



From Start to Finish - Guidelines for Self-Publishing your Book

Sue from All Words Matter can meet with you to discuss all of the following points and provide advice and support, at any point in the process.

- Write your book - is it fiction or non-fiction?
 - Think of the niche it fits to help with sales.
- Start promoting/hyping the book whilst you are writing it.
 - Website, Social Media.
- Research other books in the same genre.
 - Size, quality, sales, design, category, reviews.
- Have it edited and proofread either at the end or every few chapters.
- Are there graphics and images within the book?
 - Decide how these will look and how many.
- Decide on your self-publishing route and choose the printer/distributor.
 - Create Space / Lightning Source, et al.
 - You need to understand the pros and cons which includes rate of discount.
- Do you have it typeset so the layout and design is the best it can be, or do you attempt to use the templates offered by the printer/distributors (ie Create Space).
 - Typesetter will provide to you as PDF document to upload.
 - The Cover needs to be separate.
 - You will need to know your book size before you give to typesetter.
 - Are you printing this as a soft cover, hard cover or both?
- What size do you want your book (you should know this from your research).
- Cover – remember it needs to look good as a thumbnail on Amazon.
- You need acknowledgements, intro, bio and photo.
- Get your ISBN number (several options here).
- Send out a précis (summary) and chapter outline for reviews – particularly looking for well-known people that are relevant to the genre of your book – you could put these reviews on your cover.
- Have proofreader review and edit and then upload PDF to on-demand printers
- Will this be available as an e-book on Amazon?
 - It requires a different format.
 - Create Space can do it but if you don't use them for your soft cover, you may want to choose an independent to prepare it for uploading such as ebookpartnership.com.
 - Use the "Look Inside" feature on Amazon - you can have hyperlinks to your website.
- Join Author Central on Amazon so you can see your analytics once your book starts selling.
- Do you want your book as a source of leads for your business? If so, consider how you will do this
 - Have links to your website within the book.
 - Offer something for free if they show their receipt

all words matter

BY SUSAN MILLER

-
- Plan your launch for approximately 2 months after your book is done and you have some copies in hand.
 - Do not rush it
 - Have a soft launch first – a week ahead of main launch to build reviews
 - Plan your main launch whether it is a physical or online launch
 - Understand (take advice) on what you need to do to become a bestselling author on Amazon so you do all the right steps.
 - Continue actively promoting and seeking reviews.
 - *Book number 2 will be easier!*