**Tools for Self-Publishing: Outline**

2 hour seminar.

Are you a writer who dreams of seeing your words in print? Join us to learn about the best self-publishing tools available online.

**Learning Objectives:**

After this sessions learners will:

* Know where to find self-publishing resources in the library
* Understand the current state of self-publishing
* Know what online tools are available to them
* Understand the steps to publish their book through Smashwords and Kobo

**Materials:**

* Powerpoint: [DWV-#677199-PATRON TRAINING: ONLINE TOOLS FOR SELF PUBLISHING SEMINAR POWERPOINT](PCDOCS://DWV/677199/1)
* Handout: [DWV-#724707-PATRON TRAINING: ONLINE TOOLS FOR SELF-PUBLISHING HANDOUT](PCDOCS://DWV/724707/1)
* Pressbooks Login

**Outline:**

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| **Time** | **Event** | **Materials** |
| 2:00 – 2:05 | **Welcome & Introduction**  -Me  -What we are here to discuss today, introducing tools to aspiring writers (outline)  -not a publishing expert, but as a librarian, able to help people access the tools that they need in order to be successful.  -information is as current as we can make it, publishing industry is still in flux, and changes occur every day. | Slide 1 & 2 |
| 2:02 – 2:05 | **What is Self-Publishing?**’  “**Self-publishing** is the publication of any book or other media by the author of the work, without the involvement of an established third-party publisher. A self-published physical book is said to be **privately printed**. The author is responsible and in control of entire process including design (cover/interior), formats, price, distribution, marketing & PR.”  -Wikipedia.org  (that seems like a lot of work, so…) | Slide 3 & 4 |
| 2:05 - 2:10 | **Why Self Publish?**  You control all of the creative decisions  You set the price  You might end up as famous as E.L. James!  There are a lot of interesting statistics out there about self-publishing, and a lot of different options.  Here is an infographic from Forbes, about the breakdown of costs. (read out) | Slide 5 & 6 |
| 2:10-2:13 | What does the self-publishing landscape look like? | 7-9 |
| 2:13-2:23 | **Who Self-Publishes?**  Examples of success stories  There is a bit of a trend at the moment where authors will self-publish, almost as a way to show traditional publishing houses that they can be successful.  Choosing self-publishing does not stop you from pursuing traditional publishing after (or having been traditionally published once, does not mean you cannot choose self publishing after).  Other authors prefer the self-publishing model.  **A Christmas Carol**: in 1843 Dickens published this book himself, after being disappointed with his publishers  **They Joy of Cooking**: originally self-published in 1931 (and had 3000 copies) and then after 5 years taken up by a publishing house, and has sold more than 18 million copies to date.  **Wait for You**: 1st self-published book to be #1 on the Digital Book World Ebook Best-Seller List  Other romance others like Barabara Freethy and Bella Andre have made more than a million dollars self-publishing romance novels.  **Still Alice**: originally self-published by an established author, it was picked up by a publishing house and debuted at #5 on the NYT Bestseller list.  **Once We Were Brothers**: self published by an author who couldn’t find a publishing house to take it on, it took two years for the market to discover it, but now has been picked up and is available via St. Martin’s Press.  **My Blood Approves**: self-published via Kindle, the author have made over 2 mil between 2010 and 2011, has recently signed with St. Martins Press  **Lethal People** John Locke was the first author ever to sell 1 million ebooks. All of his titles are self-published via Kindle.  **Wool** initially published with a small press, then sold it himself. Lots of marketing efforts and community engagement has grown the story, and he sold the film rights to Fox recently.  Guardian has a new contest – “Self-Published Book of the Month” open to UK residents. | Slide 10 |
| 2:23-2:25 | Read quote | Slide 11 |
| 2:25-2:27 | **How?**  This is a big process, and we’ll discuss resources to take you from start to finish.    Now, the self-publishing process can be done for “free” in that it is just your time and energy that goes into the process. But there are a lot of services out there, that can often improve your book that do cost. A recent article put the average cost of self-publishing a book at $2300. Others put the cost at $4000. <http://www.writer.ly/community/how-much-does-it-cost-to-self-publish-a-book/>  <http://www.pbs.org/mediashift/2013/05/the-real-costs-of-self-publishing-book/> | Slide 12 |
| 2:27-2:32 | **Creating Your Book**  **Writers Resources**:  **At the library**: I know that this talk is called “online tools” but for creating the best book possible, I thought that some print resources might not go amiss. You can find our writing books at 808.3. (Outline other things at the library)  **Online**: there are some websites that are meant to help people out with writing.  **Locally**: there are some local writers groups. Meetup.com is a great place to find groups (or create them!). Also, SFU does have a writing and publishing program.  Top 5 Apps for Writers: <http://www.teleread.com/apps/top-5-apps-for-writers/>  <http://www.thebookdesigner.com/> | Slide 13 & 14 |
| 2:32-2:44 | **Editing**  The editing process is as important as the writing process. You can use writing groups and online forums, family and friends to help with the editing process, but there are also a number of online editing services available.  Editing Services Online:   * Scribendi * Kirkus Author Services * Allograph * First Editing * West Coast Editing Services * The editing company   (go through each one’s services page) | Slide 17 & 18 |
| 2:44-2:49 | **Covers**  [something about the importance of a good cover]  Cover art:   * DIY: <http://www.hongkiat.com/blog/designing-book-covers/> * Design Firms   + Cover Design Studio: <http://www.coverdesignstudio.com/>   + 99 Designs <http://99designs.ca/>   + Book Baby: <http://www.bookbaby.com/ebook-cover-design>   (go over and look at pricing pages again)  But once you have an edited book and cover in hand, you have everything you need to publish! Or are you? | Slide 19 |
| 2:49-2:54 | Suggested size is 1600x2400 pixels for most websites.  http://ebookindiecovers.com/ebook-cover-size-requirementsspecifications/ | 20-21 |
| 2:54-2:55 | **Formatting your book**  Depending on the type of book that you have written and who your expected audience is, there are some tools you can use.  Sometimes you can do all of the formatting / publishing in one spot  Smashwords  Pressbooks  Accelio  inckle | 22 |
| 2:55-2:56 | **MS Word**  Can also save as pdf (for ease of printing) or sharing an un-editable copy via email. | 23 |
| 2:56-3:06 | **Pressbooks**  Do a demo of editing content, showing how to add and remove content  Demo an export: login sfelkar & regular simple password.  Include the upgrade to remove promotion material in export$10 for one book. EBOOK PRO | 24  Pressbooks.com and login |
| 3:06-3:10 | Other services | Slides 25-29 |
| 3:10-3:12 | **Publishing and Distributing**  Things to consider |  |
| 3:12-3:13 | File types | Slide 32 |
| 3:13-3:17 | Formatting tips | Slide 33 - 37 |
| 3:17-3:23 | **Steps to publish on Kobo Writing Life**  Use Kobo as an uploading example  **Personal Information that they need:**  Enter your email and password  Enter your name, publisher name (optional), email (auto-populates from previous page), phone (optional) and PREVIOUS Kobo publishing account ID – if applicable  Scroll down to input country, street address, city, state, zip  Accept terms of service  Respond to email to confirm registration  Enter payment information – bank, routing number, branch address, etc, and save info  Click on “ebooks” in the top right menu bar  Click on “create a new ebook” | Slides 39-46 |
| 3:23-3:30 | Other Services  [Kindle Direct](https://kdp.amazon.com/self-publishing/signin?ie=UTF8&language=en_US)   * Payment method info: <https://kdp.amazon.com/self-publishing/help?topicId=AE24XS35AM53P>   Kindle’s Create Space  Book Baby: <http://www.bookbaby.com/ebook-services>  [Smashwords](https://www.smashwords.com/)   * How to publish on smashwords - <http://www.smashwords.com/about/how_to_publish_on_smashwords>   LuLu   * This is a long established self-publishing platform, it has been around since the early 2000’s. Mostly used for print materials, it does have an e-publishing side as well.   iBooks:   * If a fee is charged for the work and it is in the .ibooks format, the work may only be sold through the iBooks Store. If the work is in a different format, such as PDF or ePub, this restriction does not apply. | Slides 47-52 |
| 3:30-3:40 | **Getting Reviews**  This is the last section of the talk, but still an important one. How do you get reviews on your book?  There are a few “pay for review” services from reputable vendors, they rarely promise a positive review – which is how you know that they have a good reputation. | 53 |
| 3:40-3:41 | Start a Blog | 54 |
| 3:41-3:42 | Interact with audience | 55 |
| 3:42-3:45 | Kirkus and Good Readers | 56 & 57 |
|  | \*\*\*ADD Self-E |  |
| 3:45-3:50 | Lists and Tips | 58-63 |
| 3:50-3:55 | Other Resources | 64 & 65 |
| 3:55-4:00 | **Close**  It is time to wrap up, these slides are available to you on our website [], because it will take time to find out what will work best for you, your book, and your audience.  Thank you. | 66 & 67 |