

# Going indie in 10 easy steps



with Shelley Adina

## FORMAT THE MANUSCRIPT

- Pro tools: Vellum, PressBooks, LegendMaker, Sigil, Jutoh
- Apple Pages: export to ePub
- Word export to D2D

## DESIGN THE COVER

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

## BUY ISBN

Buy in blocks of 10, 100, or 1000 from Bowker at [www.MyIdentifiers.com](http://www.MyIdentifiers.com).

Use one ISBN for digital version, one for print, NOT one for each digital format.

## UPLOAD DIGITAL VERSIONS TO RETAIL SITES

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

- [kdp.amazon.com](http://kdp.amazon.com)
- [press.barnesandnoble.com](http://press.barnesandnoble.com)
- [www.kobo.com/writinglife](http://www.kobo.com/writinglife)
- [itunesconnect.apple.com](http://itunesconnect.apple.com)
- Aggregators:  
[www.smashwords.com](http://www.smashwords.com)  
[www.draft2digital.com](http://www.draft2digital.com)

## CREATE PRINT VERSION

- [kdp.amazon.com](http://kdp.amazon.com)
- [ingramspark.com](http://ingramspark.com)

Purchase Word templates from [www.bookdesigntemplates.com](http://www.bookdesigntemplates.com), or export to print from Vellum.

Make title identical to digital version so they will be listed together..

## 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 yours. Send the "fairest copy," whether print or digital.

- [www.copyright.gov/eco/](http://www.copyright.gov/eco/)

1. Finish the book
2. Professional edit
3. Format
4. Cover
5. Buy ISBN (digital, print)
6. Upload digital + print
7. Register copyright
8. Reviews
9. Marketing
10. Write another book

[www.shelleyadina.com](http://www.shelleyadina.com)  
[www.moonshellbooks.com](http://www.moonshellbooks.com)

### TIP: MAKE A CHEAT SHEET

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

## FRONT MATTER

License and copyright notice

Back-cover blurb, endorsements

In this series

Dear reader + newsletter signup

## BACK MATTER

Bio, website, social media

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

Request a review

Excerpt of next book

## AUDIO

What about an audiobook?

- [www.acx.com](http://www.acx.com)
- [www.findawayvoices.com](http://www.findawayvoices.com)