



# A QUICK GUIDE TO **SELF-** PUBLISHING YOUR BOOK

[SelfPublishMe.com](https://SelfPublishMe.com)



# A QUICK GUIDE TO SELF- PUBLISHING YOUR BOOK

By SelfPublishMe

A Quick Guide to Self-publishing Your Book  
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isn't going to write itself

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Who We Are





That great idea in your head  
isn't going to write itself.

**Y**our decision to self-publish is highly commendable and a testament to your self-belief, personal ingenuity and self-assertion. It's a big step, and now that you've come this far, don't let anyone make you feel that self-publishing holds less value than traditionally published books. Who's to say that one day you can't become a New York Times, best selling author? Just be aware, there are no guarantees. Each industry has its fair share of those wishing to exploit your talent, largely in their own interest, with little regard to the creators of such brilliant works. Signing a publishing contract doesn't necessarily mean that you're always granted the outcome that you had hoped all these years. It simply means that a publisher has agreed to publish your book and assume a certain amount of risk on your behalf, which is an advisable prerequisite to a healthy, traditional author/publisher relationship. But for some writers, the road to authorship and independent artistic freedom is self-publishing.

# 9 Things to Consider Before Self-publishing

## 1. CHOOSE A GOOD TITLE

Try to come up with a title that speaks to the reader as well as the content of your book. Make sure you're not confusing potential readers with an off-topic title. Sometimes a title may sound catchy, clever or cute, but doesn't clearly convey what your book is about. Be mindful of this, and you'll craft a title that jumps off the shelves.

## 2. COVER DESIGN

A book's front cover is the strongest visual cue your book will have. The back and spine serve as supporting roles with the same degree of importance. Together they set the tone for what's inside. Your front cover should attract attention quickly and give at least a hint of the book's topic or key subject. Think about your book's title, and make sure it speaks to the subject and its intended audience. Attracting the right audience is critical, and your book cover together with a killer title will help make that happen.

### **3. INTERIOR DESIGN**

It's obvious that your book's interior can actually have an impact on readability, and ultimately sells as one thumbs through the pages of your book, trying to decide if they want to buy it or not. If the type is garish and hard to read or the layout doesn't make sense, a potential reader may simply decide to move on to something easier to read.

### **4. EDITING/PROOFREADING**

The editor's job is to make your writing even better. Typos, improper word and punctuation usage make your book less appealing. Poor sentence structure combined with in-cohesive paragraphs makes for difficult reading. You only get one time to make a good first impression. The same goes for your book.

### **5. JUST THE RIGHT PRICE**

Pricing your book can be a bit delicate. If your book's list price is too low, readers may feel that it isn't worth purchasing, let alone, reading. If your book is perceived as too expensive, they'll likely purchase a similar one that's priced more in line with others. Pay close attention to the price of books in the same genre as yours. Unless it backs up an amazing claim, an extremely popular trend, a personal memoir or genera, you might consider pricing your book somewhere within the realm of similar titles.

## 6. ISBN NUMBER

ISBN numbers identify your book so it can be easily catalogued within a retail system. Typically, the ISBN is printed on the back cover which allows it to be scanned.

As an option, the Amazon KDP platform provides a free ISBN number during the registration process.

## 7. MARKETING

Publishing a book makes it a product.(Yes, you now have a business. Don't forget!) Your book may be geared toward a much smaller audience, and that's okay. Marketing should not be ignored or treated as an afterthought. Nobody knows how great your book is until someone reads it. Plan a book signing, several in fact. It's not always necessary to have a book signing at a book store. Get creative with it. For example, your book is about love for animals. Why not arrange a book signing at a pet store? It's a great traffic driving opportunity for the pet store and potential book sells for you. Think of ideas to match a book signing opportunity with a focused and targeted audience. Depending on your book's topic, many non-book store locations may be a perfect match for your book signing. How about a winery, an event center, a coffee shop, a grocery store, a farmer's market, or a health food store. Think about a public location where your targeted reader audience might gather. A non-book store book signing may be just the right idea for your book.



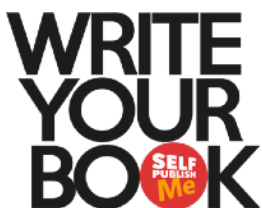
## **8. TRUST PROFESSIONALS YOU HIRE TO DO THEIR JOB**

Unless you know a great deal about editing, design, and printing, you'll need trusted professionals who can help with every aspect of producing your book. While you should absolutely have input into each stage of development, remember that the professionals you hire know what works and have your best interest in mind. Be a team player, avoid micromanaging. If you truly do it right, the hard work you put into writing will shine through and your book will be poised to have a major impact on its readers.

## **9. SET REALISTIC EXPECTATIONS**

Be careful with over the top, unrealistic expectations, but by all means, set goals and strive to achieve them. Don't expect to write a book and quit your day job. Going in with the wrong expectations can set a writer up for disappointment. Keep your feet on the ground, set realistic and achievable goals. Look at every book, every opportunity, every goal and achievement as a milestone. Above all enjoy the freedom and power of being a self-published author.

# Your Book's Design Process, Step by Step



The steps outlined below explain every stage of your book's design process in the order you can expect them to occur while working with SelfPublishMe. Authors often ask us,

"How long will it take?" The quick answer, in most cases is four to six weeks, however, every book project is unique. For the most part, client manuscript preparation and production workload are primary determining factors.

## **STEP 1: FREE INITIAL CONSULTATION**

When you call or email us, we'll discuss details about your book project, e.g. your chosen title and target audience, your book's dimensions, possible add-on features, e.g. table of contents, photos/illustrations, quote insertions, etc. In fact, if you live within the surrounding OKC area we'll be happy to meet with you over coffee. Our initial consultation will also give us an opportunity to get to know each other better before deciding if we're the right fit for your book project.

## **STEP 2: WE'LL SEND YOU OUR PUBLISHING-CONSULTING/SERVICES AGREEMENT**

After discussing all the elements of your book, we'll have a clearer understanding of what you envision for your book. We'll prepare a personalized publishing-consulting and services agreement, based on details of your specific book for you to carefully read, sign and return along with your initial deposit.

## **STEP 3: WORK BEGINS**

You are now an official client, and your book project is added to our production schedule.

## **STEP 4: PREPARE YOUR FINAL MANUSCRIPT TO SUBMIT TO US.**

It is important that your manuscript is complete, thoroughly edited and proofed as a *final* draft before submitting it to us. If your book contains photos or images, submit them in a separate file along with your manuscript.

## **STEP 5: YOUR BOOK'S INTERIOR FORMATTING BEGINS**

Once we receive your manuscript, we'll flow your text into the final design and place your images. Each page will be typeset, including the front and back matter. We'll create your title page, copyright page, table of contents, and any other front and back

matter you'd like to include in your book. We'll send you a PDF of your completed pages for review.

## **STEP 6: REVIEWING AND PROOFREADING YOUR PAGES**

Carefully review and proofread the PDF of your formatted manuscript as it will look in book form. It'll look very different from the way you're used to seeing it. Review each page carefully for any errors. NOW is the time to make any last-minute corrections.

## **STEP 7: MAKING FINAL PROOFREADING CORRECTIONS**

Send us your proofreading corrections and we'll update your pages and send you a new PDF for review. The proofreading process is to correct small errors like spelling and punctuation, not major content omissions.

## **STEP 8: PRE-PRESS APPROVAL**

When you're satisfied that your pages are perfect, you'll sign a proof approval form, confirming that we're ready to go to press.

## **STEP 9: COMMUNICATING WITH AMAZON KDP**

If you haven't already, you will need to establish an Amazon KDP account. Click the link below:

[https://kdp.amazon.com/en\\_US/help/topic/G200620010](https://kdp.amazon.com/en_US/help/topic/G200620010)

## STEP 10: GOING TO PRESS

We'll convert and package your finished digital files. Upon payment of your final balance we'll email them to you for upload to your Amazon KDP account. If needed, we can assist you with upload process. Also you will receive your book's master files.

# CONGRATULATIONS!

## YOU'RE A SELF-PUBLISHED AUTHOR

We always ask that you please send us a copy  
for our portfolio—preferably a signed copy.

[CLICK HERE TO LEARN MORE](#)

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CALL US: **405-367-1141**

# 15 Spelling and Grammar Checkers

- Grammarly
- Reverso
- Ginger Software
- WhiteSmoke
- LanguageTool
- PaperRater
- Hemingway Editor
- Pro Writing Aid
- Online Correction .com
- Spell Check Plus
- Grammar Slammer
- Virtual Writing Tutor
- Slick Write
- Grammar Check
- SentenceChecker.org

# Who We Are

We're an Oklahoma-based, family-owned business offering a broad range of pre-publishing services to first-time and independent authors who wish to self-publish. Our services include **BOOK COVER DESIGN, INTERIOR FORMATTING, PUBLISHING-CONSULTING** and more. Our mission is to help real people just like you, become self-published by providing one-on-one, trusted and reliable services tailored to your needs, with **NO AUTHOR/PUBLISHER CONTRACTS** to get in the way, plus, **YOU KEEP 100% OF YOUR RIGHTS AND ROYALTIES**. As a SelfPublishMe client/author, we will be your personal liaison, walking you step-by-step through the self-publishing experience on the Amazon's KDP platform.

Inspired by a growing number of aspiring new and independent authors, we truly understand that little compares to the pride of being published. When it comes to publishing your first book, there are an array of options, considerations and important decisions to make before choosing the best path for you.

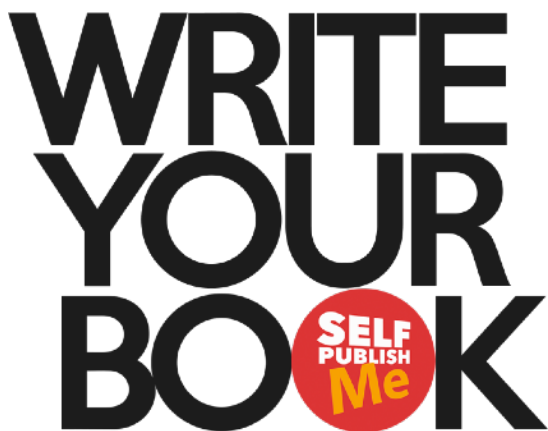
We help independent authors like you self-publish their own unique book idea from first draft to a first-class work of stimulating and visually appealing literary art.

# Closing

Pick a subject, and by your own authority, start writing. Know that your words are qualifiable. When you feel that you have completed your first-draft manuscript, go over it again and again, refining as you go. After that, BE SURE to find a professional editor. When you're ready to self-publish, we can help you turn your final manuscript into a professional looking book that you can be proud of.

Good luck!

—MAURICE JOHNSON | SelfPublishMe



Prepared by: **SelfPublishMe** *Publishing Consulting and Book Design Services for Independent Authors.* [www.selfpublishme.com](http://www.selfpublishme.com)