LIBBY WATERFORD

SELF-PUBLISHING BASICS

TODAY'S WORKSHOP

- Ready to Publish?

- Packaging Your Book

- Distribution

- Marketing

- Advertising

- Resources

- Q&A

INTRODUCTIONS

- Formerly trad, now 100% indie published author of 20 contemporary romance novels and novellas under two pen names
- First published in 2013
- First self-published in 2020

GETTING YOUR MANUSCRIPT READY TO PUBLISH

- Feedback from Beta readers

  - Readers of your genre!

- Self-editing

  - *Intuitive Editing* by Tiffany Yates Martin

  - Editing software like ProWritingAid, AutoCrit, Grammarly

- Feedback from paid editors

  - Developmental edit (aka content edit or structural edit)

- Copy editing and proofreading (paid)

Traditional

Indie

Write a book

Beta readers

Self edit

submit to agent/publisher

Sell book
Publisher assigns editor
Developmental edit
Line edit
Copy edit
Galley proof
Publication

Hire developmental editor
Hire line/copy editor
Hire proofreader
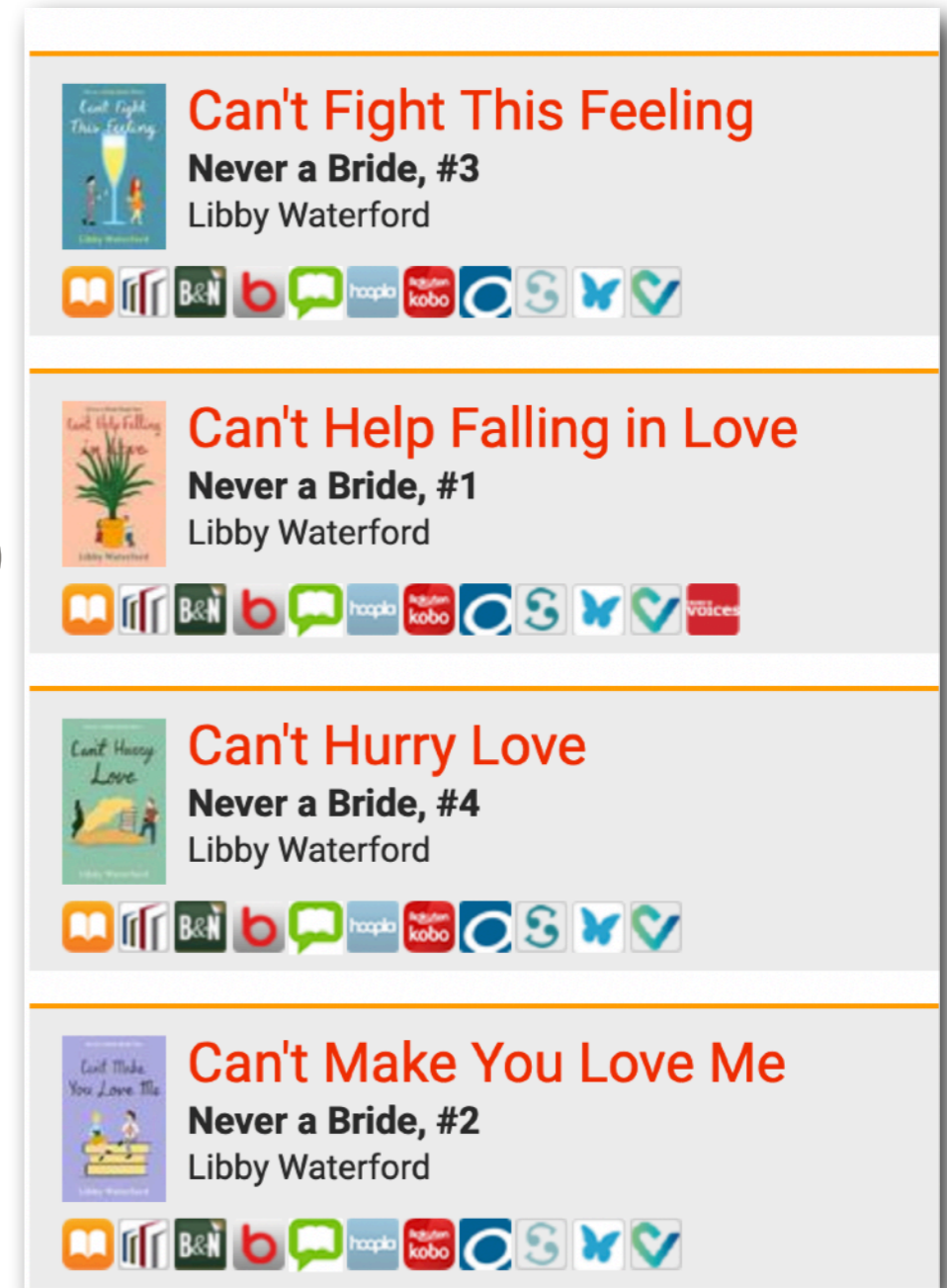Read book aloud
Format
Publish

PACKAGING YOUR BOOK

- Look at your comps
- Blurb - 150-250 words
- Cover - on genre, ebook and paperback (requires page count)
- Formatting - Vellum (Mac only), Atticus
- Front/Backmatter - copyright
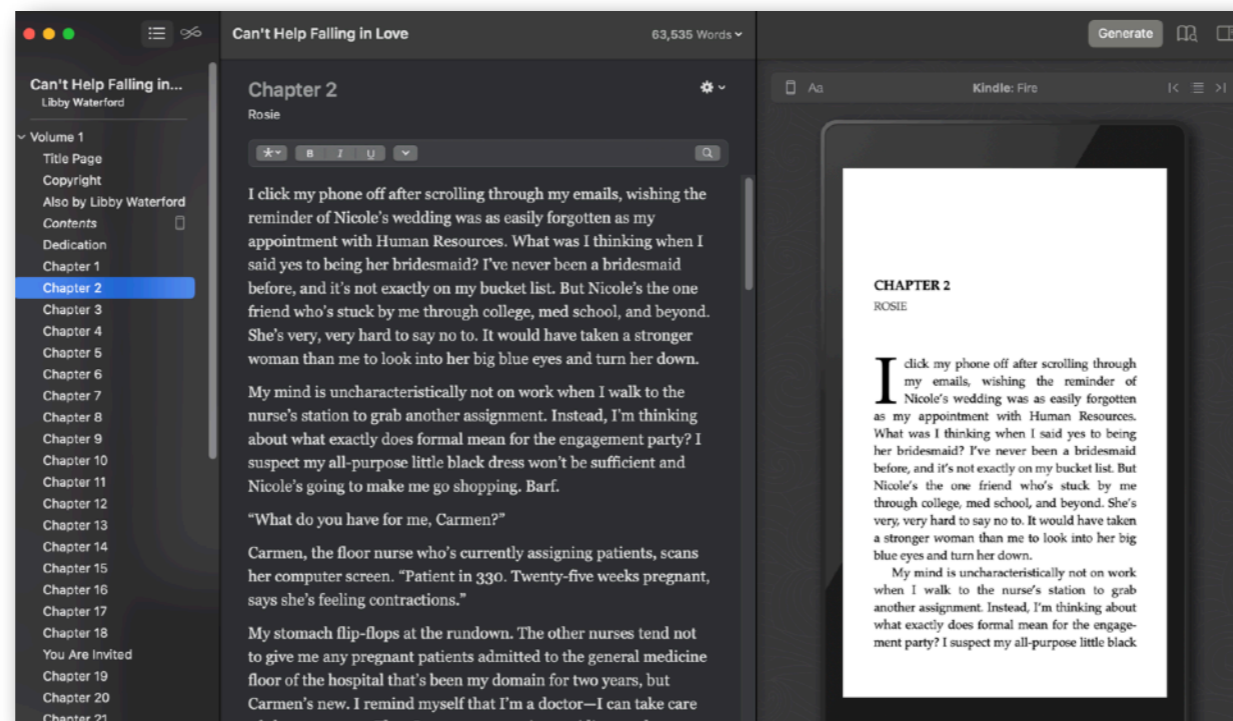
DISTRIBUTION

- Wide vs. Kindle Unlimited
- Formats
  - eBook
  - Print (paperback, hardcover, large print)
  - Audio (AI audio, human narrated)
  - Serial apps
- Direct sales on your website
  - Drop ship (Lulu, BookVault, IngramSpark)
  - You fulfill (Shopify, PayHip, StoryOrigin, Bookfunnel)
- Distribution channels
  - Amazon
  - Draft2Digital
  - IngramSpark (requires ISBN)
  - Direct to retailers (Kobo, B&N, Apple, etc.)
- Categories and keywords
- Pricing and pre-orders

Can't Fight This Feeling
Never a Bride, #3
Libby Waterford

Can't Help Falling in Love
Never a Bride, #1
Libby Waterford

Can't Hurry Love
Never a Bride, #4
Libby Waterford

Can't Make You Love Me
Never a Bride, #2
Libby Waterford

MARKETING

- Launch Plan

- Marketing Plan

- Newsletter List

- Social Media

- Reviews

  - Paid

  - ARCs

  - Organic

MINIMUM MARKETING MUST-HAVES

- Author Website & Email Address
  - 2-3 pages: About (bio + contact), Your Book(s) with buy links, Newsletter sign-up & social media links
- Newsletter
  - Choose a newsletter service (Mailerlite, Substack)
  - Create a free reader magnet that would appeal to your ideal reader
  - Collect addresses (comply with CAN-SPAM Act)
  - Send newsletters! (At least once a month)
- Media Kit
  - Create sharable graphics in Canva or similar graphic design program featuring your book cover
  - Include book description, excerpts, buy links, author bio, headshot, book cover, review quotes
- Social Media
  - Be visible on 1 social media site you feel comfortable on and update regularly
- Reviews/Blurbs/Pull Quotes
  - Ask for reviews for your book from relevant people to use in your marketing materials (create and send ARCs)
  - Ask readers to post reviews on retailer sites and pull quotes from there for marketing purposes
- Basic Branding
  - Fonts, colors, logo that align with your genre. Consider the narrative you want to convey about your book/type of book.

ADVERTISING

- Advertising Plan

- Budget

- Education

- Paid Newsletters
  - BookBub
  - WrittenWord Media

- Facebook Ads

- BookBub Ads

- Amazon Ads

RESOURCES

Books
How to Self Publish Your Book by Dr. Jan Yager (nonfiction and fiction)
Intuitive Editing by Tiffany Yates Martin (self editing for fiction writers)
Write. Publish. Repeat. By Sean Platt, Johnny B. Truant

Podcasts
We Make Books Podcast: Episode 24 "The Sorcery of On-Demand Print and Digital Distribution - Self-Pub Side"
SPA (Self Publishing Authors) Girls
Wish I'd Known Then… for writers
Six Figure Authors

Software
Scrivener: word processing, formatting, research organization
Vellum: formatting for ebook and print, only for Mac
Atticus: formatting for ebook and print, all platforms
ProWritingAid, Grammarly, Hemingway, Autocrit: editing tools
Calibre: formatting and ebook organization

Online resources
Reedsy (editors, cover artists, formatting software, advice, contests)
David Gaughran (marketing, Amazon, social media)

Online resources (con't)
Jane Friedman (marketing, publishing)
BookBaby (self publishing distribution)
Draft2Digital (self publishing distribution, formatting)
BookBub Partners Blog (marketing)
Scribophile (feedback and critiques)
Conscious Style Guide (resource for identifying problematic content)
Canva (free image creation for marketing, ads, social media, covers)
DepositPhotos (stock photo site)

Blogs, articles
David Gaughran's Self-Publishing Guide
11 Signs You're Ready to Self-Publish
Beta Reader Tips
Everything You've Always Wanted to Know About Hybrid Publishing
Writers in the Storm (craft and marketing advice)
Video: 10 Weak Words You Should Cut From Your Novel
Facebook groups like Wide for the Win
Conferences, often offered through genre-specific orgs

Marketing/Ad Courses
Bryan Cohen on Amazon Ads: Amazon Ad School
Mark Dawson Courses (ads, self pub and more)
Skye Warren Author Ads Intensive
Alessandra Torre Courses/InkersCon

QUESTIONS?

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