

IS INDIE PUBLISHING RIGHT FOR YOU?



SOURCES: self-publishing.com • nybookeditors.com

Discussion Points

– Reality Check

- Traditional
- Indie

– Indie Options

- Sample Indie Platform
- The Bad News
- The Good News

– Red Flags

– Helpful links

– Questions

First you write the book... and then

The work of traditional publishing

- Know your target audience
- Getting an agent
- Writing query letters
- Everybody gets their cut before you get yours
- Many writers vying for the attention of fewer publishers
- ...And this is just the tip of the iceberg

On the plus side – author gets help with

- Editing
- Marketing
- Distribution

First you write the book... and then

The work of indie publishing

- Know your target audience
- Find/hire qualified editor(s)
- Find/hire Cover designer
- Find/hire Format designer
- Deciding which publishing platform to use
- Manage your book's marketing and distribution
- Get readers to review your book and post to appropriate sites
- Vie for the attention of readers in a saturated market
- ...And this is just the tip of the iceberg

On the plus side –

- You control how your book will be managed
- In most cases, you get 100% of royalties

Example of Packages – The Bad News

Note the add on costs that drive publishing prices higher. The goal of these companies is not to sell your book, but to sell you services. Not all companies are alike, so do your research before choosing one.

Companies of this kind do POD printing, but the cost per book can be pricey.

Xlibris

+ - Add-on
✓ - Included

Publishing Plans	CLASSIC \$1,999	PRIME \$4,999	EXPERT \$9,999	SIGNATURE \$14,999
Production Features				
E-Book Format and Distribution	✓	✓	✓	✓
Paperback Format	✓	✓	✓	✓
Electronic Galley	✓	✓	✓	✓
Cover Design	✓	✓	✓	✓
Interior Page Design	✓	✓	✓	✓
Image Insertions	20	50	75	Unlimited
Hardback Format	+	✓	✓	✓
Concierge Support				✓
Illustration Service (for full-color books)	+	+	+	+
Editorial				
Editorial Assessment	+	✓	✓	✓
Cover Copy Polish	+	+	✓	✓
Post-publication Features and Registrations				
Worldwide Book Distribution and Online Listing	✓	✓	✓	✓
New Releases Section in the Xlibris online bookstore	✓	✓	✓	✓
Google and Amazon Book Search	✓	✓	✓	✓
Barnes and Noble "See Inside"	✓	✓	✓	✓
ISBN Assignment	✓	✓	✓	✓
US Copyright Registration	✓	✓	✓	✓
Library of Congress Control Number	✓	✓	✓	✓
Featured Book placement in the Xlibris online bookstore			✓	✓
Enhanced Metadata Listing with Optimized Keywords			✓	✓
Set Your Own Price Program			✓	✓

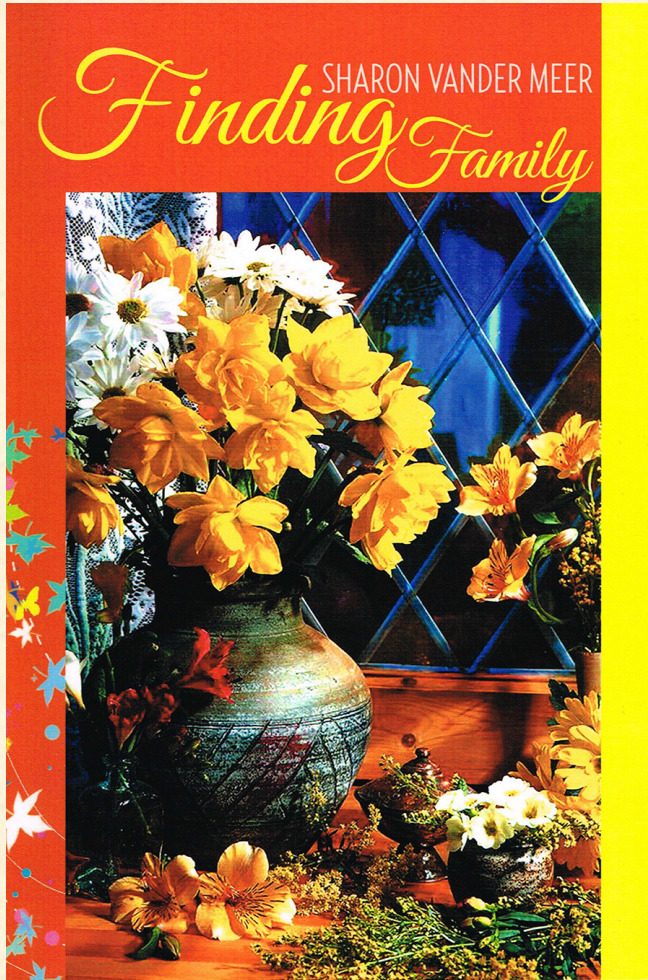
Call **844-714-8691** to order

or speak to an Xlibris team member for more information about our packages

Disclaimer: Prices listed do not include applicable taxes (such as sales, use, excise, value-added, goods and services, or other tax), which will be added to the total at the time of purchase. Prices listed do include the copies of the book; the cost of shipping and handling will be calculated and charged after your book is made available for sale.

Printing cost not including shipping

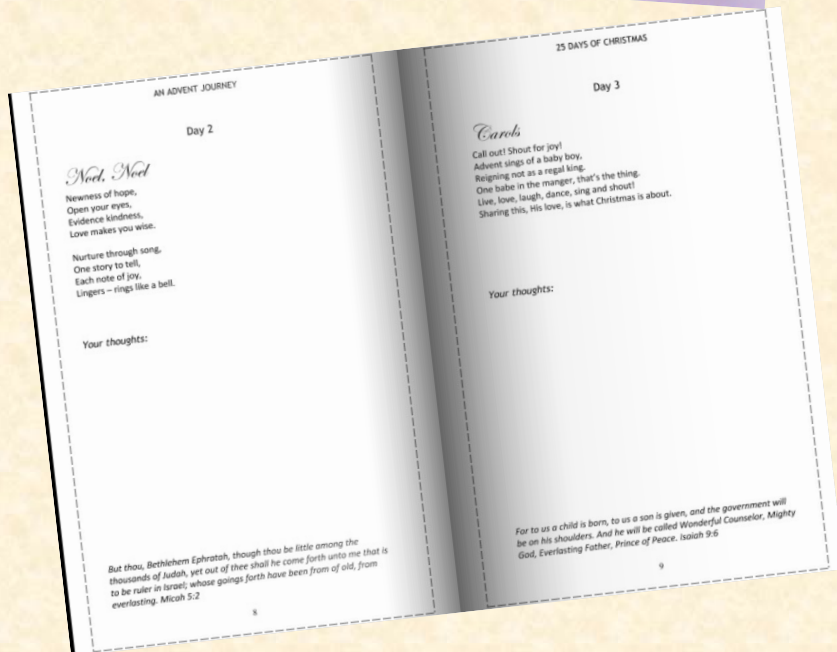
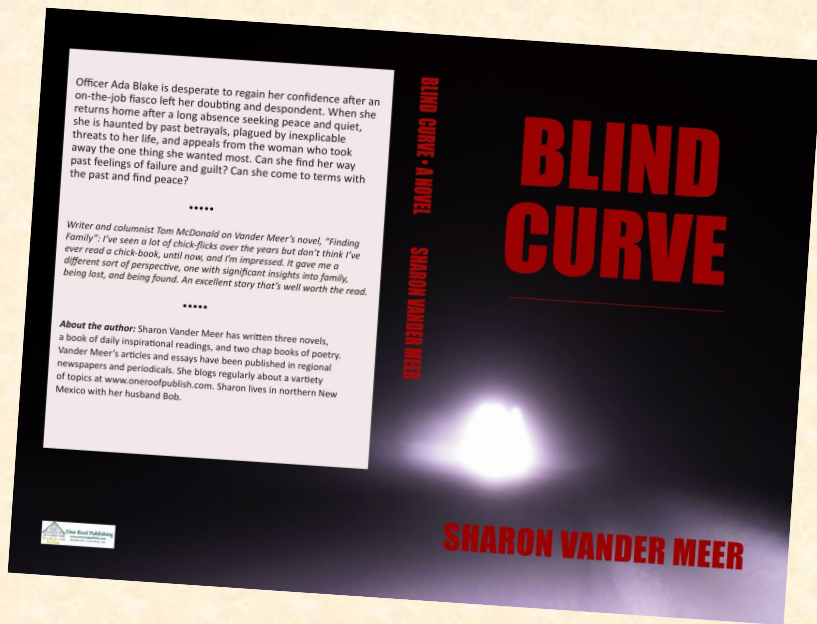
\$11 per book (not including bulk buying discounts)



Assuming a 100% markup so your book sells for \$22, how many books would you need to sell to recoup your investment for the least expensive package, the Classic at \$1,999?

90

Piece of cake you say? I refer you back to slide 4.



KDP Option

- Affordable (POD about \$3.25 per copy)
- Amazon Kindle exclusive
- Book available quickly
- Access to services readily available
- You have absolute control of final product
- Price for resale is more in line with market
- Interior design more flexible
- Updating file is easy



Famous Authors who are self published

Self-publishing is often the best - and sometimes the only - way for writers to get their works into print. Among the most famous self-published authors are:

- **Mark Twain**, *Huckleberry Finn*
- **John Grisham**, *A Time to Kill*
- **L. Ron Hubbard**, *Dianetics*
- **Irma Rombauer**, *The Joy of Cooking*
- **Walt Whitman**, *Leaves of Grass*
- **Richard Paul Evans**, *The Christmas Box*
- **Jack Canfield and Mark Hensen**, *Chicken Soup for the Soul*
- **James Redfield**, *The Celestine Prophecy*
- **Beatrix Potter**, creator of the *Peter Rabbit* Classic Series.

And more!

Thomas Paine - Edgar Allan Poe - T.S. Elliot - Carl Sandberg - Gertrude Stein - Deepak Chopra - Upton Sinclair - D.H. Lawrence - George Bernard Shaw - e.e. cummings - Henry David Thoreau - Virginia Woolf - Margaret Atwood - Tom Clancy - Stephen Crane ...

What do you, as a writer, have in common with Mark Twain, Walt Whitman, Stephen King and John Grisham?

These are just a few among many famous self-published writers whose works have become Best Sellers. Their works have sold millions of copies because they refused to give up on rejection letters from major publishing houses. After self-publishing their writings their works were subsequently picked up by major publishing houses.

Some of these authors kept on self-publishing after their books were famous, and they were able to maintain control of how their books were marketed while making more profits too.

The Good News –Indie Author Success Stories

POTENTIAL RED FLAGS

- 1. No contact details.** You should be able to pick up the phone and call, or at least send an email and get a personalized response within 24-48 hours.
- 2. No testimonials.** There should be plenty of social proof of other authors who've worked with the service.
- 3. A hard sell.** If the sales team is pushing you to upgrade your package, it's a warning sign that they only care about getting your money and not about getting results.
- 4. Cryptic or unclear pricing.** Reputable services explain exactly how much they charge. They don't require that you email them first for pricing.
- 5. Required purchases.** Avoid companies that force you to buy a specific number of copies as part of your contract.
- 6. Asks you to sign over your rights.** The service is an assistant, not a publisher. You should retain all material rights.
- 7. Guarantees that you will become a bestseller.** No one, not even a traditional publisher, can fulfill such a promise.

Indie Publisher Recommendation from self-publishingschool.com

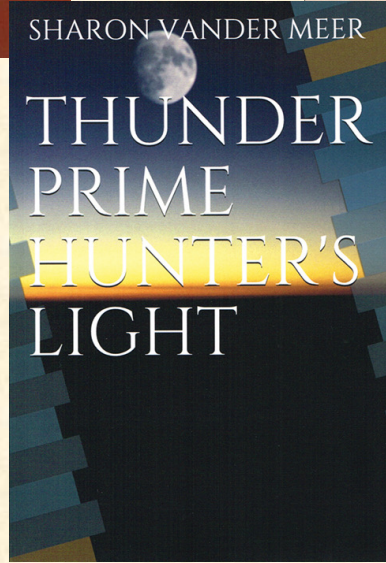
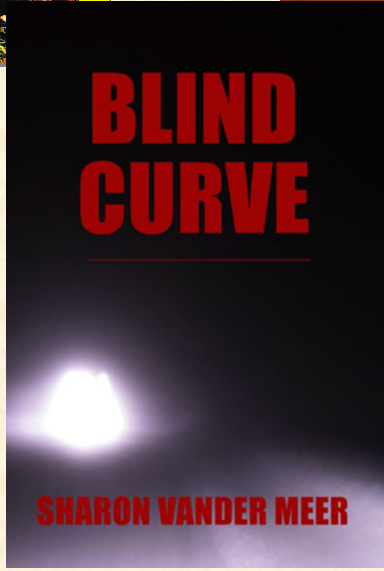
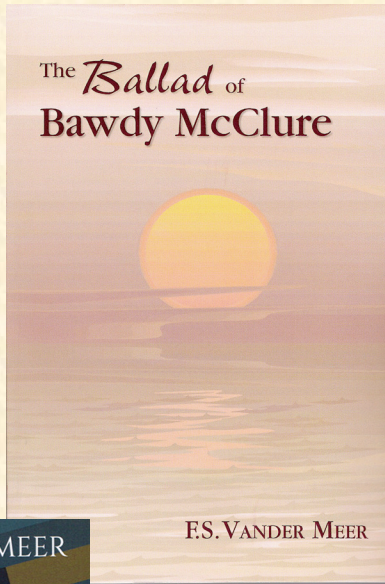
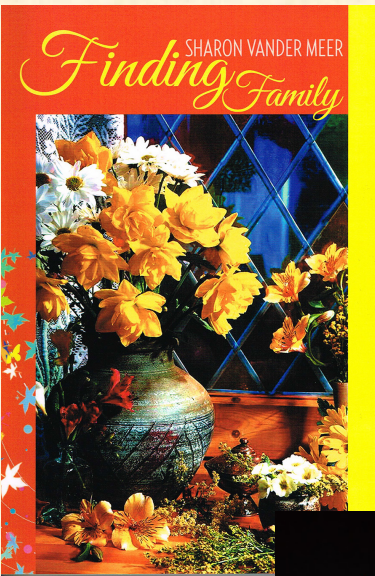
Kindle Direct Publishing <https://kdp.amazon.com>

selfpublishing.com <https://selfpublishing.com>

Lulu <https://www.lulu.com/>

IngramSpark <https://www.ingramspark.com>

A few of my indie published books



Questions
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