

How to Self-Publish

An Introduction to the Basics No. 1

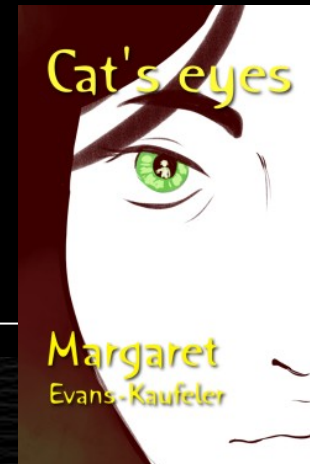
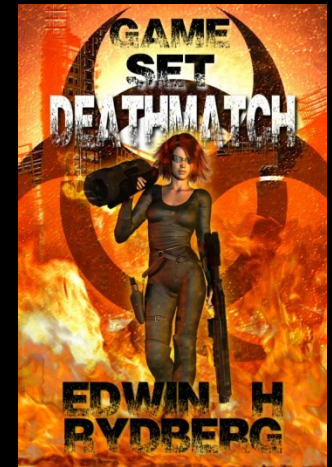
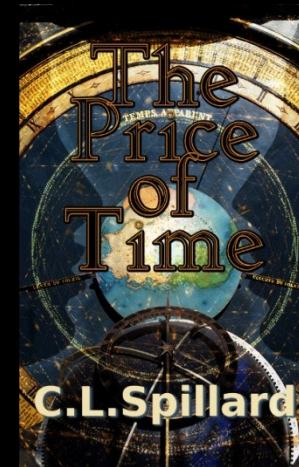
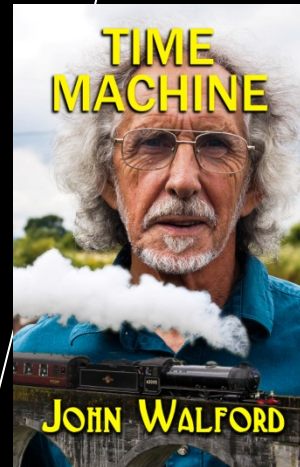
QUANTUM DOT PRESS

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Fascilitated self-publishing Quantum Dot Press

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Meet Us
at
WHSmith
on
Nov. 30





OVERVIEW

PART 1

FORMATTING YOUR MANUSCRIPT
FOR SELF-PUBLISHING

PART 2

ALTERNATIVE PLATFORMS TO AMAZON

BONUSES

www.quantumdotpress.com/2nov2019



PART 1

FORMATTING

YOUR

MANUSCRIPT

(NOVEL VERSION)



Software

Writing Aids

- Scrivener (mac/PC)
- NovLR

Wordprocessors

- Word
- OpenOffice
- LibreOffice

google 'free wordprocessors' for more

Book 'creators'

- Kindle Create (for e-books)
- Blurb Booksmart (photo books)

Free e-book viewers

- Calibre (all formats, free)
- Kindle Viewer (mobi, free, Amazon)

E-book XHTML editors

- SIGIL



E-book vs Print

E-book

- becoming easier all the time
- many services that have nice extra features and flares
- no freedom in font design
- can be challenging to incorporate images
- multimedia integration still to be realised

Print

- opportunity for artistic creativity
- almost complete freedom of design (although standards still exist)
- easy to create a basic version, more time consuming to do well



Formatting for Agents

Common Rules

- A4
- 12pt
- no fancy fonts
- white paper / background



Formatting for Self-Publication

- Page size
- Front matter
- Back matter
- Chapter heading design
- Font face (print)
- Font size (print)
- Image placement
- Page numbering/placement
- Paper colour (white/cream/colour)
- Cover design (front/wrap-around)
- Cover type (glossy/matte)
- Addition of enticements



Margins and Page Sizing

Common Sizes

- 5 x 8
 - 5.25 x 8
 - 5.5 x 8
 - 5.5 x 8.5
 - 6 x 9 ← most common
 - Custom sizes are available
-
- Get templates from KDP! [*click*](#)
 - kdp.amazon.com/en_US/help/topic/G201834230
 - For picture books, be aware of trim and bleed



Using Styles

Never

- use tabs
- use extra spaces
- use <enter> except at the end of a paragraph
- customise headings individually

Instead Use Styles

- One space after full stop
- Centering or indenting via paragraph settings
- Customise headings using styles



Headers & Footers

Header [optional]

- Left Page Header – name
 - Right Page Header – book title
- or
- Left – book name
 - Right – chapter title

Footer

- Page numbers
 - Often bottom, center
 - Can alternate sides for print



Front / Back Matter

Front Matter

- title page
- copyright page
- half-title page
- ad / enticement / other books
- dedication
- table of contents
- acknowledgements

Back Matter

- about the author
- teaser for next book [optional]
- reference material [optional]
- ad / enticement (to e-mail list)



Using Sections

For removing page numbers in front / back matter

For different headings (e.g. Anthologies)

For removing page numbers on blank pages (if desired)



Let's Take a Break





PART 2

Alternate Platforms to Amazon



Amazon

Amazon is the leader for self-publishing authors for services, easy of publishing, and distribution channels. They also have audio book publishing and linking of print/e-books.

But there are reasons to use others.

So first...



Amazon Links

Kindle Direct Publishing (kdp.amazon.com)

Amazon Author Central (authorcentral.amazon.com)

KDP Tools and Resources

(kdp.amazon.com/en_US/help/topic/G200735480)

Kindlepreneur (kindlepreneur.com)

Amazon Sales Rank Calculator

Amazon Book Description Generator



Other Platforms

Ingram-Spark

Pros

- Print, e-book, multiple formats
- Access to most other major distribution channels

Cons

- Setup cost per book (waived if member of ALLI)
- Mixed reviews

Other Platforms

Lulu

Pros

- one of the originals and still going
- Print and e-book
- no setup fees
- access to other distribution channels

Cons

- not well known
- require access to other marketplaces as there own has little traffic

Other Platforms

Blurb

Pros

- great for photobooks
- have their own downloadable software to setup book
- very small author discounts but very regular sales allowing you to order your own books more cheaply.

Cons

- fairly poor text management (primarily for photobooks)
- require access to other marketplaces as there own has little traffic
- Specialist and family books (pro or con)



Other Platforms

Smashwords

Pros

- e-book, multiple formats
- own e-book only marketplace, access to other channels
- high standards for e-book quality

Cons

- e-book only



Other Platforms

Draft2Digital

Pros

- e-book, multiple formats
- Access to other major distribution channels
- good publishing and conversion software

Cons

- e-book only, however, branching into strong support for audio books



Other Platforms

PublishDrive

Pros

- e-book, multiple formats
- Access to other major distribution channels
- good publishing and conversion software
- royalty splitting and other useful author services
- access to less common markets
- partnered with several global library distribution companies

Cons

- e-book only
- extra costs for some services (although conversion is free)

Other Platforms

StreetLib

Pros

- e-pub / pdf
- Aimed at authors with no technical knowledge but does have advance features

Cons

- e-book only (no kindle?)
- Primarily a creation tool

Bonuses

1. A Page with many useful links

- author societies
- distribution platforms
- Amazon and related services/tools

www.quantumdotpress.com/bonuses

2. Self Promotion

- 3 cornerstones of reaching your audience
- 1 Common platform mistake fiction authors make
- 1 strategy you might consider



Fiction Marketing

3 Cornerstones of Promotion (Tim Grahl)

1. Content

What you're giving your audience

- Behind the scenes, character development, related short stories

2. Outreach

Finding your audience

- Blog, social media, on the street

3. Permission

What they're giving you

- Permission to contact you about future books, being on street team, etc.



Fiction Marketing

Common Mistake

Making it about writing, not *YOUR* writing

Blog / vlog about your writing journey, however...

...this interests writers, but not readers

So, what to do?

Fiction Marketing

Reach out to other similar authors and their audience

Not 'stealing audience, as readers love books by many authors and will read similar content voraciously.

