSLETTER // BLOG POSTS

