

# WHAT TO DO WHILE WAITING....

An Author's Guide to Self-Publishing



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*What to Do While Waiting: An Author's Guide to Self-Publishing*

What to Do While Waiting: An Author's Guide to Self-Publishing / *An Eye for an I Editing* / Non-Fiction / How-To / Self-Help

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# Preface!

Welcome, and congratulations on your self-publishing journey. You did it, and the hardest part is now over. Because I want to make sure you don't miss any steps along the way, and we use our time wisely, I have put together this step-by-step "What to Do While Waiting" guidebook, especially for you.

*An Author's Guide to Self-Publishing* is your coach. Use it to successfully transition into your next season. The information on the following pages will not only assist with publishing but with pitching your story, building a synopsis, and much more. Make the most of it. The best is yet to come!

# Book Publishing Checklist

Now that you've finished your bestseller, what's next? Finding the time to write is a tough job. Making the time is a total victory. Now, it's time to turn it over to a qualified professional. Don't, I repeat, don't let just anyone edit your final draft—even if you don't work with me.

Here's what to do while your manuscript is being edited:

- Craft your bio and back cover synopsis. (See other books for ideas.)
- Research book pricing. Look at books and determine the pricing based on the size, genre, and page count of others. Don't price too high or too low. Make sure you are competitive with your rates.
- Consider an independent ISBN from [Bowker](#). (1 - \$125, 10 - \$295, 100 - \$575)
  - Amazon will offer a free ISBN; however, they have limited distribution. Most bookstores do not accept/sell books with an Amazon ISBN because they cannot be refunded if books do not sell as expected. **(NOTE: If you prefer an Amazon ISBN, it will be useful only on Amazon or personal sells via your website, book signings, author readings, family gatherings, etc.)**
- Hire a Graphic Designer
  - Book Cover/Web Design/Logo Design – Browse [www.fiverr.com](http://www.fiverr.com), and see if any particular designer catches your attention. I recommend:
    - [@GermanCreative](#) (Book Covers) – Be sure to get a print-ready book cover for paperback and/or an eBook cover for digital copies.
    - [@SMFWebDesigns](#) (Web Design) – You may attempt to design your own website by using [www.Wix.com](http://www.Wix.com) or [GoDaddy](#). Both are relatively easy to use and offer a variety of templates.
    - [@ActualReviewNet](#) (Logo Design)

- Schedule a photoshoot. If you cannot afford one, a good Android/iPhone will do. Just be sure to have a headshot or upper body photo taken (as current as possible). This will either be placed on the back cover, on the last page of the book, or maybe even on the cover—depending on your content.
- Plan a Book Release/Book Launch Party (Optional) – Choose a date, time, and location. Once the date gets set, begin to soft launch on social media leading up to the release. The easiest way is to plan backwards. (i.e. If December 20<sup>th</sup> is the book launch, two weeks prior everything should be finalized. What needs to happen in November to ensure this? October? September? August?)
- Create an account on the [U.S. Copyright Office](#) website. Upload your edited manuscript and any supporting documents. (i.e. photos, book cover, etc.)
- Create an [Amazon KDP](#) account (for publishing/printing on Amazon) and/or an [Amazon Author Central](#) account (for selling on Amazon). Once you setup your profile and bookshelf:
  - Upload the edited bio and synopsis with the headshot and book cover.
  - Upload the edited eBook file and book cover for Kindle, preview, and submit. (72hrs turnaround)
  - Upload the edited print formatted file and preview onscreen. **Order a preview copy from Amazon KDP.** That is the best way to ensure the book is what you intend for it to be—absolutely. Cover, size, font, spacing, page numbers, etc. all matter. **Save the file upload, but do not digitally approve or submit it until your preview copy arrives,** and you physically approve it. Be sure to:
    - **Allow one week for Amazon to layout and print for your approval. (That is very important.)**
    - Make sure every chapter begins on the right side of the page.
    - See that the bio is the last page (if not on the back cover). It should also begin on the right side/page.

- Proof the book blurb (synopsis) for positioning, clarity, and conciseness.
- Ensure the price is printed above or below the barcode on the bottom right corner.

**NOTE: If you plan a book launch party, please take into consideration that in addition to the week it will take Amazon to print your preview copy, it will take an additional 72hrs to approve your final approved file. (Please plan 5-10 days for mass production of any copies you may need for your book signing altogether.)**



## Back Cover Synopsis

Think about what story you want to convey and what message you want to tell. Use as few details as possible; however, be descriptive and clear. For non-fiction, use bullets to express what you want your readers to take-away from this experience. For example:

- Based on/in...
- This book is written for....
- With the intention of...
- It is my hope that...

### **Synopsis – Book One: *Second Time Around***

NBA star Chase Alexander, with all of his success, never realizes his greatest failure... that is until the woman of his dreams crosses his path. After years of doctoring on her best friend when they were kids, Kendal Winters is now a neurosurgeon and married with children of her own. Recently realizing everything is not always fair in love and war, she must decide to make peace with her cheating husband or to get even—if not both.

When getting lost is being found, Kendal and Chase will have to decide if taking the next steps to hold onto each other after a random chance encounter brings them together again is worth it, while Jason will have to figure out if he loves her enough to set her free. Join Stony and her cast as she maneuvers through two worlds where love may not conquer all, and winning means absolutely nothing; especially, when you commit to an altered reality that starts with a beautiful lie.

# Book Pitch

Novel: "Second Time Around"

Series: Sweet & Sour Series, Book One

Author: Stony Rhodes

Word Count: 55k

Page Count: 321

## *Sweet & Sour Series*

*"Life is only as sweet as your first hello or your last good-bye." @StonyRhodes*

What's meant to be already is.

What would you do if you got a second chance with your first love? Would you drop everything and run, or hold on tighter and hide?

When failure is not an option, will Kendal and Jason succumb or succeed in marriage, or will Chase remind her any love that starts to fade didn't really exist in the first place?

Can they stop what never ended decades ago? Or will they begin what never really started the second time around?

# Pitch Points

When considering your pitch, envision your ideal agent, publishing company, or even film director when answering the following questions.

1. Tell me about yourself.
2. What made you write about this?
3. This story will change or empower people how?
4. How long did it take you to write it?
5. Why should a publisher work with you, or why do you want to work with them?
6. Who are your favorite writers?
7. Where do you see yourself in five years?
8. What are you working on next?
9. What did you write before?
10. Why is this story personal to you?
11. How long have you been writing?
12. What else have you done?

## **When pitching your book:**

Your pitch should be 30-60 seconds unless you have scheduled a meeting, which would typically last roughly 10-30 minutes.

Conceptualize the following ideas:

- Know your story.
- Leave time for conversation (feedback).
- Don't go too far in (tease).
- Be concise.

# Marketing

Amazon is good for exposure but without a way to get folks there, it is meaningless. You need a way to promote, promote, promote. Whatever gets readers to Amazon to buy works. Reach out to your local media outlets. TV and radio have a set amount of PSA space. **Public Service Announcements** are free. Plan now. Google a media kit. Also research a One Sheet. Identify which is best for you and your market.

Be mindful to research companies with common core messages. If your story/book/message is domestic violence, then partner with organizations that are allies in that space. If your story is sexual abuse or homelessness, collaborate with shelters, companies, or individuals to share your common message on their platform.

When considering book signings/speaking engagements:

1. Carefully choose partnerships that benefit both parties. (i.e. radio stations, tv stations, bookstores, team-building/corporate events, ministries, etc.)
2. Identify people to cross-serve and/or network with. (i.e. panel discussions, podcasts, conferences, workshops/seminars, etc.)

## Author Bio

Tell me, what do you want others to know about you as it relates to this story? Will what you share shed new light on qualifications, thereby enhancing your knowledge, or will it be some other added benefit? Think about what narrative you want to convey and what message you want to tell. Use as few details as possible; however, be descriptive and clear. For non-fiction, use bullets to express what you want your readers to take-away from this experience and answer the following questions to start.

1. Who are you, and where do you live?
2. What do you do professionally, for how long, and who do you do it for? Why, if applicable? (i.e. I have practiced law for over 20 years and enjoy serving the people of my community because of personal experience with a broken Criminal Justice System.)
3. What is your family dynamic? Are you married or single, a parent/guardian, etc.?
4. What are your professional interests or personal hobbies?
5. Are you a member of civic or religious organizations, or a fraternity or sorority?
6. What qualifies you to write on this subject matter? Is it personal experience, professional knowledge, or both?
7. Who were some of your influences for this project, if any?
8. Do you hold a special license, certification, degree, etc. to support your material?
9. What are your future hopes and plans for this project?
10. What message do you want readers to take away from this endeavor?

Please note: If bios are too lengthy to go on the back cover, write 3-5 sentences, and then use additional content for the last page of the book. Samples follow. Either professional or casual will work, or you can mix both. Let these writing prompts help you to craft your own tale.

Build from here:

- Professional
  - Wilma Williams is a native of Atlanta, GA and currently practices civil law in Rochester, NY. With 15 years of experience as a Civil Rights attorney, she seeks to build healthier communities that support stronger people.
- Personal
  - Sarah Simon resides in the Dallas-Fort Worth Metroplex with her family, where she regularly enjoys doing community service, reading, and traveling with her friends.

## Resources

In case you decide to choose a publishing company name, check your local Doing Business As (DBA) online guide to be sure the name is available for use in your county. I paid \$16 in Dallas County, so please make sure you're not clicking on a third-party website and spending additional money. (i.e. Legal Zoom) Other resources include:

- Small Business Association [\[https://www.sba.gov/business-guide/launch-your-business/choose-your-business-name\]](https://www.sba.gov/business-guide/launch-your-business/choose-your-business-name)
- Go Daddy [\[www.godaddy.com\]](http://www.godaddy.com) – Even if you decide to do a website later, secure your domain. You probably don't have to worry too much about someone using your birth name; however, if you have a business name or a book title you're considering, grab it ASAP for as little as \$2.99 the first year. (Renews at around \$29/year after that). NOTE: Hosting is where the expense comes in, so budget for anywhere from \$5-\$20/mth when you're ready to launch your site. It will depend on what level subscription you're looking for.
- ACX [\[www.ACX.com\]](http://www.ACX.com) – For audiobook publishing, look into professional voice over actors or actresses. Be prepared to spend anywhere from \$100-\$400/hour. Smaller books take less time and use fewer resources.
- <https://www.copyright.gov/registration/>
- <https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn>
- [https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/)
- <https://authorcentral.amazon.com/>
- <https://www.facebook.com/groups/UnGrammarly/>

## About the Publisher

**Shaundale Rénā** has been writing for over 30 years and professionally editing for the last seven. She has authored two books, co-authored two books (one of which debuted at #16), and is currently working on several more. She has cut all strings to mediocrity and is now embarking upon a new journey that has allowed her the freedom to change the course of her life, to reshape her career, and to create bigger and better opportunities ahead. Shaundale Rénā challenges others to not commit to self-imposed feelings or ideologies of their own versions of crazy (no matter what it looks like), but to re-identify, to readjust, and to realign themselves with a greater purpose and a higher power within in order to establish and/or redefine the best version of the story they choose to be. **#BeMoreDoLess.**  
**#DontCommit2Crazy**