

Motown Writers Network



Mini-Guide to Self-Publishing

Sylvia Hubbard

Author & Founder of

Motown Writers Network

Motown Writers Network Guide to Self Publishing

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<http://MotownWriters.com>

<http://HowToEbook.org>

About This Author:

Self-Published Author & Detroit Native, Sylvia Hubbard, has been writing for as long as she can remember. At 12, she decided to become a novelist and by 28, she was self-publishing her own book. Her first book launch was an hard experience for her since she did not have the knowledge to do it right and did not want her fellow soon to be authors to make the same mistake she made.

With her second book launch 4 years later, Sylvia learned how to self-publish and market her work for better sales and with her organization, Motown Writers Network, she is educating writers and providing literary events in the Metro Detroit Area.

Related Websites:

[Http://SylviaHubbard.com](http://SylviaHubbard.com)

<http://MotownWriters.com>

[Http://HowToEbook.org](http://HowToEbook.org)

<http://klik.to/HubBooks>

<http://MichiganMurderAndMayhem.com>

INTRODUCTION:

What have I done to sell a book today?

That should be the question that you ask yourself every morning that you wake up and the question you ask yourself before you go to sleep.

Why would this be the first question in a mini publishing guide?

From the time you made the decision to publish your book this question should be on your mind; even if you haven't written the book yet.

Why ask this question every night before you go to sleep?

Because when you awake the next day you will try to do what you should have done the previous day to sell a book.

There are always opportunities around us. Every line you have stood in and not told anyone you had a book was a missed opportunity to sell a book. That includes Drive-Ins, bank lines and so forth.

Think out of the box. Books are not just sold in bookstores. There is always a way to sell a book. They're like jeans - they go with everything!

Once you have stepped into the world of self-publishing, you are now in business. This isn't a hobby and this isn't something that you should just try. Whether it becomes your hustle, your art, your career, this is still a business and you should treat it as such.

FINISH THE BOOK!

This is basically the most important advice I can give you regarding your writing. Without a finished product you cannot venture into this business without one. Otherwise you will stay a writer, not a published author and all the knowledge that you have paid or garnered will go to waste.

Once you have finished the book, you'll put together the following things:

- ❑ Three paragraphs about the book
- ❑ 100-word sentence about the book
- ❑ One sentence that describes your book. (A catch line that will interest the reader to pick it up.)

These three things will assist you in putting together your promotion and marketing materials.

Pick up 'The Self-Publishing Manual by Dan Poynter Volume One and read from cover to cover. This is the BIBLE to self-publishing.

BECOME A PUBLISHING BUSINESS

Now that you're made a decision to publish your book be about the business of publishing.

Choose a publishing company name for your business. Yes, we know you are the author and you will be publishing your books, but just because you are small doesn't mean you have to look small. Get an email specifically for your business. I prefer Gmail because of all the functions that come with it

Get a Doing Business As. (DBA) Usually, this is taken care of by city, county or state level. For more information check with your Local Small Business Association or Better Business Bureau for assistance.

Acquire a Bank Account AND a Paypal account. Distributors pay out differently and also you need to be able to take credit cards online through your website and offline face to face. You need your DBA to open a bank account. You can connect your PayPal to this account and easily account for sales and payouts once tax time rolls around.

Do not use this account for personal business or online shopping unless it's about business.

Get your ISBN numbers from Bowker.com.

Set up your website. Get a professional domain from GoDaddy.com or WordPress.com.

It's \$10 for a straight domain name from GoDaddy.com and then you can forward the domain to Wordpress.com.

Wordpress.com will map out your domain for about \$8. This will be important to your Search Engine Optimization (SEO).

Now the reason I said to use Wordpress.com instead of jumping into website design. If you have never run your own website I don't suggest trying to learn that and also learn how to publish your book at the same time.

Eventually once you learn how to design, update and run a website, you can graduate to WordPress.org. When you feel comfortable you can transfer your site over to a Wordpress.org site fluidly.

Get a PO Box. You want fan mail or correspondences to go to an address that's not your home. The smallest box will do.

Get business cards. Now that you have your name and email, print your business cards and carry these around with you everywhere. You can have someone design a logo at Fiverr.com.

EDIT YOUR BOOK

This isn't a friends or family thing. You can always have your friends and family do the review, but you should use a professional editor for your book that you will have on the shelves. Make sure that the editor you choose can edit your genre. Just because someone did a great job on your writing buddies cookbook, doesn't mean they can edit contemporary fiction.

Affordable ways to save on editing.

I'm not going to lie. Editing is the most expensive and the most necessary to do item for your book.

DO NOT DO IT YOURSELF.

Yet, being on a tight budget I understand you can't afford the expensive cost.

In these cases I've gone to Fiverr.com to find editors that can assist me in my editing work. Most times I need just a reading editor that will make my sentences sound great. If you know you write at least a fifth grade level (and be honest with yourself) use editors on Fiverr.com that are pretty good for the cost.

PRINTING YOUR BOOK

You must have two digital files when printing. An interior and An exterior file. Depending upon your printer, the interior file should be in either .doc or .pdf and your exterior file should be in .pdf.

Find book designers that are knowledgeable in designing books. Most independent books are either 5x8 or 6x9, but choose book sizes related to your industry. Do the research!!

If you choose the D.I.Y. route, you are going to have to look into all the aspects of self-publishing. You will be designing, typesetting, laying out, and working with a printer on the publishing of your book.

If you choose the P.O.D. or Vanity Press route, they will concentrate on the above factors while you concentrate on what's inside the book. Once you finish your book, you can finish formatting your book the way you want in word and use KinkosFedex to do the conversion for about \$10.

You can also check out Fiverr.com as well for interior and exterior cover designers.

Otherwise

Make sure you have the following pages before your book starts or when submitting your book to a designer:

- Title Page with the title of the book and your name.
- Copyright page
- Table of Contents (if its non-fiction, this is required)
- Dedication Page

These are the pages needed after the book:

- Resources & Index (for non-fiction books)
- Order Page.
- About the Author

You can also include a page where there are reviews about the book at the beginning of the book or even a quick insert (paragraph) of the book to interest readers once they have read the outside of the book.

The very last page of your book should be The author page and at The end please include contact info and your website.

Resources to print the book:

CreateSpace.com

IngramSpark.com

360DigitalBooks.com

PREPARING TO ANNOUNCE YOUR BOOK

You Must Have An ISBN in order to become a successful in this business. Anyone who tells you that you don't need one is not telling you the truth. An ISBN (International Standard Book Numbers) is a worldwide ID system that has been in use since the late 1960's and is the main identifier for your book. (Kind of like your Social Security Number). To obtain one if you are a D.I.Y. or vanity press author, you can contact R.R. Bowker. ISBN's are only available in blocks of 10, 100, 1000 and 10,000. Rush service is also available.

Barcodes are also needed on the back of your book. Your printer can arrange to do this or if you've already printed your book without a barcode, you can get your barcodes printed on stickers to place on the back of your book. The barcode that you want to request for the printer to make is called Bookland EAN with the Price Code extension.

Other advance services you might need to register your book with are:

Library of Congress Control Number (LCCN) <http://pcn.loc.gov/pcn>

Copyright Office <http://loc.gov/copyright>

There are also directories you can register your book with. Dan Poynter's Book The Self-Publishing Manual has great references that you should look at.

PRICING THE BOOK

I always tell soon to be authors to please go into a bookstore and look at other books that are just like theirs to determine what the price really should be on their book. You want to make money from the book, but you aren't trying to make money from just one reader.

Also, when pricing your book you should also look at discounts, terms, collections, and returns. These are important to insure your book success as well inside of bookstores and other large retail stores.

PROMOTING YOUR BOOK

As you are waiting for your book to be published, you should be looking for ways to promote it. Like I said before you want to think outside the box.

You want to prepare for the book and start to get reviews for the book before it even comes out. **Reviews are very vital to a books success.** Start looking for reviewers and people to help get the word going about the book. Get a list of contacts together. Whether its friends or family, old employee associates, or even friends of friends who are book readers. Make sure you are getting all their names, email addresses, and addresses so you can prepare to let them know your book is coming.

A great way to get the word out is to build a website. (See Internet Marketing Guide for Writers by Sylvia Hubbard @ <http://SylviaHubbard.com>). This is a wonderful tool to assist you in letting people know about your book. You can build the site for free at almost any server on the web (Yahoo, MSN and/or AOL) and then you can use <http://GoDaddy.com> to buy either your book name or your name for just about \$10 a year.

Get Business Cards for your books! This is an essential tool for writers. Even if your book is not ready yet, put on there, "coming soon." Pass them out every where

you go with your catchy sentence and your website so people can find out more about the book and even pre-order the book or sign up for your mailing list.

Other promotional items will include postcards, posters and even promotional items. For example, I once saw this Christian author made up fans to generate promotion about her book and would encourage people to take them to church to use.

AUTHOR MATERIALS

As you are preparing to set up your book signings and such, you should look into obtaining the following materials to assist you in making it all the more easier.

- ❑ A standard tripod
- ❑ A backpack with wheels or easily rolling carrier for you
- ❑ Two bookstands for the table
- ❑ Cash box.

MARKETING YOUR BOOK

Distributing your book is very important. Having distribution channels ready before you start pushing your book to your readers will assure your books success as well. To learn more about distributors and more, please pick up Marilyn and Tom Ross book called Jump Start Your Book Sales.

Use as much free advertisement before you start to buy your advertisements. Press Releases, Announcements, Email Blasts (no spamming), and getting features in media can be a great way to sell books. **Think outside the box.** Think about doing lectures either about your book or why you wrote the book. If you have a great talent, use that to sell books. Look for free venues to sell your book. Involve yourself in groups and organizations where you can also sell books when they have events.

To draw traffic to your site and get readers to buy is to have a constantly changing website by blogging. By blogging at least a minimum of once a week, you can keep your site relevant to Google. You can also blog on other sites or submit articles to online journals with a byline that links back to your website.

ELECTRONIC BOOKS AND PROMOTIONS

Look for an update on Amazon and other sites for Ebook publishing and social media information.

RESOURCES

R.R. Bowker, 121 Chanlon Road, New Providence, NJ 07974, 877-310-7333 ext 6770 or 888-269-5372 (fax 908-665-3502) Ask for an application.
<http://www.bowker.com/standards> or <http://www.isbn.org>.

AMAZON TELEPHONE NUMBERS. Here are the unpublished numbers we have been able to find. It appears that Amazon changes (and does not publish) numbers.

Corporate Headquarters

+1-206-622-2335

Fax: +1-206-622-2405

Seller Support

+1-877-251-0696

Customer Service, US.

+1-800-201-7575

Fax: +1-206-266-2950

And some email contacts from <http://Amazon.com>:

orders@amazon.com

resolution@amazon.com

charge-inquiries@amazon.com

stop-spoofing@amazon.com

reports@amazon.com

community-help@amazon.com (to report a malicious review).

BOOK AND BUSINESS RESOURCES:

The Self Publishing Manual – Dan Poynter Volume One & Two

Jump Start Your Book Sales – Marilyn & Tom Ross

www.bookpromotionnewsletter.com - Francine Silverman

FundsForWriters.com – C. Hope Clark

Book Marketing – John Kremer

Building Online Relationships – LaShaunda Hoffman

TheBookDesigner.com – J F Bookman

HowToEbook.org

NOTES

Connect with Sylvia Hubbard

[About.me/SylviaHubbard](https://www.about.me/SylviaHubbard)

[Facebook.com/SylviaHubbard](https://www.facebook.com/SylviaHubbard)

[Facebook.com/MichigansLiteraryWorld](https://www.facebook.com/MichigansLiteraryWorld)

[Twitter.com/SylviaHubbard1](https://twitter.com/SylviaHubbard1)

[Instagram.com/SylviaHubbard1](https://www.instagram.com/SylviaHubbard1)

[YouTube.com/SylviaHubbard1](https://www.youtube.com/SylviaHubbard1)

[LinkdIn.com/SylviaHubbard](https://www.linkedin.com/SylviaHubbard)

[Periscope.tv/SylviaHubbard1](https://www.periscope.tv/SylviaHubbard1)



Author • Blogger • Speaker • Coach • Educator • Motivator • Literary Event Coordinator
Founder of Motown Writers Network & HubBooks
Publishing & E-Book Empowerment Coach
Michigan's Literary Diva!
Cliffhanger Queen | Encourager | Single Mother of Three

Related Websites at:

[HowToEbook.org](https://www.howtoebook.org)

[MotownWriters.com](https://www.motownwriters.com)

[SylviaHubbard.com](https://www.sylviahubbard.com)

[LoveABlackWoman.com](https://www.loveablackwoman.com)

[MotownMomMusings.com](https://www.motownmommusings.com)

[MichiganMurderAndMayhem.com](https://www.michiganmurderandmayhem.com)

I BELIEVE...

...every reader should experience their dreams, fantasies and wickedness with their eyes open and between pages of my books

...every writer should always be able to achieve their literary goal without breaking the bank

...every child & adult should be able to have a book when they want to read a book

@SylviaHubbard1

**I HOPE TO LEAVE A LEGACY TO THE
WORLD A LOVE FOR LITERACY**

