

## CCW Writers Roundup

### Successful Self-Publishing: How to do it, What to Expect

September 23, 2023, 1—3 pm  
The Little House, Jewell Park, PG

#### Welcome and Quick Introductions

#### Overview of the Publishing Industry — Three Types of Publishers

##### Traditional

Penguin Random House, Macmillan, Simon & Schuster, Hachette, and HarperCollins.

##### Self-Publishing (Also called Author-publishing or Indie-publishing.)

##### Hybrid Publishing

#### Why Self-Publish? — Benefits of Becoming an Author/Publisher

##### Control

No agent necessary

##### Time

#### Producing a High-Quality Product

Becoming proficient at the craft and art of writing

Types of editors and working with editors

Book Design—Cover and Interior design

Beta readers and getting feedback

Book formats—print, paper and hardback, E-books, audio books

Budgeting for editing, design, formatting and preparing files

#### The Business of Becoming a Publisher — Managing your Metadata

ISBN numbers

Copyright and Library of Congress numbers

What type of company to form, naming your business, legal and tax issues

#### Best Platforms for Publishing

Amazon's Kindle Direct Publishing (KDP)

Ingram's IngramSpark

Bookbaby, Lulu, Barnes & Noble, Draft2Digital and others

#### Marketing Your Work — Becoming a Brand and Making Sales

#### Obtaining and using reviews

Establishing a website

Social media options

Applying for awards/contests

PR and marketing outreach

In person events—book clubs, bookstores, libraries, podcasts, media interviews

#### Questions and Discussion