

ABOUT US

Susan Betz's Info

Awarded the 2018 Helen De Conway Little Medal
of Honor by the Herb Society of America

Website: www.freshstartherbs.org

Email: michiganherbs007@me.com

Instagram: SusanBetzHerbs

Self-published books:

*Neighboring with Nature: Native Herbs for Purpose
and Pleasure*

*Magical Moons & Seasonal Circles -Stop-Look -
Listen - Stepping Into the Circle of the Seasons*

Carol Michel's Info

Website: www.caroljmichel.com

Email: indygardener@gmail.com

Instagram: Indygardener

Facebook: May Dreams Gardens

Podcast: The Gardenangelists

Twitter: Indygardener

Self-published books:

Potted and Pruned: Living a Gardening Life (2018
GardenComm Gold Award for Best Overall Book)

*Homegrown and Handpicked: A Year in a
Gardening Life* (2019 Second Place Award from
Woman's Press Club of Indiana, Nonfiction Humor)

*Seeded and Sodded: Thoughts from a Gardening
Life*

*The Christmas Cottontail: A Story for Gardeners
of All Ages* (2019 First Place Award, Children's
Books from Woman's Press Club of Indiana and
2019 Third Place Award, Children's Books from
National Federation of Press Women)

MORE INFO

www.janefriedman.com - Jane Friedman
is the author of *The Business of Being a
Writer* and has some of the most current
info on publishing on the web.

www.thegardenofwords.com - Katie
Elzer-Peters has helped many
GardenComm members self-publish
books.

NOTES

What gets written, gets done.

PEAKS AND PITFALLS OF SELF- PUBLISHING

Presented by
Susan Betz
and
Carol Michel

GardenComm 2019
Salt Lake City, Utah

PEAKS AND PITFALLS

The pitfalls.

You may not make any money! You might actually lose money if you expect to regain every dollar spent through sales of your book. You bear the financial risk. You might end up with a pile of books you can't sell if you buy a big inventory. You may find it hard to get your book into bookstores.

You must do all your own marketing.

All the risk is yours!

The peaks.

You have a book to sell!

You might make money! All the profits of the book go to you.

You can make your book whatever you want it to be. You control the title, the cover, the price, the content. You own the copyright. You can keep it in print forever.

Your book can be on Amazon, just like every other published book.

All the reward is yours!

MONEY

Expenses

1. Editors
2. Graphic Designers
3. Book Inventory
- a. Print on demand
- b. Print all at once
4. Services like Blurb.com, IngramSpark, etc.
5. Marketing Expenses
- a. One sheets
- b. Email blasts
6. Website/Online Selling Site
7. Ads
8. Social media
9. Review copies/postage
10. The value of your time

Revenue

1. Who will sell your book for you?
 - a. Amazon/Barnes & Noble online
 - b. Independent and chain bookstores
 - c. Alternative selling locations
 - d. Via your own website
2. Increased marketability as a speaker because you have a book

AND

1. Bookkeeping
2. Sales tax collection
3. Income tax on book revenue

HELPERS

1. Confidence Builders: Gain knowledge

and understanding of possibilities by

listening to experts.

2. Fact Checkers: Use the expertise of

others to check facts and details like

botanical nomenclature, etc.

3. Editors: Don't even think about self-

publishing without at least one editor.

4. Publishing Tech Experts: Help you deal

with ISBNs, Copyright, Design, Format,

and Printing. They know those tools and

how to use them.

5. Industry Experts: Help with

understanding national garden trends,

public interests.

6. Peers: Provide support and are a

credible source for reviews to help with

marketing.

7. Lawyers: Provide legal advice & answer

questions about copyright laws.

Where to find all these people?
Professional organizations like
GardenComm.