

PEN IN HAND MINI-CONFERENCE

SELF-PUBLISHING PANEL

SUGGESTED OUTLINE

- I. Stories about why chose to self-publish
 - a. Co-worker diagnosed with breast cancer, wondered what I would leave undone should I get a similar diagnosis that would, if not end my life, at least sideline me from participating in it for a significant period of time.
 - b. I started thinking that a book of poetry aimed toward pre-teen and teen girls might be a good idea. Trips to the library and book stores confirmed my suspicion no similar books were available.
 - c. Daughter @Book Store
 - i. Not seeing any book of poetry aimed at girls, I asked my ten-year old daughter if there was a poetry book for girls her age if she would read it.
 - ii. She excitedly answered "Where?" I explained that there wasn't such a book but maybe I'd make one. She said, "You can't do that." When I asked why, she told me, "You're just not good at that sort of thing".
 - iii. Decision made
 1. If daughter interested, others girls might be
 2. Show daughter can do anything want
 - d. Compiled & revised the poems to include in the book in late spring, 2007.
 - e. Agent
 - i. Ann Tobias, NY: Only one could find did children's & poetry books
 - ii. Waited few months, no response so decided to self publish.
 - f. Decision to self-publish
 - i. Essentially a function of time and control.
 - ii. Didn't have to wait months for agents or publishers to respond to inquiries and years for someone to actually accept my manuscript.
 - iii. The control of self-publishing and retaining all rights to my book also appealed to me. I knew if someday a traditional publisher wanted to purchase my book, I still could sell it.
- II. Getting Published
 - a. Publishing company chose and why
 - i. Outskirts Press from Denver, Colorado
 1. More than just a printing company but not a traditional publisher.

2. Screening process which essentially eliminates books with unsavory or unwholesome content.
3. Researched a few different self-publishing companies and chose Outskirts Press mainly because of the various packages and reasonable pricing.
4. Outskirts Press offers several publishing package options for prices ranging from \$400 to \$1000, all with different options depending on what you want to do yourself.
5. At first, I was interested in those companies that advertised free author copies but quickly found out the company could provide free author's copies because they charged exorbitant prices just to publish the book.
6. Outskirts Press charges reasonable prices for their author copies depending on the discount, royalty margin and other figures the author sets.

b. Publishing process

i. The Self-Publishing Manual by Dan Poynter

1. Releases new editions frequently, always available
2. Covers entire process from writing through marketing including physically printing
3. Will help you decide what you want to do yourself and what you want to pay for
4. Good to understand the whole process even if someone else is physically doing it

ii. Pre-Publication: Formatting, copy editing

1. Outskirts Press formatted my book, designed the cover and print the book
2. Opportunity to pay extra for editing or doing yourself

iii. Galleys & revisions

iv. Publication & distribution

1. OP obtained my ISBN number, listed my book on Amazon.com and BarnesandNoble.com
2. Made Crush available for wholesale purchase through the major wholesalers, Ingram and Baker & Taylor.

v. Marketing

1. Shortly after my book was finished, I began receiving e-mails from the Marketing department with hints, tips and suggestions for marketing. I still receive these e-mails.
2. Outskirts Press, visit <http://outskirtspress.com/agent.php?key=52164> or go to my web-site at www.jodiet.com and click on the Outskirts Press banner.

vi. Outskirts Press Printouts

III. Marketing

a. Marketing Plan

i. Resources

1. 1001 Ways to Market Your Books by John Kremer

a. Marketing Self Published Book Rules of Thumb

- i. Don't focus on book stores first
- ii. Do focus on online bookstores and online marketing
- iii. Do focus on nontraditional and special sales: catalogs, book clubs, craft shows, local shops
- iv. Think backlist, not front list
 1. Focus marketing for after publication
 2. Sales on online bookstores tend to take several months to get going
- v. Manage own marketing & publicity
- vi. Saturate your local market
- vii. Choose self-publishing services carefully
- viii. Create web-site and online media room

2. A simple Guide to Marketing Your Book

3. The Frugal Book Promoter

- ii. Begin as soon as possible
- iii. Publication date

1. Date your full marketing strategy starts not the date your book is available
 2. You choose your publication date
- iv. Plan to market your book for at least 2 years
 - v. According to John Kremer, takes at least 7 contacts within 18 months to get someone to buy your book.
 - vi. Keep your marketing plan flexible
 - vii. Re-evaluate your plan periodically

b. Marketing Techniques

i. Web-site is essential

ii. Review Copies

1. Similar to querying for publication
2. Follow requirements for submission
3. Research publication for your book's fit
4. Send out as many as possible, even a not-so-good review gets your name & book out there though most companies concentrate on positive reviews

iii. Consumer Reviews

1. Ask friends to post positive reviews on Amazon.com and BarnesandNoble.com
2. Keep any positive feedback in any format for inclusion in future promotions

iv. Donate books for waiting rooms & to libraries

v. News Release

1. Send for book's release
2. Send to announce any appearances or events
3. Leader teen writer wrote article about Crush after I sent news release announcing book and upcoming signings

- vi. Appearances
 - 1. Book Signings
 - 2. Media Appearances
 - a. Radio
 - b. TV: Paula Sands Live
- vii. Media Kits
- viii. Promotional Items: Leave wherever you can
 - 1. Business Cards
 - 2. Pencils
 - 3. Book Marks
- ix. Articles & Speaking Engagements
- x. Facebook & MySpace