# 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