



Author! Author! Getting Fame, Fortune, and Clients Through Self-Publishing

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[The self-publisher's 5 Ws]

WHO are you writing for

WHAT are the biggest challenges

WHEN do you have time to write

WHERE do you get your book published

WHY are you self-publishing

[WHO are you writing for]

Your existing client base

**Maintain your cred as thought leader,
expert**

A new client base

Establish your name and brand

The world

You have a message you want to get out

[WHAT is most challenging?]

**Discipline over an extended time
WRITING and WRITING and WRITING**

Meeting deadlines

Making all decisions

**Getting good editor, copy-editor &
graphic designer**

[WHEN do you find the time]

Writing: evenings, weekends, stolen hours during the week

Books don't sell themselves

Marketing: to the public, groups, book stores, press & reviewers, etc.

[WHERE is your book published]

Amazon.com: Createspace (print), KDP (eprint)

BookBaby, IngramSpark, etc.

Pick your features:

Printing, ebook conversion, distribution, order fulfillment

[WHY are you self-publishing]

Independence!

Creative / viral marketing

Speed to publication

Potentially more income

Back-of-room sales for speakers

Easier to promote

[Why NOT to self-publish]

All marketing is your responsibility

**Promotion requires name recognition,
which requires consistent marketing**

Significant out-of-pocket expenses

**Editor, copy-editor, designer, promo
book copies, marketing (~\$5K)**

Consider interns and barter

[Timeline/checklist]

ID a topic, confirm there's a market

**Write a proposal as if for a publisher, create
timeline and accountabilities**

Write the manuscript

**Work with editor to polish and refine, make
design decisions**

Create print-ready files, get book printed

Market the book. Market some more.

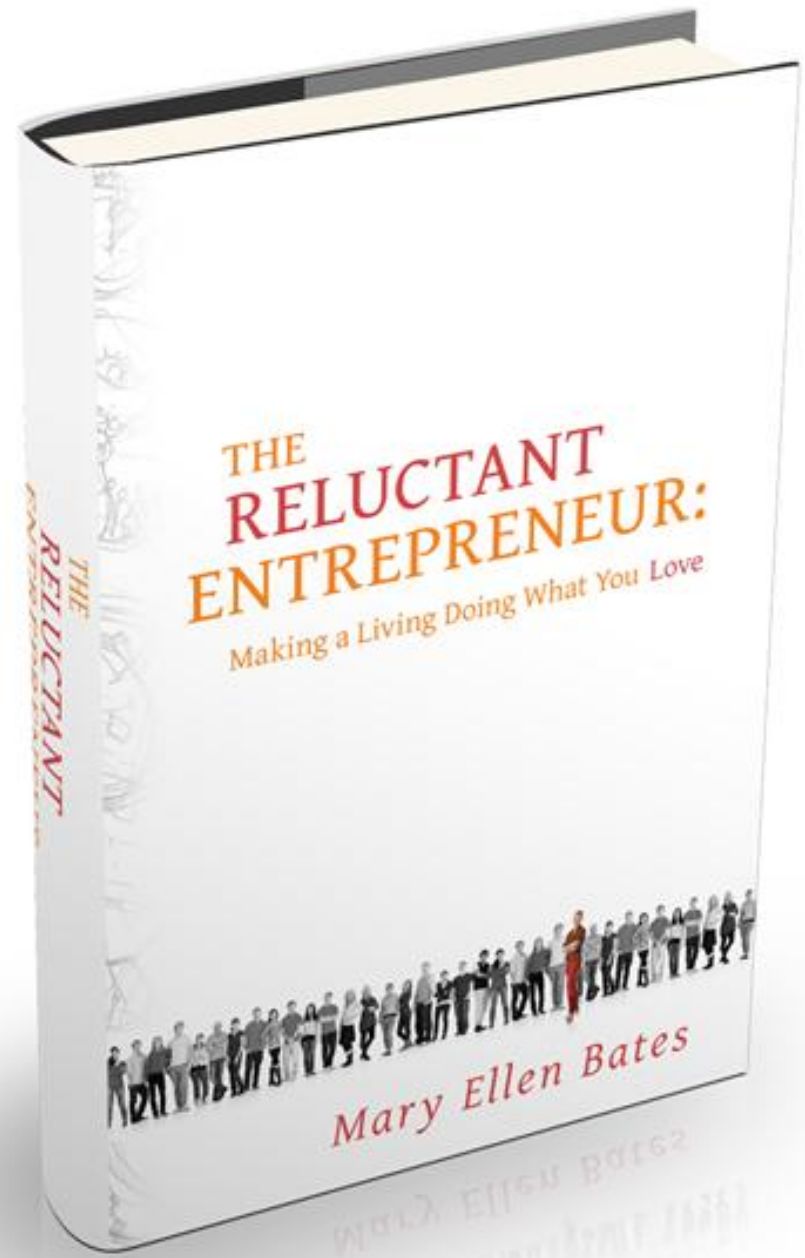
[Essential reading]

APE: Author, Publisher, Entrepreneur - How to Publish a Book, Guy Kawasaki (2013)

Self Publishing Boot Camp, Carla King (3rd ed, 2015)

AllIP Connections, Dec 2014 issue (owl.li/JJs01)

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