16 Tips for Self-Publishing

by Candy Phelps and Rachel Keranen

1 Don't assume self-publishing is the only option or the best option.

2 Don't use a single stock photo for your cover. You need original artwork.

3 Format your Word document with the layout size you like and see how many pages it is before choosing your book size.

4 Consider selling your book on your own website to avoid the high Amazon commissions.

5 Only use color on the interior pages if it is truly important for the understanding or enjoyment of the book.

6 Hire a professional editor to examine your structure and the clarity of your ideas.

7 Get trusted friends in your target market to read the book and provide feedback.

8 Plan an official launch day with promotions, contests, book signings and email blasts.

9 Take a nice picture of your book and use it in your promotional materials.

10 Leverage your book to get speaking engagements, appearances in book festivals, news coverage and new clients.

11 After you publish, email everyone you know about your book launch and send follow-up reminders to purchase your book.

12 Read your book aloud to make sure you aren't repeating yourself or writing in a confusing way.

13 Reviews from verified purchasers are really important to Amazon's algorithm, so ask readers for reviews.

14 Get your own ISBN number if you want flexibility to print your book at other publishers or printing presses.

15 Create a special email address for your book launch and communication about your book.

16 Use a Kindle template or find a Kindle experienced interior layout designer for e-books.

Resources

CreateSpace's Guidelines:
www.createspace.com/ServicesWorkflow/ResourceDownload.do?id=1583

CreateSpace's Royalty Calculator:
www.createspace.com/Products/Book/#content6:royaltyCalculator

CreateSpace Free Word Doc templates:
https://forums.createspace.com/en/community/docs/DOC-1323

Book Marketing 101
www.janefriedman.com/book-marketing-101

Step-by-Step Guide to Formatting Your Book's Interior
www.forums.createspace.com/en/community/docs/DOC-1482

Building Your Book for Kindle
www.kdp.amazon.com/help?topicId=A2MB3WT2D0PTNK

PR Tutorial
www.thebookdesigner.com/2011/03/how-to-write-a-press-release-a-mini-tutorial/

Guide to converting paperback document to Kindle document:
www.smallbusiness.chron.com/format-word-file-kindle-55438.html

Guide to formatting document with images for Kindle:
www.smallbusiness.chron.com/format-word-file-kindle-55438.html

Skillshare course on book marketing:
www.skillshare.com/classes/writing/Book-Marketing-Craft-a-Killer-Plan-Learn-21-Fun-Effective-Ways-to-Promote-Your-Book-or-eBook/2080250060?via=my-classes

Skillshare course on Amazon publishing:
www.skillshare.com/classes/business/Publish-a-1-Amazon-Best-Seller-for-Normal-People/175801965?via=my-classes

More about ISBNs:
www.sellbox.com/how-choose-isbn-options-using-createspace-print-demand-printer
www.forums.createspace.com/en/community/thread/26499

Book design templates:
www.bookdesigntemplates.com

Build Your Own Website
www.wordpress.com
www.squarespace.com

Buy bookmarks or business cards:
www.gotprint.com
www.vistaprint.com

There are many great online resources to help you in your self-publishing journey. Many of them are free or very inexpensive.

But keep in mind, free and cheap aren't always the best options. Don't be afraid to spend some money hiring professionals who can help you. And don't forget to look first in your personal network for these people.

Self Publishing 101: Workshop

Synopsis of your book:

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Describe Your Target Audience:

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