

SELF-PRINTED

The Sane Person's Guide to Self-Publishing

Part 1: Why Self-Printing?

Talking Purple Unicorns	18
The Stigma of Self-Publishing	20
How Can I Tell if My Book is Good?	23
Mirror, Mirror on the Wall: Vanity Publishing	26
Making the Decision: When Should I Self-Publish?	28
Self-Publishing Goals: What's Realistic?	29

Part 2: Preparation

How Does All This Work?	34
Steer Clear of Packages	38
The Price is Right	39
The Minefield That is Cover Design	46
Preparing Your Manuscript	52
What Does the Dream Look Like?	56

Part 3: Building An Online Platform

The Best Things in Life Are Free	62
When to Start	62
Your Unique Selling Point	64
The "What Are You Trying to Achieve Here?" Speech	67
What's With the Be Professional Thing?	69
A Few Words About Being Nice	70
Privacy Issues	71
Blogging	72
Why Start a Blog?	
Speaking of Free Blogs	
The Benefits of a Practice Run	
Get Yourself a Blog (Instructional)	
What's in a Name?	
And While We're On the Subject of Names	

Getting a Customised URL
 Upgrade to a Customised URL (Instructional)
 Get an E-mail for Your Domain (Instructional)
 Say No To Rainbows: Your Blog's Appearance
 Customising Your Blog:
 Title, Header and Theme (Instructional)
 The Small Print
 Wonderful Widgets
 Sidebars, Footnotes and Widgets (Instructional)
 Building a Blogsite
 Creating Pages in WordPress (Instructional)
 The Author Photo
 Comment Moderation
 What Am I Supposed to Blog About?
 Where Do You Get Your Ideas From?
 Anatomy of a Blog Post
 The Regularity Rules
 The Blogging Community
 Statistically Speaking
 Monetising Your Blog, or Trying To
 Buy Me a No-Foam, Extra Hot Venti Latte
 Building a Book Site
 Before You Get Your Catherine-Shaped Voodoo Doll

Twitter**110**

Twitter 101
 Your Twitter Profile
 What Now?
 Twitter = World
 Earn, Don't Ask
 The Discerning Re-tweeter
 How Do I Tweet Links to My Blog?
 Connect Your WordPress Blog to Twitter (Instructional)
 What Am I Supposed to Tweet About?
 Before You Get Out Your Catherine-shaped
 Voodoo Doll Again...

Facebook**123**

Separate Yourself
 Creating a Fan Page
 Why Do I Need One of These?
 Customised Address

Getting More Fans	
Facebook Page = The World	
How Am I Going to Use This Page?	
Have I Told You I've Got a Book Coming Out?	128
It's All About You...	
... But Not in an Annoying Way	
Make a Plan	130
Meet My Book	131
What, Why, When, How	
Release the Back Cover Blurb	
Your Book Cover	
Release Your First Chapter	
Book Trailers	
Video Blogs	
What I Did, and When	137
Mousetrapped Mondays	138
When Does Me Promoting My Book Get Annoying?	138
What's My Goal Here?	140

Part 4: Publishing Your Paperback

Welcome to CreateSpace	142
Title Set-Up	143
Title Information	144
Title	
Primary Author	
Add Contributors	
Subtitle	
Volume Number	
Physical Properties	146
Interior Type	
Paper Colour	
Trim Size	
International Standard Book Number	149
What is an ISBN?	
Peter Paranoia	
The Publisher of Record	
The Dishonest Self-Publisher	
Your ISBN	
Download Your Interior Template	152

Fontabulous	153
Format Your Interior Text	154
The Front Matter	154
The First Page	
The Copyright Page	
The Title Page	
Also By	
Table of Contents	
Start Your Book	
Creating Chapters	158
The End Matter	159
Author Note	
Acknowledgments	
Further Reading	
An Information Page	
Advertisements	
Bring Your Readers Online	
About the Author	
Teaser Chapter	
Inserting Images	164
Collect Your Cover Template	165
Finalise Your Interior File	166
Page Versus Screen	
Peter Paranoia Pops Up Again	
Finalise Your Cover File	167
Upload Your Files	168
Using Cover Creator	169
ARCs, or Why Cover Creator Isn't Completely Useless	171
Complete Title Set-Up	172
Description	
BISAC Category	
Author Biography	
Book Language	
Country of Publication	
Date of Publication	
Search Keywords	
Contains Adult Content	
Large Print	
Sales Channels	174
Kindly Refrain from Doing These, Please	174

Using Cover Creator	
Inserting an Order Form	
Over Zealous Interior Formatting	
Sticking it to the Man	
Quoting, Lifting and Unauthorised Copy/Pasting	
Liabe and Slander	
A DIY Index	
Printing Contact Information	
Hyperbole	
Submit Your Book	178
Order a Proof Copy	178
Find Something Else to Do Until Your Proof Copy Arrives	179
Publish Your Paperback	179

Part 5: Publishing Your E-book

A Whole New World	182
Formatting Versus Conversion	
Why Do E-books Need Formatting?	
I Feel Your Pain	
Change Your View	
How To Format Your E-book	185
Stop Tracking Changes	
Get Rid of the 'X'	
Lose the Dead Wood	
Problem Areas	
Close It Up	
Activate Show/Hide and Go Tab Hunting	
Block Versus Indented Paragraphs	
The Really Painful Bit	
Images	
MacProblems	
Really Close It Up	
Now I'm Thinking I Don't Want to Be in the	
Stupid Premium Catalogue! [SULK FACE]	
Make Chapter Headings	
The One Place Where You're Allowed To Use Page Breaks	
Creating a "Live" Table of Contents	
Add Your Sparkly New Front Matter	
Reviews	

Add Your Sparkly New End Matter	
Your E-book Cover	197
Optimising Your E-book Cover	
Making a DIY E-book Cover Using MS Word	
Using Your Cover Creator Cover	
Upload to Amazon Kindle Direct Publishing (KDP)	200
Create a KDP Account	
Add New Title	
Book Name	
Series/Series Title	
Volume	
Edition Number	
Description	
Contributors	
Language	
Publication Date	
Publisher	
ISBN	
Verify Your Publishing Rights	
Target Your Book to Customers	
Upload Your Product Image	
We Need to Talk About DRM	
Upload Your Book	
Verify Your Publishing Territories	
Choose Your Royalty	
Kindle Book Lending	
Publish	
What Happens Now?	
Uploading to Smashwords	208
Create a Smashwords Account	
Update Your Bio	
Publish New Title	
Title	
Short Description	
Longer Description	
Language	
Contains Adult Content	
Set Your Price	
We Need to Talk About Sampling	
Tags and Categories	

Select E-book Formats	
Upload Your Cover Image	
Upload Your Book	
Publish	
What Happens Now?	
Checking Your E-books	213
Download Adobe Digital Editions	
Amazon's Kindle Application	
Ask Your Friends	
Troubleshooting	215
Improper Indents	
Repeating Paragraph Returns	
Improper Paragraph Separation	
Font and Style Mistakes	
Copyright and License Notes	

Part 6: Selling Your Book

Smashwords Premium Catalogue	220
Smashwords Coupons	221
Your CreateSpace eStore	221
Your Amazon Listing	222
Amazon Speak	
Where's My Listing?	
My Book is POD: Isn't It Always in Stock?	
Amazon Author Central	229
The Perceived Benefits of an AC Author Page	
The Actual Benefits of an AC Author Page	
Amazon Sales Ranks	233
Does Your Sales Rank Matter?	
The Power of One Sale	
Don't Even THINK About It	
The Non-Moronnic Way to Improve Your Sales Rank	
Category Bestseller Rankings	
Using Amazon Customer Habit Data	237
Is Your Listing Selling Your Book?	
Is Your Target Audience Finding Your Book?	
Affiliate Programs	239
Income Tax	240
The Easy One	

The Difficult One	
I Heart Slough	
The Bit That Everyone Seems to Forget	
Sales Reporting and Payment	242
CreateSpace	
Amazon KDP	
Smashwords	
Well, Hello There Peter Paranoia! Welcome Back	

Part 7: Launching Your Book

Reviews	248
Blurbs and Endorsements	
Getting Your Book Reviewed	
Your Book Getting Reviewed	
E-mailed Praise	
Review Karma	
What To Do With Your Reviews	
Release Day	269
Am I Ready?	
Don't Burst Your Balloon...	
... Or Let Any Air Out of It Either	
Yeah, But What Do You Actually Do?	
Contents and Giveaways	273
Blog Giveaways	
My Coffee Contest	
Twitter Giveaways	
Free Stuff	
Goodreads Giveaways	
Giving Giveaways	
Free Books: The Secret to Success	
Blog Tours	279
What Do I Do On These Blogs	
How To Organise a Blog Tour	
Scratch My Back and I'll Scratch Yours	
Launching in the Real World	281
A Party Versus An Appearance	
Approaching a Bookstore	
Sell the Stock Through the Store	
How Much Stock Should I Order?	

Fun With Printed Stuff	
Getting Publicity	
The Day of the Launch	
After the Launch	
To Launch or Not To Launch	
What Now?	297
Share Everything	
Watch for Opportunities	
Monitor Data	
Continue to Generate Quality Content	
Be Nice	

Part 8: Everything Else

Updating Your Book	302
Updating Your CreateSpace Paperback	
Updating Your E-book	
Deleting Your Book	
When It Doesn't Work	303
Your Book Looks Like a Pile of Poo	
You Haven't Worked Hard Enough	
You Haven't Worked Hard for Long Enough	
You Haven't Done It Right	
Your Book Isn't Good	
The Role of Luck	307
Selling Books	
Becoming the Story	
Doing Things Well	
Saying "Yes"	
Networking	
Stuck in a Rut	312
Drop Your Price	
Find New Readers	
Interview Yourself	
Do Something New	
Write Another Book	
Diversifying	313
Freelance Writing	
Teaching	
Service Providing	

The Mistakes I Made	314
That's All Folks	316
Some Useful Stuff	317