

Get Published!
How to Write, Print and Sell Your Own Book



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Introduction

If you have always dreamed of becoming a published author, your dreams can now be realized through self-publishing. Self-publishing is the way that many writers today are choosing to get their book out to the public. It is not the same as it was years ago when you had to spend thousands of dollars to publish your book. You can self-publish a book for as little as \$500 or less when you choose a good self publishing service online. When you self-publish, you do not need an agent to help you get your book to the publisher. It can be very difficult for someone to break into mainstream press with their book without using an agent as some mainstream press companies will only work with writers agents and, in turn, most agents will only want to work with a previously published author. You then find yourself in a catch-22 situation which is why self-publishing is extremely attractive.

Even if you did manage to get a book published by a mainstream publisher, you would still have to market the book on your own. Because so many people today buy books online, self publishing is quickly becoming the publishing form of choice for authors writing fiction and non-fiction.

Chapter 1

Getting Started

The one rule of writing is that you should write about what you know and have a passion for. If you have a specific genre that you read, the chances are is that this is what you will want to write about. Take a look at your interests and the type of books that you read before you decide.

Finding Your Genre

There are many different genres available in both fiction and non-fiction so before you start your book, have a plan of what it will be about and the genre it will fill. You will need to have a specific genre when you are writing a book so that you will be able to market it properly. Some books will cross genre lines - such as paranormal and romance and some books will fit neatly into a specific genre. It should be clear to the reader what the book is about so that they will be interested in what you have written enough to buy the book. Most readers have types of books that they like to read and tend to stick with one or two genres. If you are writing a non-fiction book, you need to make your book stand out among the rest in a way that will set it apart from other books of the same genre. If you are writing an Italian Cookbook, for example, how do you make it stand out from the other Italian cookbooks that are on the market already?

Once you find your genre and know what you are writing about, you should start to think of marketing your book. You will need to do this in such a way that it will be set apart from other books of its kind and entice readers to buy it. After you have figured out what you are going to write about and what will make your book stand out among others, you can then start to outline your book by writing down a synopsis of it and the point that you are trying to make. Good books carry a message; make sure that your book has a message to the readers that they can take with them at the end.

Writing Styles

While you may like free-form writing, which is writing without doing any sort of outline, you should still have an idea of the ending of the book in mind. When you are writing fiction, characters tend to come to life as you write and your ending may change as you rewrite, so it is important to be flexible. If you prefer free-form writing, then just start writing and the ideas will start to flow. You can rework characters and plots as you move on in your book. Everyone has a different style when it comes to writing books. Overthinking the book and too much planning can bog you down and keep you from writing. Too little thought can keep your book from reaching a conclusion. It takes a lot of creativity as well as some structure in order to write a successful book that people will want to read. You should read books in the genre that you are interested in so that you get the feel for this type of writing and in addition, reading is a good way to improve your writing skills.

Chapter 2

Research Your Book

You are going to have to do some research in order to make your book seem more authentic. Even if you are writing an autobiography you still have to go back in your mind to research incidents that happened and most likely look up dates and names. Nothing is worse than writing a book where you get facts, dates and other information wrong.

Local Libraries and Websites

It is a good idea to research different types of books that have been successful in the genre that you have chosen for your book. When you are performing research, you can use your local library as well as the internet. If you are writing fiction, you will need to research even more. For example, if you are writing a murder mystery, you need to know police procedures as well as how murderers are caught. You can discover this information by taking a look at books in your local library. Some authors go as far as to take a class in something that they want to learn about at a community college, so that they can be better prepared for their book. Do not however let your time be taken up solely with research. Many writers enjoy research so much that they neglect to write their book and this is something that you do not want to do. Research your book so that you have the right information for your story but not so much that you end up writing a thesis. One way to research what you are writing is to do the research after you have finished the first draft of your book or research as you are writing. The internet makes it easier to do research now more than ever as you can get most of the information that you need to research your book if you go online.

Characters

It is also a good idea to research the characters in your book, even if they are fictional. Discover some information about personality traits of people as a good writer is very much in tune with psychology and the way that people think. In fact, if you want to get in touch with the characters that you create, you can do so by learning a little about psychology. Creative writers are often advised to take a class so that they can get in touch with the way that people think and react to certain situations. By learning how others think, you will be able to bring more to the book than your own perception of how to react in a certain situation. This will also help you with dialog as realistic dialog is very important when writing a book. If you understand how and why people react in a certain way and speak in certain terms, you can give your characters more depth.

Writing Courses and Groups

In addition to researching your characters and plot, you should also make sure that you do some research on what makes a good book. You can take a writing course or even join a writing group. The more input that you get from other writers and the more information

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that you share, the better your book will be. There are also conferences that you can attend for writers, as well as workshops. You can make these all part of your writing research as, in addition to researching your book, you should also research the components that make up a good book. A good book has the following:

- Three dimensional, believable characters
- A conflict
- A climax
- A resolution to the conflict

You need to have some sort of conflict in the book that is presented right from the start and which must be resolved by the ending of the book. This does not mean that your book has to have a happy ending, but you cannot leave anything hanging out there that remains unsolved. You also want to craft your book so that it reaches a climax, which builds up throughout.

Points of View

Another thing that you need to determine is which point of view you want to use to write the book. You can choose first person narrative, which is an easier style to write but is limited to the thoughts and actions of the main character or narrator of the story. You can write first person observant which tells the story from the point of view of another character who is observing the action. You can choose third person and still write from the point of view of the main protagonist. When you are writing from the third person, you can also delve into the point of view from other characters in the book. Of all styles of writing, third person omniscient, which sees into the heads of all the characters, is the most difficult to write. Take a look at books that you like to read and see which writing style will best fit as the point of view that you write from can make or break your book. For example, the Sherlock Holmes books by Sir Arthur Conan Doyle were a flop at first, until he changed the point of view coming from Dr. Watson, which was first person observant.

Past or Present Tense?

In addition to point of view, you also need to decide if you are writing in the past or present tense. Most books are written in the past tense, although you may want to take a look at “Presumed Innocent” by Scott Turow to see an example of first person narrative in the present tense. Writing in this way is more difficult, but lends more action to the book. Do your research by studying other books and your own writing style to see which point of view and tense you wish to use. First person narrative, which is also called prose writing, is the easiest, but has limitations. Third person omniscient is the most difficult, but opens up the thoughts and feelings of other characters in the book. This type of research should be done before you start your book, but can be changed if you find that it is not working for you and how you want to tell the story.

Chapter 3

Fiction or Non-Fiction

Most people equate writing a book with writing a novel, which is a fiction story but this is not the case today as there is a very big market for non-fiction books as well. Cookbooks, how-to books, motivational books and biographies are all examples of non-fiction books that sell very well and are often self-published. In order to get a book published by mainstream press that is non-fiction, you have to have a well known name or a very unique idea. You also need to be extremely lucky as there is heavy competition in the mainstream press for authors, especially those unknown.

Fiction

Fiction books tell a story and have a conflict and resolution. Non-fiction books do not follow along the same lines. There is no conflict in writing a cookbook, for example. If you are writing a non-fiction book, you need to do heavy research and be very well versed on the topic of which you are writing. You should also have an angle to your book that makes it unique from others. Motivational books are a good example as there are many of them on the market at the moment. However, the question is, what can you do to make your book different? One example of a different type of motivational book is the Law of Attraction series of books. This took an old idea, put a new spin on it and created a series of very successful motivational books.

Non-Fiction

Biographies do not always have to be about famous people. You can write a biography about anyone who has led an extraordinary life or influenced many people. Cleverly crafted biographies about ordinary people who prove to be inspirational to others are very popular today. You will of course need to have permission from the person about whom you are writing or their estate in order to write a good biography. There have been unauthorized biographies that have made a sensation, but still required the person to do a lot of research on the subject, although they are not given the same amount of respect as biographies that are done with the consent of the author. You also risk running into a lawsuit, such as is the case with Kitty Kelley who wrote a slew of unauthorized biographies about famous people and ended up being sued by the late Frank Sinatra.

Cookbooks are very popular, especially when it comes to self-published books. Your cookbook needs to have something different, a unique angle, in order to sell. Why would anyone buy your book of French recipes when they can get the same from Julia Child's cookbooks? One way to make yours unique is to add a bit of the French countryside and perhaps some fiction in with the recipes. This will prove to be entertaining to the reader as well as informational. If you are going to write a novel, then you will need to prepare your outline. Your novel should be of a genre that you like and most of all, something that you would buy yourself if it was available in the bookstore. You can put a lot of creative passion in your novel and turn it into something that will stand out. Whether you

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write fiction or non-fiction is up to you. If you have a lot of creative energy and can make up plots and characters in your head, fiction writing may be for you. If you consider yourself an expert in a certain field, non-fiction writing may be better.

Chapter 4

Completing Your First Draft

Once you have decided on the book that you want to write, you should start on your first draft. This may change by the time the book is completed, although chances are that you will keep some of the information in the final book.

Everyone writes in a different way. There are those who rewrite as they are going along and those who complete the first draft before attempting any rewriting. It is best to write the first draft and get it all on paper, or computer, before you start to rewrite. This can allow you to see the direction that your book is taking and how it looks. If your first draft is less than magnificent, do not get discouraged as this is only your first draft. Many writers who write fiction like to get their first draft finished before they start any research. The average book is about 80,000 words, although a rough draft of a book may be less.

Sketching Out

In some cases, writers will sketch out a first draft that is mostly narrative. It contains only sparse dialogue, to be put in later when re-writing. If you are writing a fiction book, this is a good way to get the book down on paper, see if the plot makes sense, and make sure that you present a conflict and a resolution to it. There are two types of conflicts that can be contained in your book, either internal conflicts or external conflicts. Internal conflicts are those that take place in the minds of the characters of the book and can be due to their perception of the world or their perception about another individual. External conflicts are those that are caused by outside influences. Misunderstandings or third parties getting in the way are examples of external conflicts that arise in fiction books. A good way to figure out the conflict in the book is to present the reader with a question that will be answered at the end and this type of conflict is often used in murder mysteries. The reader does not know who committed the murder until the climax of the book, after which the conflict has been resolved. A good book may also present a series of conflicts that come together to be resolved by the time the book ends. All in all, it is important to create conflict in a fiction book that will keep the reader interested. A good book also makes a point. There can be symbolism in the book as well as a subtle message that the author is trying to get across to the reader. While not all books contain these variables, they are found in some of the great novels.

Foreshadowing

Another factor you want to add into your fiction book is foreshadowing which implies that something will happen to change the world of the characters early in the book. This should be presented throughout the book, but especially in the beginning as it gets the reader hooked early on so that they will want to continue reading to see what happens.

The first paragraph of your book is probably the most important part as this is the paragraph that will either hook or bore the reader. One problem that many authors have

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when it comes to writing a book that is interesting is a slow start. This fails to pull the reader in and keep them interested. Including foreshadowing in the first paragraph is a good idea and another thing that you can do to make your book more interesting to the reader is to start in the middle. You can then take the reader back, through the use of dialog and narrative, to the beginning of the story to fill them in on the history.

The Climax

The climax of the book is also important in a fictional story; the plot should slowly build up to the climax. You may have several anti-climaxes in the book as well as other conflicts to be resolved. Do not make the mistake of introducing characters at the end of the book who figure heavily into the resolution of the plot. For example, if you are writing a murder mystery, you need to have the murderer figure in to the book early on. Some writers will make it look as if someone is obviously guilty but the culprit is someone who the reader does not expect. You want to keep your reader hungry for more as they get to the end of the book.

While the first paragraph, climax and conflict resolution are integral parts of the book, do not fill your book with fluff. Each character in the book should figure somewhat in the plot and each sentence in the book should move the plot forward. This does not often happen in the first draft of the book but will happen as you continue with re-writes. Remember that any book, even a non-fiction book, does not appear on paper the way that it comes out of your head - you have to be prepared for re-writing.

Chapter 5

Rewriting

Ernest Hemingway suggested rewriting a book 30 times before it is ready for publication. His reasoning was that each time the writer goes over the book for rewriting, they have a better understanding into the minds of the characters. The more you get to know your characters, the more you will be able to write convincing dialogue and narrative that will suit them. One important thing to remember when you are rewriting is to not be afraid of making major changes in your book. If something is not working and does not feel right, change it. While you have a natural passion for the book, you should also be open minded enough to realize if something is not working in your plot, you have to fix it.

Reading it Through

The best way to start rewriting is to read through your first draft. You can then note inconsistencies and other plot problems that may occur. You should begin your rewriting from the beginning of the book to the end, especially if you are writing a fiction book that will have character development. Even if you are writing non-fiction, you still want to rewrite your book to tighten it up. Try not to use a passive voice when you are writing. This is when you put in words like “would have” and “was.” Try to use more action words in your book, otherwise it may tend to get sluggish. Also, go over the dialog and make sure that it seems natural. You will need to look at dialog as well as consistency when you are rewriting.

Do not be surprised if your book has a different ending than what you imagined. Many times, writers grow to like some characters and dislike others. The creative process takes on a mind of its own when an author is writing a book and this often means inconsistencies in the book and with the characters.

Characters and Personality Traits

Each time you continue to rewrite your book, you are making it a better story. You have a better feel for the characters with each rewrite and they become more lifelike to you, so much so that you can figure out what they like for breakfast or what is their favorite color. By including personality traits in the book that are distinguishable to each character, you also make them more lifelike for the reader. The more you get to know the characters in your book, the more lifelike they will seem to the reader. You want to get away from flat characters and breathe some life into them. The only way that you can do this when writing a fiction book is to get to know them. This is naturally more difficult to do with fiction than non-fiction because the characters are a figment of your imagination, so you need to make your imagination come to life on paper when you write.

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Tie Up Loose Ends

Make sure that there are no loose ends in the book and that every sentence drives your plot forward. Get rid of unnecessary dialogue that will slow down the process of the story as well as unnecessary descriptions. The best books are those that continue to move the plot forward and have meaning in every sentence. Do not mistake rewriting as checking for grammar or spelling. This will be done when you are proofreading, although you should naturally make any corrections when you see them. Proofreading is very different than rewriting and will be discussed shortly.

Take Breaks

One thing that you may want to do to make your rewriting easier is to give yourself a rest between the rewrites. This allows you to look at the book with fresh eyes and get a fresh outlook on it. If you have a friend or trusted person to whom you can give the book, you can give it to them for a critique. They may be able to see glaring errors in the plot that you may overlook. While you are close to your book, you may also be too close. It is helpful to have a second pair of eyes to read your book after you have rewritten it. You cannot rewrite a book too much. There does however have to be a point where you say that you are satisfied with the story and what it conveys. After you have completed your book and feel that it is publication worthy, you are ready for a grammar check.

Go through your book and look for grammatical errors. There are some instances when grammatical rules are broken, especially when it comes to dialogue. If you have a grammar check on your word processing program, use it together with the spellchecker. When you have finished your book, it is time for proofreading.

Chapter 6

Proofreading Your Book

First of all you will need to print your book on paper if you have written everything on a computer. Then, starting with the last page and moving backward, use a ruler to look at each line in the book. You are looking for spelling mistakes as well as mistakes in punctuation. When we read, our eyes naturally gloss over words that we are familiar with and often do not see that they are misspelled. This is why it is important to take your time and proofread your book from finish to start. By going up one line at a time, you will not be reading, but looking for errors that your eyes will ignore if you simply read the book. This is a tedious process and one for which you can pay a freelance proofreader. They will go through the book the way that suits them and place proofreading marks on your paper for sending back to you to make the necessary changes.

Proofreading Services

Proofreading is a vital process and if you have a book published by the mainstream press, this service is done for you. If you are self publishing however, you do not have this luxury, although there are many self-publishing companies online that offer proofreading services to their clients for a price. These services usually charge more than freelancers that you can find online at places such as Elance.com. This site has a multitude of freelancers offering their services and you can put your project on the site for bidding. Be sure to check out profiles as well as reviews from other clients before you ask them to proofread your material. Be sure that you do not automatically go for the lowest bid that there is and check out the experience and customer satisfaction that signifies that the proofreader knows what he or she is doing. Proofreading a book is not like editing a book. Copy editing is a completely different process altogether. You can choose to copy edit your own book or have the company that publishes the book for you do the job.

Doing it Yourself

If you decide to proofread your book yourself, take your time and do it correctly. Do not rush through this process as an array of misspelled words in your book will make it look less than professional to the reader. You want your book to be as professional as possible so that the reader will not lose interest. You can keep it free from typos, punctuation and spelling errors by doing careful proofreading or hiring someone who you can pay to do the job for you.

Have someone else take a look at your book, even if they are not a professional proofreader, as they may see errors where you cannot. Remember that you have a very strong connection to your book that others don't. You have most likely read it over and over again. Having someone who has not looked at the book take a look for errors can help you out tremendously. Most professional proofreaders will charge by the page and this may be an expenditure that you will want to make if you are serious about making

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sure that your book is error free. Remember that even books published by the mainstream press have errors. Having one error in the book is not the end of the world. Having a chockfull of errors however, can make your book look shoddy and unprofessional.

Chapter 7

Finding a Self-Publisher Online

Years ago, if someone wanted to get a book self-published, they had to pay thousands of dollars. A press would publish the book for the individual and give them a certain amount of copies. All of the copies, plus the fees that were involved in setting the press and printing, were paid for by the author of the self-published book. Those who did seek to have their books self-published were not thought to be good authors and the name used for self-publishing then was vanity press. It was thought that those who got their books published this way just had the money, not the talent that was needed to be a writer. The same is not true now. Because so many people purchase books online more so than at the bookstore, self-publishing is seen as much more respectable and because mainstream press takes very few authors and is so competitive, it is also seen as a way for a writer to have their voice heard.

You Don't Need an Agent

There have been stories of those who submitted, just for fun, a first chapter and query letter of a great novel to publishers to see if they actually read them. They were returned with standard rejection letters. Many publishing houses will not take writers who are not represented by agents and this makes it very difficult for someone to get their book published, as most agents who deal with these publishers only deal with established authors. Some decide to publish their books using small press publishers who will not charge a writer for printing their book. However, the writer has to do all of the marketing for the book and only receives a small portion of the royalties. Needless to say, it makes more sense for a new writer to self-publish their book online and market it themselves. They can use modern self-publishers that print to order and do not charge an enormous fee for publishing a book. The books are given ISBN numbers, which allow them to be sold in a book store and other places such as Amazon, where most people today are buying books. There are many ways for a self-published author to market their book.

Print to Order Publishing

Since you will most likely do the marketing anyway when you get your book published, you might as well use a publisher that does print to order publishing. This way, you get a higher percentage of the profits and the book can be listed online for those who are interested in buying it. Self-publishing is the way that many writers today, even those who have been published by small press, are deciding to publish their book.

Two places that you can go online to self-publish your book are Lulu.com and Booklocker.com. You can get other services from these companies as well, including formatting your work. Both of these sites are well known with self publishers and both print to order, which means that you do not have to order a bunch of books. They will print a book when a customer orders it and ship it out for you. You get paid a percentage of the books that you sell, which is a higher percentage than what you would get with a

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mainstream publisher and much more than you can get with small press publishing. If you take the time to market your book, you can end up making a lot more money.

Take a look online and find a website that will offer you print to order books. You will get a percentage of the books that you buy for yourself as well. You can purchase the books yourself and get them in bookstores as well as book fairs and exhibits for self published writers. Bookstores will take a book as long as there is an ISBN on it. The book publisher will also include a barcode. There are now many more options open than ever before for those who want to self-publish their books. Because of internet and computer technology, it is easy for any writer to get their book published through self-publishing. An increasing number of writers are seeking out self-publishing to make money and get their books out to the public who are eager to read them.

Formatting

Lulu gives you tools to format your book yourself or you can pay them to format the book for you. You need to submit a PDF to Lulu in order for them to be able to print your book. If you have a PDF converter or Adobe, you can format your own book this way through this company. They give you a choice of hardcover or soft cover as well as different sizes of the book that are available. If you choose a plain cover with just lettering, you can get the book printed for less than \$200. The books are listed on the Lulu website and you can also get them listed on Amazon. This is a good option for those who have little money, computer skills and are able to format the book on their own.

Chapter 8

Editing For Your Self Published Book

Editing your book is different than proofreading and you need to pay attention to style as well as grammar when you are copy editing. It pays to have good grammatical skills and have a certain style that you use for your book when you are considering your own editing.

Editing Services

Most of the self publishing sites offer copy editing services for an extra charge. This can help you over awkward phrases that you may not notice in your book as well as other grammatical problems. You may say something in a way that you do not mean when you are writing a book - it may make sense to you, but not to others. A copy editor will read your book with a fresh pair of eyes and will pay attention to style and pick out any spelling errors that they may see. Copy editing for a book will also help you tighten up your book and in some cases, they will eliminate repetitive sentences or words. Copy editing is not like regular editing, which will take a good look at your book to see if it makes sense. An editor will usually make suggestions for broader changes than a copy editor. It is a good idea to pay someone to edit your book by either going to Elance for an editor or pay for the editing from a self-publishing company. This often costs about \$100, but can be a great investment when you are self-publishing a book. An editor can make sure that everything in the book makes sense and is written in the same style, as writers often have a habit of switching styles when they are writing.

Chapter 9

Printing Your Own Book

Another way to get your book self-published is to print your book yourself. You can do this at a number of different places, although you have to format your book yourself as well as prepare it for the printing press. Online printers will print up your book and you can get an ISBN number yourself by going to the site at isbn.org. You will need one number for all of your books and you can get them in a barcode to put on your book that you print yourself. You will need to get everything ready for printing, including the cover which is an integral part of your book. The cover will be made of a thicker paper and can be glossy or matte and it is a good idea to hire a graphic artist to design the cover if you are planning on printing the book yourself.

Getting an ISBN

In order to get an ISBN, you have to set up a publishing company of your own. You can do this easily enough and then apply for the ISBN. It can be costly to pay for these numbers on a single basis, which is why it often pays to have the self-publishing company print the book for you and get the ISBN. Because they order more of them, they get them at a lower price. If you are planning on printing up more than one book, you can order a series of 10 ISBN numbers and get a discounted price. Self publishing companies order these by the hundreds, which is why they can provide a number for customers included in their printing price.

Disadvantages

The disadvantage to printing your own book is that you cannot get it listed on online sites such as Amazon. You can however distribute it to bookstores and gift stores, as long as you have the ISBN. In some cases, such as a gift shop, they may take books that are just printed crudely without an ISBN on a consignment basis.

Printing your own book is a lot of work but can be a better choice for some who are on a limited budget and cannot afford a few hundred dollars to use a self-publishing company. It takes some knowledge in how to format the book as well as design the cover so you may end up spending money on a graphic artist if you want to get your cover to look professional. You must also realize that you will need to do your own editing and proofreading when you are printing up your own book. This can be very time consuming, which is why many writers prefer to pay the money to a self-publishing company. Printing your own book may work if you have a small literary magazine that you put out, if you just want to distribute books personally and sell them or if you are planning just to sell your book on your own. You have to remember that even with an ISBN a book store may be reluctant to put a book on their shelves that does not look as if it has been professionally printed. Decide how you want to sell your book and where and then decide how you wish to have it printed.

Chapter 10

Your Book Is Printed - Now What?

After you have your book printed and ready to go, what do you do? You do the same thing that you would do if your book was published by a mainstream publishing company - promote it!

Marketing

There are many ways that you can promote your book both online and off. One thing that you will want to do is to promote your book by getting some positive reviews on Amazon. If you have your book listed on Amazon, you can get reviews for the book from a book reviewing service. You can send them a disk with the book on it in PDF format and have people read it and give it a good review. The more reviews it gets, the more it will rise in Amazon.

Book Reviews

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If you have a small local newspaper, you can use them for publicity for your book. Small, hometown newspapers are an ideal way to spread the word. Take a look at your local parks department to see if they have anything for self-published authors as many parks departments have book signings for those who self publish. You can also take your book to gift shops that will sell it on consignment. This is an ideal way to sell cookbooks that are self published. Leave no stone unturned when you are marketing your book.

Chapter 11

Selling Your Book Online

The best way to sell your book is online and your first venue will usually be the self-publishing company that prints your book. They not only print books but also sell books that are written by their authors and you can depend on many sales from the website of your chosen self-publishing company. Be sure to tell family and friends that you have published a book and encourage them to buy it online rather than from you. Most websites rate books on the sales, so you want to make sure that any sales go through the website. Most of the online print on order sites will list the books on Amazon, which is the biggest seller of books in the world and getting your book listed on Amazon is the same as having it on a shelf in a bookstore.

Social Networking

Using social networking sites like Facebook and Twitter to get the word out about your book is another great marketing tactic and you can also place links to the book page on various forums. You also need to have your own website so that you can spread the word about your book and developing your own website and getting a host is neither difficult nor expensive.

Digg is another site where you can put comments and information about your book. Digg usually takes articles that can be “dugg” by others and you should have all of your family and friends digg the article up so that others can see it. The more exposure you get online, the better off you are. Another site that you can use is Propeller. This is the Yahoo site that is similar to Digg. Anyone with a Yahoo account can buzz an article up. If you get enough buzzes to your article, it may appear on the Yahoo home page. You can write an article using a pen name about a local writer who has written a book and place it on these sites so that others will boost it up in the engine. This is one way to get recognition for your book online.

The Power of Online Marketing

Make sure that your book features on Amazon as well as the site where it is printed and also be sure that you have a website that tells a little bit about the book and gives readers an incentive to buy it. While it is important to get as much exposure as possible for your book, you will find that you get more sales online than from a book store. This is why it is important to get as much online exposure for your work as possible. You cannot afford to ignore the power of online marketing when it comes to selling your book. The fact is that today the vast majority of people sell their books online and you want to be sure that you do your best to market the book as much as possible on the internet.

Chapter 12

Off-Line Marketing to Sell Your Book

Although online marketing for your book is extremely important, you will still need to get as much exposure off line as well. Apart from joining groups and getting your books in small local bookstores to do book signings, most larger bookstores, such as Barnes & Noble and Borders will want you to go through the main office in order to have your book stocked on their shelves as these stores will want to see a copy of your book before they place an order. This can be time consuming for you, but is well worth a try. A much better and less time consuming way is to approach the manager of the bookstore and offer them the books on a consignment basis. They will let you do a book signing and you can bring your own books, giving a commission to the store.

Utilizing the Service of Book Distributors

You can also use a book distributor to distribute your book to local bookstores to get them on the shelves and this may be easier than going through the corporate route. You will of course have to buy the books from the publishing company in order to get them to the distributor in order for the distributor to work to get the books to the major bookstores. Again, this is a tough sell as only best sellers from major presses have more shelf space in bookstores as well as prominent shelf spaces. Just like in the supermarket, the biggest distributors have the most attractive shelf space. If you think that you will see your book on the center shelf at the major bookstore, think again. If they do take your book, it *will* be on their shelves and this is why you need to promote your book with book signings.

Leaflets and Flyers

You can also make up and distribute leaflets and flyers for your book, handing them out to people in the shopping centers or book fairs. Asking local newspapers to distribute the leaflets within the pages of their newspapers (possibly for a fee) is also a good idea. The leaflets you distribute should have information about the book as well as where readers can find it and a link to your website. You need to be sure to do as much as you can to promote your book online and off. The more you continue to promote your book, the more interest it will generate.

Conclusion

When you go through the time and work of putting all of your creative talent into a book, you want to do what you can to make sure that the book is read. Most writers who are good writers are not as much interested in the money for the book than they are in the book being read by others and the author recognition. Working hard to complete and print your book and then having others enjoy your writing is one of the best things a writer can experience. If you have been considering writing a book but are not sure if you can get a publisher, you should consider self-publishing. Instead of trying to get an agent and a publisher to look at your book and then only give you a small percentage of the profit, you can easily self-publish your own book and get the author recognition that you so rightly deserve. So, get writing and make your dream come true!