

## Self-Publishing and Marketing on the Internet

### Why Self-Publish? Let me give you some facts:

- Five conglomerates control 80% of the book sales today.
- 10% of today's authors write 90% of the books
- 90% of the publishers won't look at your book unless you have an agent
- For every 20,000 – 25,000 manuscripts, only 20 are published.

### Pros

- Earn a higher income
- Production Time is shorter
- You control the process
- Marketing is more effective

### Cons

- It takes sweat equity and an entrepreneurial personality

### How to Determine Your Niche or What do I Write About?

Ask yourself: What do I know? What do I care about? Am I willing to learn more about the subject? Is anyone else interested?

### Six Steps to Self-Publishing Your Book

#### A. Step 1: Share what you know and establish yourself as an expert

1. Blog for someone else - find someone else in your field of interest and get your name out there
2. Start your own Blog – get others to talk about you – viral marketing
3. Start a newsletter and collect emails
4. Write articles for trade magazines about your topic. Free advertising.
5. Volunteer to speak about your topic
6. Join social networks in your field and participate in discussions.
7. Advertise on these social networks – inexpensive niche marketing

#### B. Step 2: Charge for what you know.

1. Start a blog in your niche
2. Set up a Facebook Page - give your Fans tips, ideas, resources as well as info about your product
3. Set up a Twitter account – Tweet and link to your blog or website
4. Create a Website
  - a. Domain name [www.godaddy.com](http://www.godaddy.com), template, hosting and email
  - b. Website designer
    1. Enlist a friend or pay a graphic student
    2. Free templates: [www.weebly.com/](http://www.weebly.com/)
    3. Do it yourself – Dreamweaver
    4. Pay a professional - \$1,500 +
  - c. Write content to bring visitors – if they are not interested, they won't come back.
    1. Keep content changing
    2. Offer Free Stuff – like an eBook
    3. Write How-to Articles and give them away as e-books
  - d. Build affiliate links
    1. Amazon: [www.amazon.com](http://www.amazon.com)
    2. Commission Junction: [www.cj.com/](http://www.cj.com/)
    3. ClickBank: [www.clickbank.com/index.html](http://www.clickbank.com/index.html)

**C. Step 3: Write Your First Book!**

1. Turn what you've written on Blog or Website into your first book.
2. Typeset your book.
  - a. In Design and Quark Express – used by professionals
  - b. Word – not as flexible, but usable
  - c. Take a class to learn the software yourself
  - d. Practice - Write newsletters using the software
3. Copyright statement

- a. © Copyright 2009 by Cindy Downes. All rights reserved.
- b. Register your copyright for extra protection. [www.copyright.gov/](http://www.copyright.gov/)
  1. \$45 plus 2 copies of your work sent to copyright office
- c. ISBN number: [www.bowker.com/index.php/identifier-services/book-title-identifiers-isbn](http://www.bowker.com/index.php/identifier-services/book-title-identifiers-isbn)
  1. \$125 each - \$250/10 (\$25 each); \$575/100 (\$5.75 each)
  2. \$150 for ISBN & Bar code
- d. Optional: Library of Congress Number – for library use  
<http://pcn.loc.gov/pcn006.html>
- e. Optional: logo or Trademark:  
[www.uspto.gov/web/offices/tac/doc/basic/](http://www.uspto.gov/web/offices/tac/doc/basic/)

**D. Step 4: Publish Your Book as an e-Book**

1. Because of iPad and Kindle, e-Book publishing booming – will increase by 60% in the next 12 months
2. Use a POD publisher such as Create Space. Cost more than self-publishing (\$400-\$1500) but you still have control and royalties are better than traditional.
  - a. You don't own ISBN number with POD (can with Create Space)
  - b. Sources of POD:
    1. [www.lightningsource.com](http://www.lightningsource.com)
    2. [www.lulu.com](http://www.lulu.com)
    3. [www.createspace.com](http://www.createspace.com)
  - c. Caution: vanity presses (cost \$5-10K)
3. Do it your self and make more money!
  - a. Create a Cover Illustration
    1. Barter with a friend who's an artist
    2. Do it yourself:
    3. Hire a professional – 6 seconds to catch a reader's interest!
  - b. **Covert the cover into an electronic cover using**  
[www.groundbreak.com/graphics2.html](http://www.groundbreak.com/graphics2.html)

- c. **Convert book and cover to pdf documents** – Acrobat Professional:  
[www.adobe.com/](http://www.adobe.com/) - secure for high quality printing only

E. **STEP 5: Sell Your Book**

1. Price book competitively - heck e-books.com and Amazon.com
2. Sell it on your blog, Facebook page and Website
3. Payment Processor
  - a. PayPal: [www.paypal.com/](http://www.paypal.com/)
  - b. Delivery system:
    1. Do it yourself
    2. Payloadz (monthly fee): <https://www.payloadz.com/>
    3. E-Junkie (\$5/month < 10 products): [www.e-junkie.com/](http://www.e-junkie.com/)
    4. Clickbank (per sale and monthly fees): [www.clickbank.com/](http://www.clickbank.com/)
4. Give it away on your Web site – it's all about traffic and viral marketing
5. Market Yourself - Website, newsletters, social media, Affiliates, all those places we've talked about
6. Print your first book
  - a. Do it yourself – one at a time – laser print and spiral binding
  - b. Experienced book printer.
    1. Mike McCoy: [mccoym@uplink.net](mailto:mccoym@uplink.net)
    2. Tulsa - Press Group
    3. Print in quantities and store them (300 -500 minimum)

F. **Step 6: Start the next book – this is just the beginning!**

- G. **Resources** - *Self-Publishing Manual* by Dan Poynter; *Guerilla Marketing on the Internet* by Jay Levinson; *Twitter Power* by Joel Comm

- H. **CPSIA** - Children's books must also comply with the Consumer Product Safety Improvement Act of 2008 (CPSIA). This regulates the amount of lead in a book. A sentence on the copyright page is required that provides a reference to where this compliance information may be obtained.