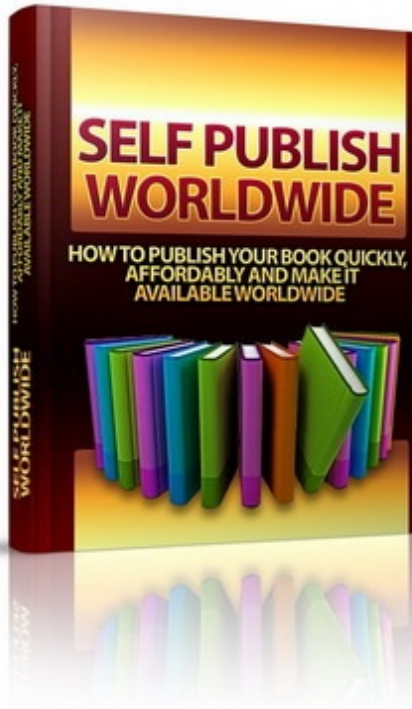


Self Publish Worldwide



**How to Publish Your Book
Quickly,
Affordably,
And Make it Available
Worldwide**

New 4th Edition

**By
Ruth Barringham**

INTRODUCTION

Hello and welcome to this brand new 4th edition of Self Publish Worldwide.

The world of self publishing has changed so much over the last few years and this book will help you change with it.

And you'll love the changes.

Self Publishing Means Freedom For Authors

Not too long ago, it was so difficult to become a published author.

Why?

Because the only kinds of books there used to be were printed books. And not only that - these books were produced in print runs of tens of thousands of copies at a time which meant that only the big publishing companies could afford to print them.

And with only an estimated one in every fifty thousand manuscripts submitted being published, most authors could only dream about working as a full-time writer.

Then along came POD publishing.

This was a real revolution for indie authors. Now books could be Printed On Demand. This freed up authors because they were able to publish all their own books and only print a copy when it was ordered.

At the time, many people poo-pooed the idea of self publishing this way and warned that allowing so many authors to publish their own books would lead to a flood of low-quality writing hitting the book store shelves.

They said the reading public would never embrace it.

But they did.

More and more online bookstores began to appear because now they didn't need to stock books anymore.

With Print On Demand they could just order a book whenever a customer made a purchase.

Then self publishing became even more exciting.

Along came ebooks and the new ebook reading devices.

This meant that not only could authors publish their own books, they could do it all electronically over the internet, with no shipping fees or packing of books required.

And if you're an author, I don't need to tell you how much this revolutionized the whole publishing industry and lead to some publishing companies going out of business and thousands of bricks and mortar stores all across the world closing down.

Freedom For Writers

Finally authors were free to write and publish all their books all the time.

Gone was the need to send out manuscripts to publishing companies or employ expensive editors to ensure your work was "worthy" of publication.

Self Publishing is Popular With Everyone

Self publishing is popular with authors because of the ease and speed at which they can publish their books, and also because of the increased profit from every sale.

Publishing companies used to pay very low royalties to authors - usually only 10% or less.

But self publishing means authors can reap all the profits themselves. And producing ebooks means 100% profit.

And it's not just authors who are enjoying the ebook revolution.

Readers too now have access to millions more books, and with ereaders, they can travel the world and take their whole library of books with them everywhere they go.

Self Publishing Has Brought Great Successes

Many authors have now become self published millionaires and the list is still growing.

Amanda Hocking published only a small number of her novels for the Amazon Kindle™ and as sales increased she soon found herself earning half a million dollars a month.

John Locke also published his novels as Kindle ebooks and in less than 9 months had sold over a million books.

He then went on to publish another book called "[How I Sold 1 Million Ebooks in 5 Months.](#)" And there have been plenty of other success stories too including H P Mallory, Lee Goldberg and J A Konrath, just to name a few.

And you don't have to publish for the Kindle to have success with self publishing.

There are also people like Jim Edwards, Joe Vitale and others who make a success publishing their own ebooks on their own websites.

It is estimated that there are now more indie authors than those with traditional publishing contracts.

The Rise of the Indie Authors

For years now there have been indie musicians successfully producing music without a big recording company behind them.

Yet for some reason it was always frowned upon for indie authors to produce a book without a big publishing company behind them.

Thankfully all that has changed and indie authors are now the heroes of the publishing world, producing more book titles on a mass scale than any publishing company has ever done.

How Much Does Self Publishing Cost?

It used to be the cost of printing thousands of books at once (plus the lack of storage space) that stopped authors publishing their own work.

But now, not only is it very cheap to publish a book, it can even be done for free.

For instance, you can publish your book on Amazon as a Kindle ebook or on Smashwords.com as an ebook and neither would cost you any money upfront. Both companies charge a fee for each book sold and pay you the rest.

And these are not the only places you can publish your ebook for free.

You could also set up a free blog with a company such as Blogger, which is owned by Google, and sell your book from there too.

On the other hand, if you have lots of money to spare, you could hire a self publishing company to do the work for you.

These companies have a range of services to help you publish your book and some will even design a book cover for you and produce a POD print edition of your book too.

But, be warned: These publishing services come at a hefty price and can cost as much as \$10,000.

However, for that price you can get everything done for you so all you have to do is write your next book.

Don't Forget to Market

Marketing is the most important part of self publishing because if people don't know your book is there, they won't buy it.

But marketing a book isn't the hassle that it used to be.

Authors used to spend months traipsing round book stores to do author signings.

They also had to do radio and magazine interviews constantly.

And when they weren't doing all this, they were sending out press releases to try and drum up more interest in their book, which means they weren't spending much time writing.

Now, instead of book signing tours, you can do virtual book tours via the internet.

So now you don't even have to leave home.

And the best part of marketing online is that it can be done for free.

The Internet is a Writer's Best Friend

The internet isn't just about being able to self publish books and market them (which is very important because without the internet, indie authors have nothing).

The internet is also a place to "meet" other authors.

For instance, I've been in touch with many writers from all over the world and now I've even started doing audio interviews with them. These audios are free to download at <http://cheritonhousepublishing.com/podcasts.html>. These interviews are crammed with a wealth of information about writing and publishing.

The internet is also the best place to find outstanding books like the one you're reading now to help you realize your publishing dreams.

What is Traditional Publishing Exactly?

Traditional publishing was the old way of getting books published with a publishing company.

To get a book published this way you have to send your manuscript out to hundreds of agents and publishers and hope that at least one of them will like your work enough to publish it.

This always results in hundreds of rejections which can be very ego deflating.

And even for the lucky few who do get a publishing contract, it can still be years before they see their book in print.

That's why vanity publishing was -and still is - seen as a better option. It works the same as traditional publishing except you pay to have your book published. How much you pay depends on which publishing services you want the company to perform for you.

Many authors choose to pay for vanity publishing because that way they leave the publishing to the experts, which leaves them free to carry on writing.

Ebook Publishing

Ebook publishing is in a whole other league.

It's quick, simple and free. Your book can be uploaded to the internet in just one click and ready for download the same day.

And your ebook can be sold in any electronic format. It can be an .epub file for an e-reading device, a PDF ebook or even just a .doc Word document.

Some people wonder if selling their book as an instant download from their own website really makes them a published author.

Well, if your book is available for sale; it's published. And you're a published author.

Book Covers - The Necessary Evil

Some writers are fine when it comes to writing books but flounder when it comes to creating a cover.

They feel that they're not artistic enough, they don't know where to get an image from or they just don't know how to put a book cover together.

Do you feel like this too?

Well fear not. Very simple solutions will be revealed in the pages of this book.

In the meantime, just remember that an appealing book cover is a necessity, so don't go thinking that you don't need one. Even if you're only going to publish your book as an ebook, you still need a cover.

Why?

Because book covers produce a visual appeal which can trigger a positive emotional response.

If you plan on producing a print edition of your book, then the cover will not only attract buyers, but it will also protect the book for years to come.

Book covers also serve as eye-catchers. If anyone is browsing a books store, even an online book store, you want your cover to stand out from all the rest.

They say you shouldn't judge a book by its cover, but we all do.

And it's not just the cover that you want to be perfect.

You want the whole self publishing experience to be as painless as possible and sales to be high.

And this is what you're about to learn.

So let's move on now from this brief overview and look in-depth at how to self publish every book you write.

Enjoy.

THE DIFFERENT WAYS TO PUBLISH A BOOK

The reason authors publish books is for profit. Being a writer is all well and good, but you can't make money if you don't sell your books. So rather than working a full-time job and writing in your spare time, it's far better to publish every book you write so that eventually you can "quit the day job" and work at home as a full-time author (like me).

And the best thing about writing and publishing books is that you only have to write a book once and if it's good, and you market it well, you can sell it over and over again for years to come.

And once you get into the habit of writing and publishing regularly, you'll discover that writing becomes easier - the more you do it the better you become at it - and you'll soon have systems in place so that you can publish your books quickly and easily every time.

And when you're earning a full-time income from your books, people will finally begin to see you as the serious writer that you always were.

Some writers think they can't write a book because it's such a long project. But a book is simply a collection of separate chapters all woven together, and chapters are sometimes nothing more than long articles.

Some writers begin with a website or blog that they write for regularly. Eventually they discover that they've written a lot of information and so they combine it all together and publish it as an ebook

So as well as earning money from all the content they place on their website, they also earn extra income from combining it and producing it as a much longer piece of work.

Know Your Target Audience

Before you even write your book, you need to know who your target audience is.

In other words, who will want to read your book?

And even if you haven't thought about it before you wrote your book, it isn't too late because you still need to know who your target audience is so that you can direct your marketing at the right people.

For instance, if you've written a romance novel, you need to market your book where romance readers hang out. So if there is an online forum for romance readers, you need to join the forum, leave a few useful posts about great romance books you've read and then eventually, add a link to your book in your signature, or mention your book in one of your posts.

But don't be salesy. No one likes people coming onto forums and trying to sell things. But if you're planning on writing more romance novels, then forums for romance readers are one of the places you need to be on a regular basis.

You could also market to websites that review romance novels or write an article or offer an excerpt of your book to websites that sell books like yours.

If you've written a non-fiction book, then it's even easier to find places to market online. Just Google key words for the subject you've written about and you should find plenty of places to begin marketing.

But you need to know in advance where you'll be marketing your book so that you can have all of your marketing material ready when you need it.

For example, you may want to write the promotional material about your book for the websites you're targeting so that it's easy for them to promote your book. But again...even your promotional material shouldn't be too salesy. Try less confronting things like articles and book excerpts.

The Different Ways to Publish a Book

The problem with reading anything about self-publishing is that there's conflicting statements on almost every website and it's all written in so much jargon that the more you read the more confused you become. But I will cut through all the technical terms and publishing jargon to help you understand the different opportunities open for you to self-publish your book.

There are 4 different ways to publish a book:

- Traditional Publishing
- Print Publishing
- Ebook Publishing
- Vanity Publishing

Let's have a brief look at them all.

Traditional Publishing

With traditional publishing there is no cost to the author. You can pitch your book to a literary agent or directly to a publishing company to try and encourage them to publish your book for you.

Sadly only about 1 out of every 50,000 books submitted is successful. And if your book is accepted for publication it will probably be 18 months to 3 years before your book is in print and you will still be expected to market and promote your book yourself for a royalty payment of around 10% for every book sold. It can be 10% of the net amount, which is what the publisher actually sells the book for, or 10% of the price on the cover of the book.

Publishing companies also publish ebooks, but are mainly interested producing printed books, although, with the way the book publishing industry is changing so rapidly, that could all change overnight.

Print Publishing

The easiest and cheapest way to publish a book in print is to use POD publishing.

Print On Demand (POD) publishing lets you self-publish your book in printed format with minimum expense. POD books are individually printed when an order is placed which means no warehousing costs, and this dramatically reduces production costs.

But Print On Demand companies are sometimes only printing companies masquerading as POD companies, although they can offer some publishing services. And so it's still up to the author to market and sell their own work.

So before you approach a POD company, your manuscript must be what they call 'copy ready'. This means that your manuscript must be formatted correctly, all the necessary pages are included (e.g. copyright page, disclaimer page, etc) and you must have a book cover ready for printing.

The benefit of POD publishing means it's cheap and the POD company takes orders, prints the books and ships them straight to the customer so that you don't have to do anything.

Ebook Publishing

This is the simplest way to publish a book. Ebooks only require a front page image (printed books require a front page, back page and spine image) and with no shipping or packing to do, once your ebooks are set up for sale online, the whole process is automated.

If you sell your ebook through your own website you can keep 100% of the profit. And if you sell through online ebook companies, you can keep up to 70% depending on which company you use.

Vanity Publishing

This is sometimes called Subsidy Self-Publishing but whatever you choose to call it, it means that you, the author, pay a vanity publisher to do all the work that a traditional publisher would have done. You do get paid higher royalties, usually from 25% to 40%, but it can still take quite a while before you break even, depending on how much you paid to have your book published in the first place. Some vanity publishing companies charge several thousand dollars for their services.

Vanity publishers usually publish ebooks too.

WHICH TYPE OF PUBLISHING IS BEST FOR YOU?

Because we are only dealing with self publishing in this book, we'll only be looking at 3 ways of publishing a book; Vanity, POD and Ebook publishing.

Which of these ways you choose will depend on several different factors.

Firstly your choice will depend on how much of the work you want to do yourself. If you just want to get your book published as a printed book and then carry on with writing the next one, then you may opt for vanity publishing.

On the other hand, if you're a bit of a control freak and like to be in charge of the publishing process, then you may decide to go the whole self publishing route of POD publishing.

Then again, you might just want to publish all your books as ebooks because that is the easiest way of publishing.

But before any of this can happen, it helps if you have a clear understanding of the whole publishing process.

So in the following pages, we'll look at all 3 different ways you can self publish your book.

We'll start with a brief look at each one.

Why Use Vanity Publishing?

If you feel daunted by all the steps involved in self-publishing your own book, then vanity publishing, or subsidy publishing as some like to call it, can offer you an easy alternative.

There are certainly plenty of authors who are happy to use a vanity publisher because it saves them the work involved in:

- Book registration
- Cover designing
- Dealing with printing companies
- Warehousing
- Distribution
- Legal deposits
- Invoicing
- And more

It's easy to use a vanity publisher because you only have to pay them once and they'll take care of the whole book publishing process for you.

Vanity publishers will take your manuscript and turn it into a printed book, and either charge a set fee, or price their services individually. They may also charge a fee for each book printed.

You do receive higher royalties, usually from 25% to 40%, but it can still take quite a while before you break even, depending on how much you paid to have your book published in the first place.

How to Use Print Publishing

If you want to publish your book in printed format the first thing you need to do is find a printing company. Depending on how you want to do it, you may need a company that can do a small print run of just a few hundred books that you store at home until sold, or you may want to find a POD company that will store your book digitally and only print a copy when ordered.

There are more and more POD companies opening up everywhere so they are not hard to find. But if you publish your book this way, you will still need to do extensive marketing and direct readers to the POD company for ordering. So before you sign up with a company, find out exactly HOW they will accept orders. Some companies will just expect you yourself to place an order for every customer.

But before you can approach any printing company you need to have a book cover designed (front, spine and back) and have your book interior (sometimes called a book block) formatted correctly so that it fits inside the cover and has all the necessary pages, including the copyright page.

It can be quite easy to format your book block on your own computer, if you know what you're doing. Your book cover can be created for you by a book cover designer, or you can produce your own using [book cover software](#).

How to Publish an Ebook

Ebooks are the easiest and least expensive way to publish a book.

It's easy because you only need a small vertical rectangular image for a book cover (rectangular so it represents a front cover of a book), and ebooks perform better if the formatting is left as basic as possible (making it easier for you) because heavily formatted ebooks do not convert well into ereader format (called .epub).

Manuscripts are easy to convert into ebook format and the two most popular formats for downloading are PDF and .epub. And it only takes a click of the mouse to convert either.

Marketing and selling ebooks is also easy because it can all be done online with sales being made directly from your own website. All you need is an online account with a company such as [PayPal](#) and you can automate the whole ebook selling process.

It's also easy to sell your ebooks through other online ebook companies such as Google Ebooks or Amazon Kindle Ebooks.

That's why, if you're at all unsure about self publishing or you want to get started quickly, ebook publishing is the way to go.

This is the end of your small extract of **Self Publish Worldwide**. To continue reading please visit the website at <http://selfpublishworldwide.com> and download the complete ebook which contains everything you need to know to start publishing all your books NOW!

Alternatively, below are some other extremely useful products that can help you on your way to self publishing success:

[10 Day Ebook Course](#)

This is an amazing new ebook writing and publishing course from WCCL.

This massive course takes you all the way from idea to published ebook in just 10 days AND promises that it will also show you how to earn \$1,000/month, from not just 1 ebook, but every ebook you write.

And it comes with a 100% guarantee so you really can't lose.

[The Wealthy Writer](#)

Learn how to make \$100K/Year Writing For The Internet.

This is a really huge downloadable PDF writing course that tells you everything you need to know to start writing and making money - lots of money - year after year.

[Quick Cash Writing](#)

I absolutely love this course because it's one I did myself and quickly learned how to become a high-earning freelance writer. Once I began the course and starting writing and submitting my work, the money just kept rolling in. I loved it and I still do and I highly recommend this course to anyone who wants to start writing and start earning money fast.

[Write Any Book in 28 Days or Less](#)

This is another course that I'm crazy about because it's what I use to write ALL my books and ebooks. I bought this course years ago and I still refer to it today. It's worth its weight in gold. It's a step by step course that takes you from idea to complete manuscript in less than a month. So if you're not sure how to write a book quickly, just follow this course and you'll have your book written in 28 days or less.

End.