





The Creative Writing Academy
presents
Self-Publishing Course

for authors who want to publish themselves

A deep dive into self-publishing a book

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Welcome to the Self-Publishing Course!

These notes will form the bulk of the online training course, along with the audios. You can refer to them during each lesson, and afterwards, when you need a reminder of what you've learnt, or you need to go over the step-by-step guides as you publish your books in future.

Things are changing very quickly in the digital publishing world, so you need to keep abreast of what's happening. If you're serious about self-publishing, you will need to continue expanding your knowledge of what's going on. New platforms, new retailers, new distributors, new marketing and promotion techniques and so on are springing up all the time.

At the end of these notes, I have included a list of useful resources, including books to read and websites to check out, but there are many more out there. You can also join groups or associations of independent publishers, participate in conversations about self-publishing online, listen to self-publishing podcasts, and network with both traditional and self-published authors. You never know what you will learn.

Congratulations, you've written a book!

You've probably been working on this story or idea for a while, and it feels like a huge achievement to get to the end. Well done! It is a great achievement, as many people have the desire to write a book, but not everyone puts in the required effort to do so.

Now that you've come to the end of the writing process, you need to start considering your next steps: editing the book, publishing it, and marketing it to your target audience.

This Self-Publishing Course will help you learn how to go through these steps successfully, so that by the time you are through, you'll have a great knowledge of how to get your book from the raw manuscript stage to the finished published product.

It's a Great Time to Be a Writer (Even Better, a Self-Published One)

Some years (or decades) ago, many writers were faced with very few options when they wanted to get their books published. You had to go through one process:

1. Write a book, a very good book.
2. Try to find a literary agent that will represent you.
3. If you're lucky, you get an agent, and he or she tries to sell the rights to your book to traditional publishers.
4. If you're really lucky, a traditional publisher likes your work, and pays you a sum of money to take your manuscript and publish it.
5. If you're *really, really* lucky, your book gets published on average, within two years, and your publisher gives it a good marketing campaign.
6. If you're extremely lucky, retailers will buy copies of your book from the publisher and display it on their book store shelves.
7. Now if you're among the luckiest people in the world, your book goes on to make huge sales, you earn back your advance, and even get some more royalties.

But what about those writers who don't have luck on their side throughout the process of becoming a traditional published author?

Well, they didn't have a choice. They kept trying and hoping.

Fast forward to today – and the story is very different! Now many writers have the option of bypassing the traditional publishing model, cutting out agents and publishers, and in effect, reaching their readers directly with their books. There's never been a time when it has been cheaper, easier or faster to become a published author. And this is great news for everyone! Both writers and readers can enjoy the benefits.

While traditional publishing still holds prestige and offers substantial support in terms of production and marketing, self-publishing presents a compelling alternative that empowers authors with creative control, faster publication, higher royalties, and direct engagement with readers. By weighing these benefits, authors can make informed

decisions about which publishing route best suits their goals, resources, and vision for their writing career. Self-publishing is a dynamic and accessible option that continues to grow in popularity, providing authors with the tools and opportunities to bring their stories to the world on their own terms.

If you're a writer who has decided to self-publish your work, then you can look forward to the benefits of:

Benefits of Self-Publishing

1. **Creative control:** With self-publishing, authors have complete control over every aspect of their book, from content and cover design to formatting and marketing strategies. This means your vision remains intact.
2. **Choice of collaborators:** You can choose your own editors, designers, and marketers, ensuring that your team aligns with your creative goals.
3. **Faster time to market:** Once your manuscript is ready, you can publish it immediately. This is particularly advantageous for timely or topical content.
4. **Responsive to market trends:** You can quickly adjust, and release books based on current market demands and reader preferences.
5. **Higher royalties:** Self-published authors typically earn a higher percentage of royalties per book sold. Platforms like Amazon Kindle Direct Publishing (KDP) offer up to 70% royalties, compared to the 10-15% typical in traditional deals. You can sell directly to readers through various platforms and even your own website, keeping more of the profit.
6. **Full rights retention:** Authors retain all rights to their work, including print, digital, and any derivative rights like film adaptations.
7. **Flexibility in revisions:** You can update and revise your book as needed, whether it's correcting errors or releasing a new edition.
8. **Closer reader connection:** Authors can build a direct relationship with their readers through social media, email newsletters, and other direct channels, fostering a loyal fanbase.

9. Immediate feedback: Direct engagement allows for immediate feedback from readers, which can be invaluable for improving future works and marketing strategies.

10. Serving niche audiences: Self-publishing allows authors to cater to niche markets that may not be attractive to mainstream publishers. This can include specialized genres, unique topics, or diverse voices.

11. Testing new ideas: You can experiment with different genres and styles without the risk of publisher rejection, enabling more creative exploration.

12. Financial investment: While self-publishing requires an upfront investment for editing, cover design, and marketing, the potential for higher earnings can make this a worthwhile investment.

13. Scalable spending: Authors can scale their spending according to their budget and gradually invest more as they see returns.

14. A supportive independent publishing community.

15. The satisfaction of managing your own writing career, from beginning to end.

However, many aspiring authors are sceptical about self-publishing, because they feel it would be expensive, time-consuming, complicated, or confusing. But it doesn't have to be that way. That's why I have prepared this course, and this guide to help you.

Let's dive into the course and get started.