# Introduction?

Self Publishing System Introduction

# Manuscript: Where to be Begin

Intro: the beginning Manuscript

* Keys to developing your manuscript: Genre & Audience (Fiction/Non-Fiction)
* Editing styles
  + Grammar
  + Content
  + Flow editing
* Editing Resources:
  + Peer review/critique groups
  + Hire a professional editor
  + Online options:
    - Grammarly.com
    - Fiverr.com
    - Upwork.com
* How do you know you’re done?

# eBook vs. Print Book Lesson

* Introduction: Overview of each book style similarities, differences and best practices
* Effectiveness of each style
  + Audience reach
    - Children’s, Seniors (Traditional) – Print
    - Young Adult, Teenage and Travelers – eBook
  + Genre
    - Travel, information, Fiction – eBook
    - Historical Memoir, Romance, instructional/workbook – Print
* Cost
  + ISBN / Barcode
  + Covers
  + Processing
  + Printing
* Pricing for Sale
  + Audience
  + Length
  + Notoriety
  + How long available in the market
  + Formatting Styles
* Similar
  + Word Processors
  + Editing
  + Section breaks
  + Table of content
* Differences
  + HTML converted format vs. PDF
  + Headers 1 vs. multiple
  + No Footer vs. Footer
  + Cover and print quality 300 dpi vs. 150
  + Final look running document vs. book layout with mirror margins
* eBook vs. Print book comparison grid (downloadable)
  + MS Word / Google Docs
  + Adobe Acrobat or Bullzip (PDF)
  + ePub and MOBI reader
    - Download.com
  + HTML Browser
  + Dropbox or G Suite (File Cloud Service)
    - Never save on hard drive
  + Computer
  + Dragon or Speech software
  + Amazon, Createspace, Smashwords, DigiPOD accounts

# Covers

* Introduction: options to get started
* Expanding or limiting
  + Colors
  + Landscapes
  + People
  + Tastefulness
* eBook vs. Print
  + Make sure the cover works on a bookshelf and on a computer screen
* Graphic Artist vs. Photographer
  + Genre
  + Audience
  + Time crunch or deadlines
* Graphic Artist and Photographer
  + Timely
  + Trustworthy
  + Flexible
  + Doesn’t want percentage of book sales (pay on finished product or onetime fee)
* Hot to Find Graphic Artist and Photographers
  + Local college students
  + Search online
  + Other authors or writers groups

# eBook Lesson 1: Creating

Intro: Resources needed (downloadable)

1. Manuscript
2. Remove Ghost spaces and double returns
3. Heading and Section Breaks
4. Header
5. Left justification
6. Page Formatting
7. Save as HTML

# eBook Lesson 2: Converting

Intro: Resources needed - HTML file and eBook cover (downloadable)

1. Convert to HTML to MOBI and ePub
2. eReader Software review
3. Upload files to distribution website

# Print Book Lesson 1: Creation

Intro: Resources needed (downloadable)

1. Manuscript
2. Remove Ghost spaces and double returns
3. Section breaks
4. Header creations
5. Page numbers
6. Header and/or Footer naming
7. Page size
8. Mirror Margin
9. Page Formatting
10. Justifying
11. Save as a PDF (300 dpi)
12. Review of page style and resolution

# Print Book Lesson 2: Prepare for Cover and Printing

Intro: Resources needed – (downloadable)

1. Spine sizing
2. Cover sizing
3. Print on Demand Options
4. Submission Expectations

# DIY resources Lesson

* Overview: Document list with links downloadable
* eBook Lesson downloadable file
* Print book Lesson downloadable file
* eBook vs. Print book comparison grid
* Business Links

# Setting up your business (Bonus)

* Business structure – DBA, LLC
* Naming
* Secretary of State
* EIN
* Bank Account Business account or checking account separate from business
* Merchant Accounts
  + PayPal
  + Stripe
  + Bank if high volume
* ISBN

# Publishing

* Navigating Amazon – Live Video
  + Creating a eBook in Amazon.com
* Independent POD vendors

# Marketing Basics

* Social Media presence
  + Facebook
  + Twitter
  + YouTube
  + Instagram
  + Goodreads
  + Smashwords
  + Amazon author profile
* The Plan
  + Ad creation
    - How to find the book, how much, visual stimulating, directed at target audience
    - Deploy to desired platform
  + Facebook
    - Author Page
    - Writers Groups
  + Instagram
    - Share Artwork
    - Author conferences
  + Local Magazines, write ups, NUVO
  + Announcement of work
* Use of Hash tags
  + Genre
  + City
  + Groups name

# Closing

* Best Practices
* Use cloud services such as G Suite or Dropbox
* Set deadlines
* Ask for shares and likes