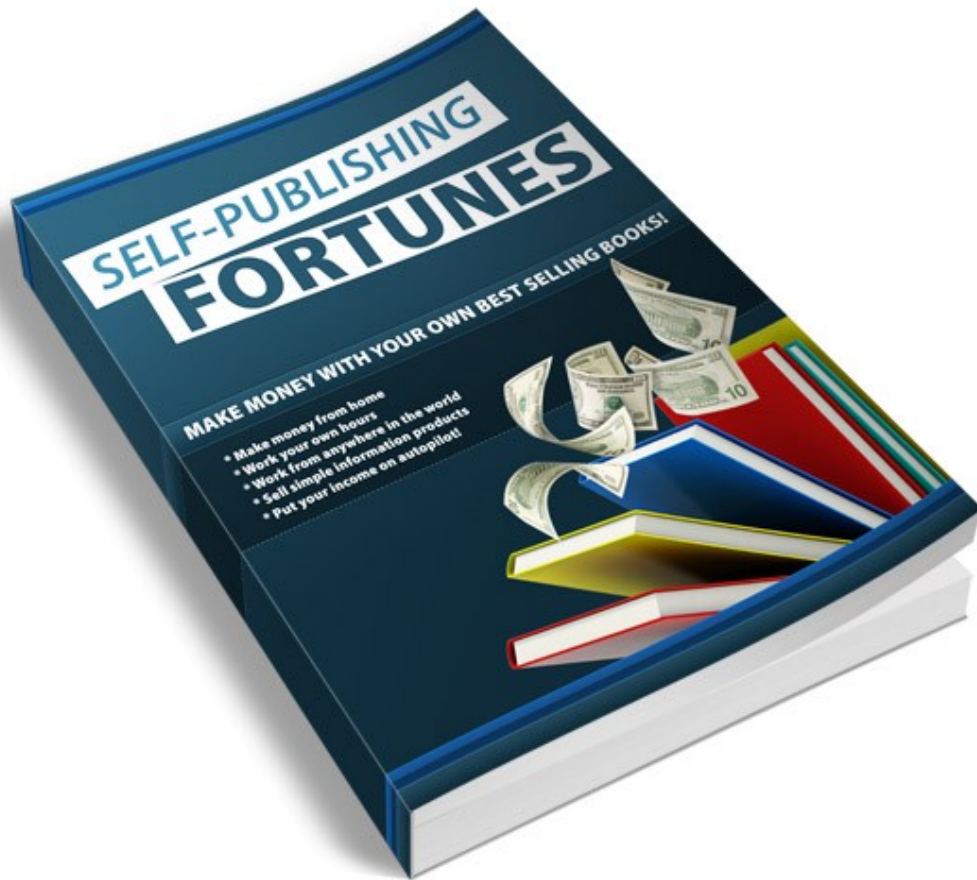


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## Getting Started

Self-publishing is the way that many writers today are choosing to get their book out to the public. Self publishing today is not the same as it was years ago when you had to spend thousands of dollars to publish your book. In fact, you can self publish a book for as little as \$100 when you choose a good self publishing service online.

The first thing that you need to do is to know your genre. The one rule of writing is that you should write what you know and are most passionate about, especially if this is your first book or information product.

If you have a specific genre that you read, chances are 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 on your genre, and conduct market research to identify the existing demand for potential topics and to gauge the viability of your niche. You want your book to be in demand, of interest to a large segment of the market and ‘evergreen’, meaning that the topic of your book will continue to be of interest for a long time to come.

There are many different genres available in both fiction and non-fiction., as well as self help books, “do it yourself” books and within the information marketplace, you could write books on everything from

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popular niche and health topics including acne and weight loss to dating, seduction, parenting and even how to grow an organic garden!

Before you start your book, have a clear and complete plan of what it will be about and the genre it will fill. The more you know about your market prior to creating your information product, the easier it will be to successfully promote your book once it's complete.

When choosing a genre, or niche market consider the fact that certain books will cross genre lines - such as paranormal and romance. Some books will fit neatly into a specific genre. It should be clear what the book is about to the reader so you'll need to define your target audience early on, and create your book around that specific audience.

If you are writing a non-fiction book, there are also many different genres to choose from. 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? What unique element can you bring to the market? How can you present your information differently, so that it will appeal to your target audience?

Sometimes it's as simple as presenting information in a different way. For

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example, there are hundreds of information products on and offline focusing on “Internet Business”, but within that marketplace there are specific segments of a smaller audience worth targeting, including new business owners, bloggers, marketers, affiliates and even entrepreneurs interested in marketing to an offline audience. You will want to identify your audience and then develop a structure for your information product so that it targets specific information and provides a unique experience to those who purchase it.

Once you find your genre and know what you are writing about, you should start to think of marketing your book. Make it something that readers will choose when they see it in bookstores or online. This will set it apart from other books of its kind and entice readers to buy it. Many book authors are finding that they can make a career out of self publishing their books and marketing them to the right audience when they’ve worked towards developing a U.S.P (unique selling proposition). This can be as easily as assigning a catchy title to your book, catering to a more specific/oriented audience or offering various formats of your information product, such as additional resources, audio components or print and digital formats.

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

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book. You should write down a synopsis of the book 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 away from the book at the end.

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 your head. When you are writing fiction, characters tend to come to life as you write. Your ending may change as you rewrite, it is important to be flexible. The way that you write depends on the type of person that you are. If you prefer to have everything ironed out for your book, then you should do an outline that will tell you where you are going. This is like having a roadmap on a car trip.

There are some people, however, who do not want to use a roadmap on a trip, they just want to go. If this sounds like you, then just start writing and the ideas will start flowing in you. You can rework characters and plots as you move on in your book. Everyone has a different style when it comes to writing books.

Over thinking 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

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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.



## **Research Your Topic**

In order to write your book, you are going to have to do some research. 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. You want to do research to make your book seem more authentic and well written. Nothing is worse than writing a book where you get facts, dates and other information wrong.

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 through your research by taking a look at the books at the local library. Some authors go as far 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.

You do not want to get bogged down with research, however. Many writers enjoy research so much that they neglect to write their book. This

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is not what you want to do - you want to research your book so that you have the right information, but not write a thesis.

Too much research can stunt the creative flow of your book. 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. You can get most of the information that you need to research your book if you go online.

It is a good idea to research the characters in your book, even if they are fictional. Discover some information about personality traits of people. 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 bit of psychology.

Creative writers are often advised to take this 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 well. Realistic dialog is very important when writing a book. If you understand how and why people react a certain way and speak in certain terms, you can give your characters more depth.

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In addition to researching your characters and the plot of your book, you should also make sure that you do some research on what makes a good book. You can take a writing course to learn how you can write a good book or even join a writing group.

The more input that you get from other writers and the more information that you share the better your book will be.

There are 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. The conflict must be resolved by the ending of the book.

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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 the book.

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 your book. 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.

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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 the present tense 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 in your book. 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 a story.

## **Short Cut Methods**

Writing a book is actually not as difficult as it sounds. If you aren't a great writer, or if you struggle with grammar, spelling, and punctuation, you can hire someone to write your book, or you can write it yourself and hire someone to edit the book for you before you publish it.

Hiring a writer will probably cost \$500 to \$1,000, perhaps more or less depending on the subject and the length of the book. It will cost significantly less to have someone edit a book you write, so you might consider writing it yourself if you want to save money.

It's a good idea to write out a sample table of contents before you start writing the book. This will help you move more smoothly through the writing process, making it faster and easier to get it done. Writer's block often happens when you don't know what to write next, and starting with a complete table of contents will help you avoid that.

There are a couple of options available if you don't want to write a whole book by yourself. You can legally use content that already exists if you use the right type of content.

### **Private Label Rights**

PLR content is one way to get content for your book. PLR is content that is written and sold for other people to use as though it was their own work. You can buy PLR books, edit them, and use them on CreateSpace. Many people do this.

### **Public Domain Content**

Another source of content you can use is through the public domain. There are many online sources of public domain content, but you should be aware that most public domain content will be very old, so it may not be as up-to-date as you would like. Still, it can be good to use as a starting point.

You should be certain you get your public domain content from a reputable source. Some people might upload content and claim it is public domain when it actually is not.

A reputable source of public domain content is:

[http://www.gutenberg.org/wiki/Main\\_Page](http://www.gutenberg.org/wiki/Main_Page)

## **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 that you have in your first draft.

Everyone writes in a different way. There are those who rewrite as they are going along in a book 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 any rewriting. This can allow you to see the direction that your book has taken and how it looks. You should not get discouraged if your first draft is less than magnificent - this is only your first draft.

Many writers who write fiction like to get that first draft finished before they start any research into the book that needs to be finished. Having the first draft completed does not mean that you have completed your book, but that you have completed a rough draft of a book. The average book is about 80,000 words, although a rough draft of a book may be less.

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

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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 resolution to the conflict.

There are two types of conflict that can be contained in your book. These are either internal conflicts or external conflicts. Internal conflicts are those that take place in the minds of the characters of the book. They 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 of the book. 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 presents not only external conflicts, but internal conflicts as well. It also may present a series of conflicts in the book that come together to be resolved by the time the book ends. It is important to create

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conflict in a fiction book that will keep the reader reading and wanting to see a resolution in the end.

A good book also makes a point. There can be symbolism in the book as well as a subtle message that the book is trying to get across to the reader. While not all books contain these variables, they are found in some of the great novels.

Another factor you want to add into your fiction book is foreshadowing. This should be presented throughout the book, but especially in the beginning. This gets the reader hooked early on so that they want to continue to see what happens in the book. They will be anxious to get to the end of the book to discover the reason for the foreshadowing. Foreshadowing implies that something will happen to change the world of the characters early in the book.

This intrigues the reader and makes them want to continue reading.

The first paragraph of your book is probably the most important part of the book. This is the paragraph that will either hook or bore the reader. One problem that many authors have 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 in reading the book. Including foreshadowing in the first paragraph is a good idea.

Another thing that you can do to make your book more interesting to the reader is to start in the middle. Instead of starting the book from the beginning, you can start in the middle of the story and then take the reader back, through the use of dialog and narrative, to the beginning of the story to fill them in on history.

The climax of the book is also important in a fiction book. The plot should slowly build up to the climax. You may have several anti-climaxes in the book as well as other conflicts are resolved. The main conflict in the book must be resolved by the end of the book.

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. 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.

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. It is important not to get married to your book. 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.

The best way to start rewriting is to read through your first draft. You can then note inconsistencies and other plot problems that occur with the first

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draft. 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 want to look at dialog as well as consistency when you are rewriting your book.

Do not be surprised if your book has an ending that 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. This often means inconsistencies in the book and with the characters.

Each time you continue to rewrite the book, you are making it a better story. You have a better feel for the characters in the story with each writing 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 make them more lifelike for the reader.

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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. You have to want to make your imagination come to life on paper when you write your book.

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 your book 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 your book, although you should naturally make any corrections when you see them. Proofreading is very different than rewriting and will be discussed shortly.

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 start reading it. If you have a friend or

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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 read the book after you have rewritten it to sufficiency.

You cannot rewrite a book too much. There does 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. You want to make sure that you have proper grammar used in your book. If you have a grammar check on your word processing program, use it. You can also use spellchecker as well. But never depend on a spellchecker to do your proofreading for you. When you have finished your book, it is time for proofreading.

## **Proofing Your Book**

Take the book and print it out on paper for proofreading. Then, starting with the last page and moving backward, use a ruler to look at each line in the book. This is a tedious process and one for which you can pay a freelance proofreader. 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.

You can hire a professional proofreader for this purpose. They will go through the book the way that suits them and deliver you a product that has changes. They will put proofreading marks on your paper of which you should be familiar. They will not make the changes for you, but signal you to make the changes.

It is vital that you proofread your book or have someone else do it for you. If you have a book published by the mainstream press, this service is done for you.

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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

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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 get turned off. 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.

Even if you have someone else who is not a professional proofreader take a look at your book you can have a fresh pair of eyes look at the book so that they can see errors where you cannot. Remember that you have a very strong connection to your book that others do not. 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. This may be an investment that you will want to make if you are serious about making 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 not well put together.

### Your First Draft

Once you have decided on the book that you want to write, you should start on your first draft

## Getting Published

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. 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.

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. 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. These publishers will not charge a writer for printing their book,, but will also not have the clout to get the book reviewed in the New York Times. 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 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 and are listed on places like Amazon,

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where most people today are buying books. The author can have their book in a bookstore as long as it has an ISBN. There are many ways for a self published author to market their book.

Since you will most likely do the marketing anyway when you get your book published, you might as well self publish your book with 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.

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Both of these sites 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 mainstream publisher and much more than you can get with small press publishing.

If you take the time to market your book, which you can do, you can end up making a lot more money and getting your book out to readers.

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## **Formatting**

Formatting a book to be published on CreateSpace can be tricky. Your file must be submitted in PDF format, and you need to ensure that it is submitted at the appropriate size. This means you will need to create your document in the size you wish your book to be. For example, 6x9 and 8x10 are popular sizes for books. When you create the document to write your book, you will use that size for your document.

You will want to ensure the margins are large enough that the words aren't printed too close to the edge of the paper or inside the binding, and you will need to keep your book between a certain number of pages in order to fit the book size you choose. Page count and size information can be found on the CreateSpace website.

Images used inside your book should be at 300 DPI resolution, and be certain you have legally licensed them for print. Most stock photo agencies do not allow print use without an additional fee for an extended license.

## **Book Covers**

You will also need to create a book cover for your book. There are templates available on the CreateSpace website to help you do this. You

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will need Adobe Photoshop or another compatible graphics program to design your cover.

You can also outsource the creation of your cover, but be sure whomever you hire has samples of book covers they have created. They say you should never judge a book by its cover, but many people do! Your cover should be attractive and professional, and it should make people want to buy your book.

You can get ideas for how you want your book cover to look by looking at other successful books in your niche. This will give you an idea of what people are looking for, and it may also help you figure out the type of style you would like for your 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. You can get an ISBN number yourself by going to the site at [isbn.org](http://isbn.org). You need one number for all of your books. You can get them in a barcode to put on your book that you print yourself.

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It is less costly to print your own book. You can use an off line printer as well as an online printer. You just have to get everything ready for printing. This includes the cover. The cover will be made of a thicker paper and can be glossy or matte. The cover is an important part of the book, so it is a good idea to hire a graphic artist to design the cover if you are planning on printing the book yourself.

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.

The disadvantage to printing your own book is that you cannot get it listed on online sites such as Amazon. You can distribute it to bookstores and gift stores, however, 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.

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Printing your own book is a lot of work but works for some who are on a limited budget and cannot afford a few hundred dollars to use a self publishing company, then this may be the way to go. It takes some knowledge in how to format the book as well as design the cover. You may end up spending money on a graphic artist if you want to get your cover to look professional.

You also have to also figure that you will have 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. It can work if you just want to distribute books personally and sell them. It can work 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.

## **Promoting Your Book**

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!

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.

You should have a website as a teaser for your book. When you have a website, you can sell books directly from the site or you can send the buyers to Amazon. You can become an affiliate of Amazon and get paid a commission on all of your sales. You can also have a post office box where people can order your book by mail.

In addition, you can also direct them to the self publishing company where they can find the book. You can then market your website using strategies that are used to market any website.

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You can place book reviews on the book to various book review websites online. There are many sites where you can place book reviews of your book. You can also put a link to the book website on these sites.

If your book is non-fiction, you want to write articles and place them in article hubs on the internet. Article hubs will allow you to place free articles online. Do a Google keyword analytics to see which are the right keywords for your book. You can write articles with these keywords and place them on the different sites with a backlink to your site.

### **Expanded Distribution**

CreateSpace has a special system called the Expanded Distribution Channel (EDC). This system lets you distribute your book through bookstores, retailers, libraries, resellers, wholesalers, and more.

You will need to be on a Pro Plan in order to qualify for EDC. You will make a higher royalty with the pro plan, but you will have to pay \$39 for the first year and \$5 every year thereafter to stay on the Pro Plan. This will allow you to qualify for EDC and have your book in bookstores, libraries, and more.

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In addition to promoting your book online, through the use of the website and book reviews, you can also join writing groups that are for self published writers. There are many sites that are made for self published writers that you can take advantage of and promote your book. You should also look into local libraries that often have groups for self published authors. There are often book fairs for self published authors as well.

You can send your book to different newspapers and local magazines that review books. Bear in mind that papers like the New York Times and magazines like the New Yorker have many books that people want them to review. You have a better chance of getting your book reviewed by magazines that are genre related to the book that you have written.

Small, independent bookstores will feature your book, especially if they are local bookstores. You should take your book in there, buying up several copies of the book for selling and then have a book signing. Most bookstores are more than happy to have local authors visit and sign books.

This can be advertised through flyers and in the bookstore itself. As the bookstore gets a commission for each book that you sell, they are more than happy to have local authors come in and sign books. This brings business to the store as well as gets you recognition.



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 about your book.

Take a look at your local parks department to see if they have anything for self published authors. Many parks departments are having 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. Be sure to match the type of marketing that you do to get the word about your book out there to the venue. Leave no stone unturned when you are marketing your book.

The best way to sell your book is online. 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. You can depend on many sales from a self published book from the website.

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.

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Most of the online print on order sites will list the books on Amazon. Amazon is the biggest seller of books in the world. Getting your book listed on Amazon is the same as having it on a shelf in a bookstore. But remember that if no one knows that you have a book out, they will not find it unless they stumble upon it.

Use social networking sites like Facebook and Twitter to get the word out about your book. You can also place links to the book page on various forums. You do want to get a website so that you can spread the word about the book. Developing your own website and getting a host is neither difficult or expensive. You can have a website and host for your book very inexpensively.

You cannot afford to ignore the power of online marketing when it comes to selling your book. The fact is that today that many books are sold online, in fact the vast majority of people sell their books online. You want to be sure that you do your best to market the book as much as possible on the internet.

Digg is another site where you can put comments and information about your book. Digg usually takes articles that can be “dugg” by others. You

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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.

You need to have as much exposure for your book as possible for your online book. Make sure that your book features on Amazon as well as the site where it is printed. Also be sure that you have a website that tells a little bit about the book and gives readers an incentive to buy the book. You cannot get overexposed when you are online and trying to promote your book.

You will find that you get more sales from online sales than you will from book store sales. While it is important to get as much exposure as possible for your book, you need to concentrate heavily on online sales. Get as much online exposure as you can for your book so that you can make sales.

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You will want to get as much exposure off line as well. We have already talked about groups that you can join and getting your books in bookstores to do book signings.

Book signings are the best way for your to get exposure with your book. You can do them in any local bookstore. They will be glad to have you. You can bring your books to the bookstore to sell them.

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. 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.

You are better off, however, 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, but will have to give a commission to the store.

You can use a book distributor to distribute your book to local bookstores to get them on the shelves. This may be easier than going through the

corporate route. You will have to buy the books from the publishing company in order to get them to the distributor.

The distributor will then work to get the books to the major bookstores. Again, this is a tough sell. 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 take your book, it will be in the shelves. This is why you need to promote the book with book signings. You should still do what you need to do to get the book at the bookstore.

There are still plenty of local, independent bookstores available. They are much more receptive to local authors and will eagerly take your book on a consignment basis. They will be glad to have you go in there and do a book signing. Take a look at independent bookstores in your area.

Make sure that you join an off line group of self publishers and take advantage of book fairs that are made for self publishing authors. You can also make up bookmarks for your book so that they can be handed out at these fair. The bookmarks should have information about the book as well as where readers can find it.

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You have to do some legwork to get your book out there to the public. You need to be sure to do as much as you can to get the book information out there. The more you continue to promote your book, the more interest it will generate.

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.

Having your book read and enjoyed by other people is the most gratifying thing a writer can experience. 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 your book. 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 have others read it.

Go online and take a look at the following sites:

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[www.lulu.com](http://www.lulu.com)

[www.booklocker.com](http://www.booklocker.com)

These are two of the most popular sites online for self publishing. Take a look at their frequently asked questions and rates to see which is right for you. Then get started writing and making your dream come true!

## **Resources**

Information about the Expanded Distribution Channel:

<https://wwwcreatespace.com/Products/Book/ExpandedDistribution.jsp>

Information about the Pro Plan:

<https://wwwcreatespace.com/Products/Book/ProPlan.jsp>

General publishing information:

<https://wwwcreatespace.com/Products/Book/>

Additional services from Amazon (marketing, design, editing, etc.):

<https://wwwcreatespace.com/pub/services.home.do>



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