

DIY Book Publishing: From Plan to Manuscript to Digital and/or Print Book

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Ebook Marketplaces—These are the major ebook marketplaces in the U.S. and Canada:

- **Amazon KDP**
- **Kobo**
- **Nook**
- **iBooks**

Other ebook marketplaces that are more popular in other countries (who still have many English-speaking book-buyers) include **Overdrive, Inktera, Scribd, 24Symbols, Tolino** and more.

Hard Copy Book Publishing:

- **CreateSpace**—Amazon-owned company for indie publishing of hard copy books; best for books with fewer photos
- **IngramSpark**—Ingram is the provider for CreateSpace, so if you plan to print books to sell, make sure to set up an account and upload there so you get your books at a better cost. Don't order hard copies through CreateSpace to sell.

Audiobooks—For narrative books, you can also publish an audiobook version through **ACX.com** (also Amazon-owned). You can record and produce it yourself and keep all the royalties, or audition and hire a narrator/producer who you pay up front or split royalties with.

Aggregators—Aggregators provide an interface where you can upload your book file and publish to multiple ebook marketplaces and CreateSpace at once. There are many aggregators but the ones that are considered most reliable are:

- **Draft2Digital.com**
- **Smashwords.com**

Digital Rights Management (DRM):

DRM refers to various schemes used to restrict access to copyrighted works and proprietary products. However, DRM-protected books can still be pirated. You choose to enable or not enable DRM when you publish your ebook and once it's published, you cannot change the DRM setting.

Budgeting:

Editing: content editing: \$40-\$60/hour @ 1-6 pages/hour; copyediting (medium level): \$30-\$40/hour @ 5-10 pages/hour; proofreading: \$30-35/hour @ 9-13/pages/hour

Photos: istock: \$33/photo; professional photographers: \$35-\$250/photo;
professional photography session: \$250/hour to \$1,200/day

Layout: 90/10 text/photos: \$200-800; 50/50 text/photos: \$1500-\$3000 depending on length

Indexing (for hard copy books): \$3.50 per indexable page of text and up

Cover design: Free on Canva or anywhere up to \$300 for custom professional design

ISBNs: Free through Draft2Digital, Smashwords, or CreateSpace (there's no need to buy your own ISBNs!). If publishing through IngramSpark, you can purchase ISBNs through them or buy a package through Bowker.

Indie Publishing Resources:

- The Creative Penn Podcast (www.thecreativepenn.com/podcasts; also available on iTunes)
- Self-Publishing Podcast (www.selfpublishingpodcast.com; also available on iTunes)
- Scrivener software for Windows or Mac (www.literatureandlatte.com)
- Canva design app for ebook covers and promotional pieces (www.Canva.com)

Marketing Tips

1. Write the best book description you possibly can. Make it vibrant, active, and colorful but also honest.
2. When you publish online, choose your subject categories/subcategories with care.
3. Select meta tags carefully. Use the Amazon search engine for guidance. Don't be afraid to change them later on to see if you get better results.
4. Play with the pricing to see how it impacts sales.
5. Set up your Amazon Author Page. You can connect your blog feed to it and post videos and other content to get readers interested in following you.
6. If you enroll in Amazon KDP Select, take advantage of their promotional programs (Kindle Countdown Deal and Free Book Promotion). If you're not taking advantage of those programs, there's no reason to give Amazon exclusivity.
7. Experiment with running ads. You can run inexpensive ad campaigns through sites like BargainBooksy.com and FreeBooksy.com, or try Facebook ads.
8. Set up an Amazon Giveaway of your book and require that people follow your Amazon Author Page in order to enter the giveaway. They will then be notified of any books you subsequently publish.
9. Get a Square card reader to use with your smartphone or tablet to sell books at your talks and accept credit card payments.
10. Set up a Goodreads Author page.
11. Publish in as many formats as possible (ebook, hard copy, audio) and consider staggering the release of each version so that each release is an opportunity for a new promotion cycle.
12. Cultivate a social media following. Interact on goodreads, tumblr, facebook, instagram, and other social platforms where your book's audience spends time. Create a unique meme with useful info. (See Saxon Holt's Tip of the Week on Instagram (@Saxonholt) and Facebook (PhotoBotanic).
13. Build your email list. Offer a free reference ebook or tip sheet on your website with actual useful information, thoughtfully designed to collect emails. You can do a short newsletter monthly with tips related to your book, as well. Your email list is a marketing lifeline.
14. Create a speaker one sheet and send it to garden clubs, rotary clubs, and places within an easy drive. Speaking gigs are great for impulse purchasing of books. Think outside the box and get gigs at places related to your book. (Jenny Peterson speaking at health-related gatherings for *The Cancer Survivor's Garden Companion*.)
15. Send press releases and a few photos to garden media with inquiries about reviewing a copy. Media doesn't know you have a book unless you tell them.

Questions?

Contact Katie (Katie@thegardenofwords.com) or Claire (AlamedaGardener@gmail.com). We'd be happy to help!