

The Pressbooks Guide to

SELF-PUBLISHING

your book without going broke



1 WRITE YOUR MANUSCRIPT

If you're a writer, this is what you do. Find a creative process that works for you, and most important, finish.



2 GET YOUR BOOK EDITED

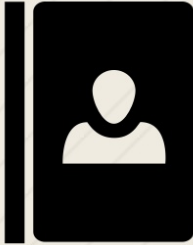


A poorly edited manuscript will turn off readers and brand you as an amateur. But editing doesn't have to break the bank. See if you can trade goods or services with a colleague in this profession. Tip: make sure they can provide the right kind of editing (developmental editing, line editing, copy editing, proofreading, etc.) at the right phase.

3 FORMAT YOUR BOOK

Create an account on Pressbooks.com and import your manuscript in one click. Or, write directly in Pressbooks. When you're ready, upgrade and the platform will generate the beautifully-designed EPUB, MOBI and PDF files you need to publish in all of the ebookstores and print-on-demand venues--without you hiring a graphic designer or Web developer.





4

COMMISSION A COVER

People will judge your book by its cover, so this is another place where it pays to enlist a professional. We recommend OctagonLab for the quality and value they provide at a low cost.

5

UPLOAD YOUR BOOK FILES INTO THE STORES

Download the EPUB, MOBI and PDF files Pressbooks generates to your desktop and upload them into each of the ebookstores and print-on-demand outlets. It takes a few hours the first time to set up your publisher accounts individually, but the time you invest by doing this yourself will allow you to keep all your royalties and have direct, timely access to your sales reports.



6

MARKET YOUR BOOK

Even if you go with a traditional publisher, this is one task you can't avoid. A few tactics: First, optimize your book's description for discoverability. Then, use a low-cost platform to set up a website and blog. Give away sample chapters in exchange for email signups, and communicate with your audience on social and email. Don't forget to solicit reviews and press coverage, and set up in-person talks and signings.

For more advice on self-publishing:

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