

Self-publishing in 10 easy steps



with **Shelley Adina**

UPLOAD DIGITAL VERSIONS TO RETAIL SITES

Create a separate version for each retailer with buy links specific to that retailer.

- kdp.amazon.com
- www.nookpress.com
- www.kobo.com/writinglife
- itunesconnect.apple.com

- Aggregators:
www.smashwords.com
www.draft2digital.com

CREATE PRINT VERSION

- www.createspace.com

Use CreateSpace Word templates or purchase one from www.bookdesigntemplates.com.

CS distributes automatically to amazon.com. Make title identical to the digital version so they will be listed together. Choose “expanded distribution” and it will go to BN.com and distributors. But: If you use your own ISBN it will not go to libraries.

REGISTER COPYRIGHT

Within 30 days, register the work with the US Copyright Office at the Library of Congress. If ownership of the work is contested, you’ll have a certificate to prove it’s

1. Finish the darn book
2. Professional copyedit
3. Format
4. Cover
5. Buy ISBN (digital, print)
6. Upload digital versions
7. Create print version
8. Register copyright
9. Reviews and marketing
10. Write another book

FORMAT THE MANUSCRIPT

- Single space
- No more than 3 returns
- No tabs
- Use styles
- Tools: PressBooks.com, [Vellum](http://Vellum.com), [LegendMaker](http://LegendMaker.com), [Sigil](http://Sigil.com), [Jutoh](http://Jutoh.com)

DESIGN THE COVER

- Must pop in thumbnail size
- Author brand recognition
- Genre recognition
- Simplicity
- POD version (front/spine/back)

BUY ISBN

Buy singly or in blocks of 10, 100, or 1000 from Bowker at www.MyIdentifiers.com.

Use one ISBN for digital version, one for print.

yours. Send USCO the “fairest copy,” whether print or digital.

- www.copyright.gov/eco/

- www.shelleyadina.com
- www.adinasenft.com
- www.moonshellbooks.com

TIP: MAKE A CHEAT SHEET

Before you upload, create a document containing the back-cover blurb (4000 characters), categories, keywords, ISBN, bio, and some review quotes. Then you can copy and paste into the retailers’ online forms without retyping it all each time.

FRONT MATTER

- Back-cover blurb
- Newsletter signup

BACK MATTER

- Personal links (website, blog, social media)

- Other books in series, in order, with buy links specific to retailer

- Request a review

- About the author

- Excerpt of next book

- License and copyright notice

What about an audiobook?
www.acx.com.