

YOUR BOOKS WILL SELL !!!

Self-Publishing Consultants 678.287.9964

When you decide to self-publish a book,

You are signing up for all the services a traditional publisher would typically do for you.

This means you not only have to write a great book, but you also take on the responsibility of publishing and marketing it.

Based on discussions with you we may recommend the following minimum services. We can customize a price & payment plan that fits your budget and timeline.

**SELF
PUBLISHER
GUIDE**

| x | Note: | Service: | Description |
|---|-------|---|--|
| | | BOOK EVALUATION | Our Evaluation will analyze and rate your current book in each area that contributes to a book sales quotient. These Key Factors are central to getting brisk book sales. You'll receive an easy-to-understand written assessment of your book's current status and potential. Equally important you'll get a final grade on your book's adherence to the high standards of publishing. |
| | | KEYWORD OPTIMIZING | Keywords are enormously important for positions in Amazon and other search engines and lists. Have your book description edited to include keywords that will help your book pop up and gain new interest from readers and appear more often in search results. |
| | | BOOK READER REVIEWS | Reader book reviews are considered more important and authentic than endorsements because they have a certain personal feel to them. Most online retail bookstores exhibit reader book reviews as part of the book page to encourage book sales. |
| | | AUTHOR BIOGRAPHY | Not only is it useful to know what you need to include in an author bio, it is also useful to know how your vital information should look. Even though very few publishing guides note it, the "Author Bio" section will impact sales and often determine what media you get. |
| | | BOOKCOVER REDESIGN Design Consultation Two cover concepts Front & Spine Design Back Copy & Design Interior Formatting | The book covers image, font & colors are your best marketing. The reality of the book industry is that most readers use the cover as a deciding factor in not only whether or not they should buy the book, but if they will enjoy it as well. |
| | | THIRD PARTY ENDORSEMENTS | These kinds of reviews are seen as quite effective for authors in terms of getting publicity for a book from sources such as: Celebrities, Authors, Book podcasts, Book Blogs or websites, Magazines– News outlets– Print Media– Professional publications. |
| | | PRE-ORDERS SALES | Pre-orders are important! The most obvious reason would be bestseller lists. Pre-orders count toward first week sales that often determine whether a book winds up on a bestselling list, Good first week sales also land your book in the FEATURED BOOK category. |
| | | GENRE CATEGORY (Optimized) | Genres of books say what the book is about. Sci-fi/fantasy, romance, memoir, biography, history, and mysteries are all designations that tell on a basic level what a book is about. Categories only tell if its New Adult, Young Adult, Novels, or Nonfiction. |
| | | BOOK TITLE & DESCRIPTION | Your Book Title and Book Description (the short description of the book seen on Amazon and other venues) are second only to your book covers image, font and colors. It is proven to be your most inexpensive and effective marketing tool. It impacts Ranking and Search Position. |

| | | | |
|--|--|---|---|
| | | AMAZON AUTHOR PAGES | The Author Page on Amazon provides a handy place for customers to learn about you. Helping to introduce them to—or better educate them about—your books. The Author Page displays info about all your books including links to your blog / website / posts. |
| | | AUTHOR WEBSITE | An author website can serve as a dynamic tool to promote yourself, your books, and anything else related to your personal brand. It can be used as a central hub to market your book as well as open a beneficial communication channel between you and your fans. |
| | | BRANDED SOCIAL MEDIA Facebook Page w/Content Twitter Profile w/Content Instagram Profile w/Content Goodreads Profile w/Content | Facebook & Instagram are considered the most important for authors that appeal to the traditional demographic of book buyers (adult women). For an author looking to reach the most people in one place, it's hard to do better. |
| | | INFLUENCERS COLLABRATORS | Influencer marketing is a collaboration between popular social-media users and you to promote you, 'your book, your products or services. |
| | | BUSINESS & LEGAL ISBN & Barcode Copyright Registration Library of Congress Reg Direct-to-Reader Sales Page Print-On-Demand w No Returns | List your books with all the book buyers & wholesalers. Amazon – Barnes & Noble – Independent bookstores, etc. |
| | | DISTRIBUTION Printed Distribution e-book Distribution | Independent bookstores – Online stores – Chain stores – eBook retailers – Libraries – Universities – Retailers – Schools – E-commerce companies – Amazon – Barnes & Noble – Independent bookstores – Chapters / Indigo (Canada) – and other well-known book retailers and wholesalers across North America |
| | | MARKETING Author Website Creation SSL Certificate Amazon Ad Campaign Social Media Ad Campaign Pre-Release Ordering | Tie all your social media, blog, podcast and marketing platforms to your website. Develop a following on Facebook, Twitter, LinkedIn, Goodreads, and Patreon, etc. |
| | | AUTHOR PROMOTION Amazon Author Page Press Release Book Store Sell Sheet Media Package Third Party Endorsements Book Reader Reviews | Set up book signings, appearances, public speaking, author and book promotions |
| | | ENLISTING WHOLESALLERS & BULK BUYING AGENTS | Sells your book in bulk to Book Clubs Independent– Online stores – Chain stores – eBook retailers – Libraries – Universities – Retailers – Schools – E-commerce companies – Barnes & Noble – Independent bookstores – Chapters / Indigo (Canada) – and other well-known book retailers and wholesalers across North America |

**The 3 Pitfalls the Author Must Avoid
Procrastination, Self-Criticism & Poor Advice from Others.**

678.287.9964 * SelfPublisherGuide.com * info@SelfPublisherGuide.com * Facebook.com/SelfPublisherGuide *

