

# PUBLISHING STEP BY STEP

## Step 1: Write the book

### Editing

Developmental Editor

Line Editor

Copy Editor

Proofreader

Beta Reader(s)

[Fiction] Strongly consider writing two more books – the power of series

[Nonfiction] Platform / Define “Pain Point” you are fixing for reader

### Copyright

## Step 2: Decide Which Publishing Route

### Traditional

Find an agent

Words on agents: Representing you to publishing world, handling your money, tied into publishing world (need to have connections, but nurturing those connections for the benefit of all clients can be detrimental to individual client.)

Research – similar but different. Don't want to be their secondary “so-and-so” want to be their only you (same applies to publishers.)

Dedications, blogs, podcasts, articles

Conferences – panels

Get offer to represent from agent, contact one you're interested in and say you've been offered representation. Likely to say no, but worth a try

Find a publisher

Submit directly “slush pile.” Rare these days. Most say won't accept unagented submissions

Enter contests being judged by editor/agent you're interested in

Enter contests with publication as prize.

Keep repeating.

Simultaneous submissions or not?

If get offer from publisher go back to all others where it's submitted and let them know (agent should be doing this.)

Contract Provisions – Some of the top to consider

Rights

Reversion

Non-compete

Royalty percentages and schedule

Provide Publisher with manuscript and other publishing materials, usually including bio, cover ideas (almost universally ignored), back cover blurb (ditto), acknowledgments, dedication, etc.

### **Indie Publishing**

Format: EPub & Mobi

Outsource

Draft2Digital (you can convert Word doc/docx with or without distributing via D2D) <https://draft2digital.com/fag/>

BB eBooks (Paul Salvette) can get estimates  
<http://bbebooksthailand.com/>

Author E.M.S. (Amy Atwell) <https://www.authorems.com/>

Smashwords

Do It Yourself

Vellum – MAC only (can use Mac on the cloud)

Jutoh – Windows, Mac, Linux

Calibre – not keeping up with technology

Cover

Know your genre – look at the covers on the bestseller lists of every retailer for your genre. (They will vary from country to country – be aware.) Check the title page for possible book designer credit. Google author name or book title and “cover” for author or designer referring to doing that cover.)

Think thumbnail

Less expensive options:

DIY (but unless you're a book cover designer, you'll have a long and steep learning curve.) One place to start – but not to end! -- <https://www.thebookdesigner.com/>

Stock photo sites (Beware of license – read thoroughly before purchasing, using photo on cover.)

Pre-made covers (many designers offer on their websites) – recommend [www.ArtbyKarri.com](http://www.ArtbyKarri.com), [www.Damonza.com](http://www.Damonza.com), [www.bookscovered.co.uk](http://www.bookscovered.co.uk) , [www.ravven.com](http://www.ravven.com)

As books earn income, save percentage toward re-covering books, improving professional look, genre targeting, author brand

Back Matter/Front Matter: Table of Contents, other books by author, copyright page, author's note, bio, design credits ... options are infinite.

Book Description (Blurb) for sales page.

Categories [NOTE: Different retailers can use differing terminology]

The genre of your book. To get it in the right area [See BISAC codes] go for the most detailed string you can **that is appropriate for the book**, because the broader area will be included

Mystery, Thriller, Suspense-> Cozy->Crafts->Knitting

Better than

Mystery, Thriller, Suspense

Keywords

Words or search phrases that will help readers find your book.

ISBNs

Bowker – [www.Bowker.com](http://www.Bowker.com) Price drops per ISBN with more bought – think career

Beware “services”

Canadians get them free

Distribute

Who?

Amazon – Kindle Direct Publishing [https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/)

Select > Kindle Unlimited. (Exclusive. Cannot offer that ebook for sale elsewhere or at libraries)

Barnes & Noble – Barnes & Noble Press <https://press.barnesandnoble.com/>

Apple – Apple Books

Kobo – Create account: <https://www.kobo.com/us/en/p/writinglife>

Google Play – Google Books Partner Program (worst process/dashboard):  
<https://support.google.com/books/partner/checklist/4489282?hl=en>

How?

**Direct** – Instructions for how to upload are at the urls above for Amazon, Barnes & Noble, Kobo, Google Play.

BUT for Apple Books you must have a Mac to publish directly. Here's some good information: <https://www.writtenwordmedia.com/how-to-self-publish-on-apple-books/> However, you can create an account with Apple,

<https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wa/iBooksSignup> (or Google "Create an iTunesConnect account for Apple Books" \_

authorize a formatter to upload for you (limited authorization), then monitor elements of the account via PC

<https://itunesconnect.apple.com/login>

**Aggregator/Distributor (they take a cut/percentage of each sale)**

Draft2Digital – my recommendation

I would avoid all others, including "packagers," "all-in-one" services

Getting Paid (license the right to read)

Ebooks. Mostly paid 60 days after close of month

Amazon 35% below \$2.99 and above \$9.99. 65% \$2.99-9.99

Apple 70%

Barnes and Noble 40% below \$2.99. 65% \$2.99 and above

Kobo 45% below \$2.99, 70% \$2.99 and up

Google Play "revenue split" 70% \$2.99-9.99 (in US, AU, CA, under some circumstances), otherwise 52%

...And then there's print on demand (POD) and audiobooks... Another whole session

### **Step 3: Finding Readers (applies to Traditional, Hybrid, Indie)**

#### Author Platform – The Essentials

Website – Books, about you, way to sign up for newsletter, way to contact you

Newsletter (Vital!)

Facebook business page in author name

Get accounts on all social media to have in your name/have consistent name/protect your name from someone else taking/using it

#### Marketing

Social Media 12-to-1 rule of thumb

Pricing Strategies

Ads

Endless other methods – *must* make choices and set priorities. Trying to do it all is direct route to crazy.

**Step 4: Go back to the start and repeat. Each book can be a different experience.**