So, you want to be an Independent Author

Chapter 3: Publishing – Where? How? When?

by Edwin Rydberg

QUANTUM DOT PRESS
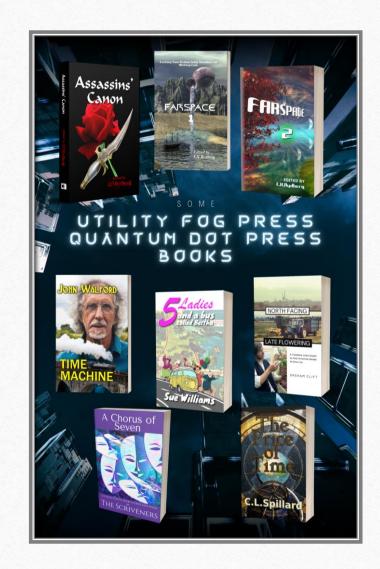HELPING BRING YOUR BOOK TO THE WORLD

4 Chapter Course

About Edwin Rydberg

- Publishing books since 2008

    (with Utility Fog Press and imprint Quantum Dot Press)

- Anthologies of short fiction from around the world

- The primary author service I provide is formatting books for Print/e-Book (generally for Amazon or IngramSpark)

- Included: guidance on uploading to the desired platform

QuantumDotPress.com

Setting Yourself Up for Success

> **There's a lot more to writing a book that writing it and slapping a cover on it.**
>
> - Vince Flynn

Topics

- Where? The various platforms
- How?   What you need to have ready
- When?   Book launch scheduling

Publishing: it's more than just putting your book 'out there'

What's the best platform for you to use?

What information/files do you need and in what formats?

When's the best time to publish?

Setting Yourself Up for Success

Publishing is the final step in making a book; if I was afraid to publish one, I wouldn't write it in the first place.

- Charles Stross

Topics

- Where?   The various platforms
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Which Platform to Choose?

Will depend on your goals

- The vision you have for your book

- What type of book you're publishing

- The quality of product

- Your desired distribution channels

- Where your audience buys

Some Considerations

Size, type…

- E-book, print, and/or audio

- Text or picture book

- Standard cover/binding or special

- Single author or co-authored

- KDP or wide distribution

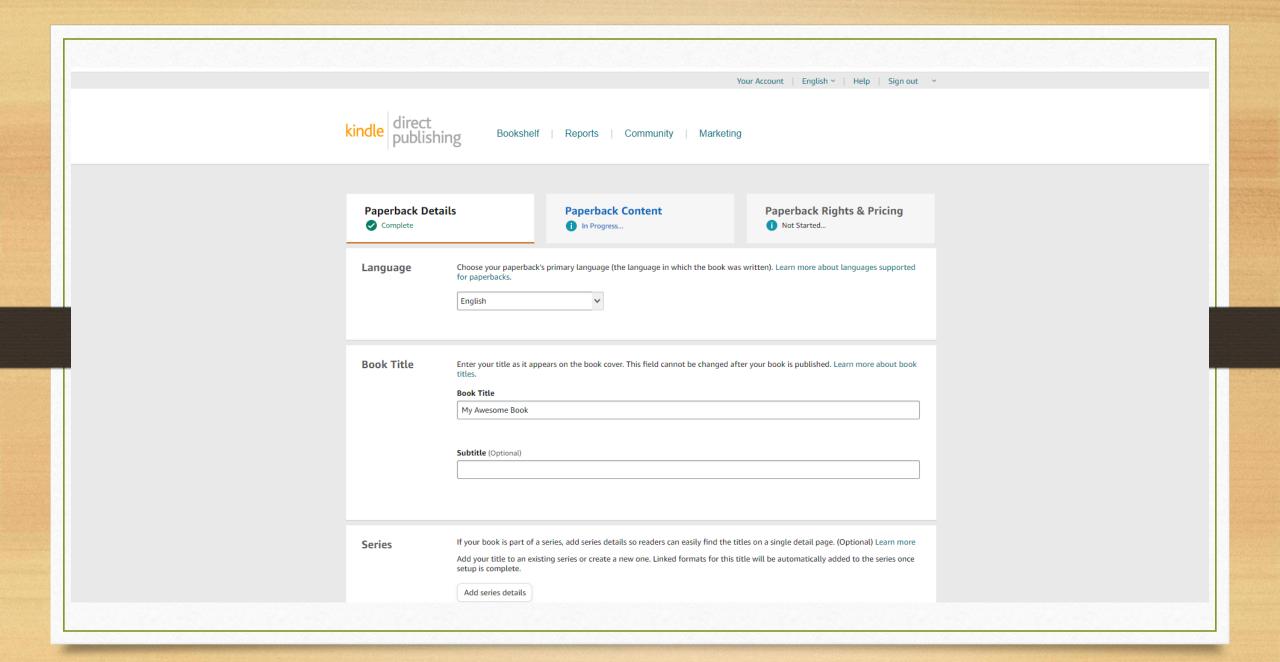- Easy access for libraries/bookstores

Some Publishing Options…
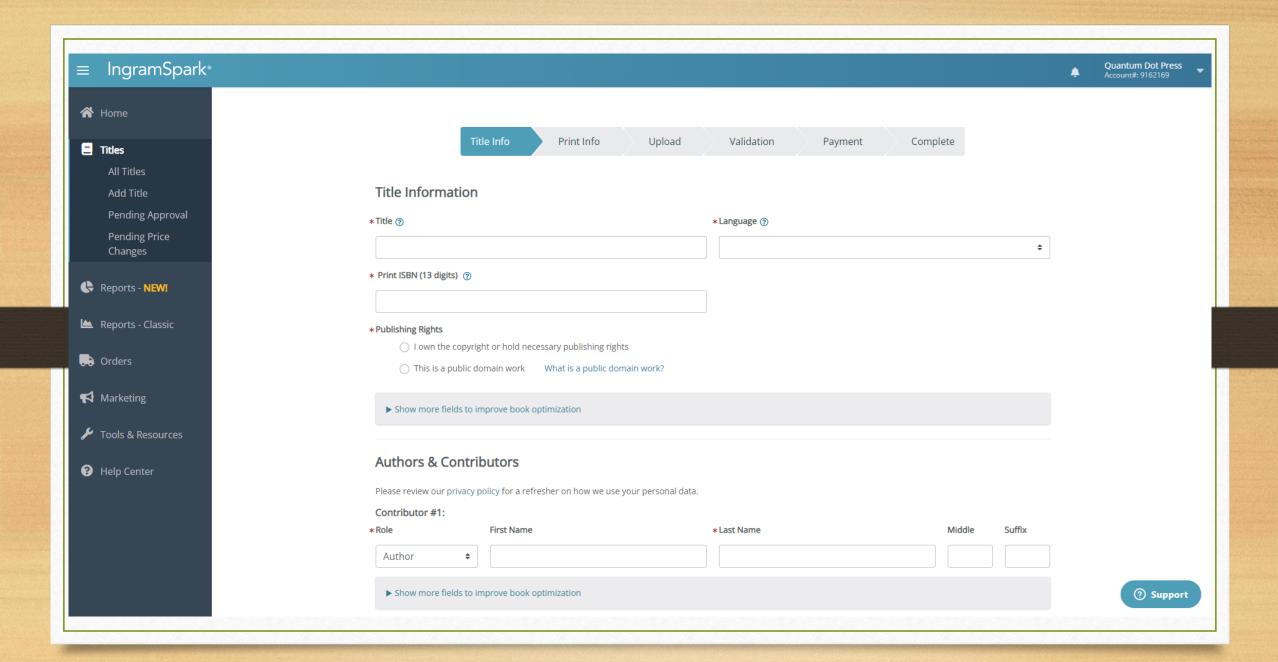
There are more everyday, but these are the big ones…

- Lulu.com
- KDP (Kindle Direct Publishing – Amazon)
- IngramSpark
- Draft2Digital + Smashwords
- Publish Drive

- Streetlib
- Blurb
- Print Ninja
- Local Printer

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By Edwin Rydberg

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Help Center

Title Info | Print Info | Upload | Validation | Payment | Complete

Title Information

* Title ⊙

* Language ⊙

* Print ISBN (13 digits) ⊙

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* Role | First Name | * Last Name | Middle | Suffix

Author

▶ Show more fields to improve book optimization

⊙ Support

Some Publishing Options…

Platform	Cost	Markets	Ebook	Soft	Hard	Audio	Royalty Sharing	Binding Options	Prep Software	Extras
Lulu.com	% Royalties	Own, £ for wide	✓	✓	✓	☒	☒	Many	☒	Many binding options
KDP (Amazon)	% Royalties	Amazon, £ for wide	✓	✓	✓	✓	☒	Few	✓	huge marketplace, software, serials (US)
IngramSpark	Per upload	Gardners +	✓	✓	✓	☒	☒	Few	☒	Industry standard quality Bookstore/library access
D2D +Smashwords	% Royalties	Own, modest	✓	✓	☒	✓	✓	1	✓	Easy royalty sharing
Publish Drive	Subscription	wide	✓	✓	☒	✓	≈	1	☒	shared royalty calculator
Streetlib	% Royalties	v. wide	✓	✓	☒	✓	☒	1	✓	Foreign Language Markets (EU)
Blurb	% Royalties	Own, £ for wide	☒	✓	✓	☒	☒	Many	✓	Photo Paper Quality
Print Ninja	Per book	None	☒	✓	✓	☒	☒	Many	☒	Personalization Options, promote kickstarter
Local Printer	Per book	None	☒	✓	✓	☒	☒	Many	☒	Personalization Options

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Setting Yourself Up for Success

Put just as much effort into displaying your products as you do creating them.

Topics

- Where? The various platforms
- How?   What you need to have ready
- When?   Book launch scheduling

What you need to have ready

The components, in the rights size and format

- Manuscript interior
  - Formatted for size
  - Formatted for industry structure
  - E-book: Epub, PDF, docx, KPF
  - Print: PDF, docx, KPF?!
- Cover
  - E-book: 1.6 aspect ratio, jpg format
  - Print wraparound: single image (front, spine, back), formatted for platform, PDF or TIFF, 300dpi

What you need to have ready

Others

- Book Description (Blurb)
  - Formatted for size
- ISBN (?)
  - E-book: 1.6 aspect ratio, jpg format
  - Print wraparound: single image (front, spine, back), formatted for platform, PDF or TIFF, 300dpi
- Keywords
- Categories

How to…

Format your manuscript

1. Learn the industry standards and the use of the technology yourself (e.g. Word, etc.).

2. Use specialists

   - Quantum Dot Press

   - Fiverr.com

3. Use simplifying software

   - Kindle Create (for Kindle e-books & print! NEW)

     https://www.amazon.com/Kindle-Create/b?ie=UTF8&node=18292298011

   - Kindle Kid's Books Creator (Children's picture books)

     https://kdp.amazon.com/en_US/help/topic/G201562880

   - Reedsy.com (e-book + print)

   - Draft2Digital, Streetlib, Vellum (£, mac only), Atticus (£)

Watch for a new hands-on workshop!

QUANTUMDOTPRESS.COM

How to…

Prepare Your Cover

1. Learn to do book cover design + to use the technology.

2. Wrap-around templates (print)

   KDP   https://kdp.amazon.com/cover-calculator

   IngramSpark   https://myaccount.ingramspark.com/Portal/Tools/CoverTemplateGenerator

3. Use specialists

   - Quantum Dot Press

   - Fiverr.com

   - Cover designer sites

4. Use software

   - Canva templates (e-book cover)

   - GIMP / Photoshop + guide image + stock photos

How to…

Prepare Your Book Description

1. Research Book Descriptions in your genre and model after them

2. Format using Kindlepreneur description generator (for KDP)

   https://kindlepreneur.com/amazon-book-description-generator

Acquire ISBN

Free ISBN from most platforms

- ISBN owner is legal the publisher (rights still reside with the author)

Buy from Neilsen ISBN Store (£££ in small numbers)

- https://www.nielsenisbnstore.com/

How to…

Categories

- Essentially your genre

- Typically 2-3 upon upload, can gain/request up to 10

- If you're unsure, get advice from readers

Keywords

- NOT a description of the book. Instead, an anticipation of what readers will search for to find your book

- Your book description tells what the book is about, your Keywords are like SEO (search engine optimisation) – a guess at what readers will search for to find your book

- Can use Kindlepreneur Publisher Rocket to help (£)

    https://rocket.thrivecart.com/publisher-rocket

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Setting Yourself Up for Success

Be stubborn on vision but flexible on details.

- Jeff Bezos

Topics

- Where? The various platforms
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Publishing

Book Launch

Your Book Launch is an integral part of your publishing process.

Book Launch…

Scheduling… example

1. Set for pre-order **6 weeks before launch**

2. Notify e-mail list (best source of unpaid advertising) → contact friends and family (works for 1-2 books)

3. Start dripping out information to networks

4. Send ARCs **4 weeks before**

5. Cover reveal

6. **2 weeks before**, upload final revisions

7. ramp up e-mails to list, provide a bonus for people who leave reviews after pre-order (e.g. send ARC upon confirmation)

8. Launch!

9. Thank you e-mails and update during follow-up week

Useful Tools…

E-mail managers

- Powerful, convenient, cheap, and keep everything legal
    - Mailerlite
    - Mailchimp
    - Convertkit
    - Mail Poet

Schedulers

- see Week 1 of the course

Thank You

See you next week for

Chapter 4: Marketing – What you Need to Succeed!