

7 TIPS *to* SELF-PUBLISH LIKE A PRO



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BOOK PUBLISHING Tip Sheet

7 Tips to Self-Publish Like a Pro

It seems like everyone is self-publishing a book nowadays. The barrier to entry is so low and the rewards can be so high (just look at *50 Shades of Grey*, for example)! In fact, you may have a manuscript worth self-publishing right now and not even realize it. Do you have a collection of short stories? A thesis or term paper? A collection of recipes? A sermon? A memoir? A collection of poetry? A short children's story that only needs professional illustrations to be finished?

If you have a manuscript of any kind or are currently working on one, rest assured there is a self-publishing solution for you. And the revolution is in full swing; there is no better time than right now to put your fears behind you and become a published author. As Sally Shields once said after publishing with Outskirts Press, "Self-publishing is easy and fun and invigorating and life-changing!"



So, if you're going to self-publish, let's make sure you do it like a pro. To do that, it helps if you understand the seven core components of a professionally self-published book, why those components are important, and how to approach them as successfully as possible.

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TIP #1: Understand Standard Book Elements

Understand standard book elements like barcodes, copyrights and International Standard Book Numbers (ISBNs). High-quality, professional self-published books have all three. Without these, your book won't be accepted into many sales channels—like Barnes & Noble and Walmart—and will be ineligible for book awards.

TIP #2: A Great Book Cover is Essential

Your book cover is the first element every potential buyer sees—whether they are shopping in a store or on the internet. A professional cover designer can help you make a great cover that is eye-catching and legible both in real life and in an online thumbnail. They know how to design a cover that helps your book look like it fits its genre and stands out from the crowd. And they do a lot more than play with images and fonts—thanks to a pro, your book's spine will be the right size and all the details book buyers look for (like a barcode) will be in place.

TIP #3: Editing is a MUST

Every writer needs a professional editor! Hiring one does not take away from your ability as a writer—in fact, doing so is a hallmark of a smart writer who's a real pro themselves. It's great if you've carefully revised, your writing group has put your manuscript through its paces, and if you have an English teacher friend who took their red pen to your book. Professional editors want writers to take their manuscripts as far as they can toward perfection—and then the people who edit for a living will help you bring it home.

TIP #4: Book Layout & Design is an Art

The interior of a book may kind of look like a word-processed document, but it's far from that. Professionally published books are printed from book design software, which allows designers to work through the huge checklist they must follow to make a book's interior layout look effortlessly clean and consistent. A professional designer considers leading and kerning, headers and footers, gutters and margins, line breaks and page numbers, among many other tiny details that a writer is too busy for because you're busy writing!

TIP #5: Understand Book Pricing

Understand book pricing is mainly about how the three elements are related: retail price, trade discount and author profit. For example, it is important to understand the advantages and disadvantages of a high trade discount; a low trade discount can limit your book's availability, whereas a high trade discount can price your book out of the market. Striking the perfect balance is important.

TIP #6: Be Enthusiastic About Your Book

Unless you are planning on publishing a book for a very finite number of people (perhaps some friends and family members), successfully self-published books rely upon the participation and investment of their authors for marketing and promotional efforts. Fortunately, there are many effective (and in many cases free) marketing avenues to pursue. Even better, if you lack the time or ability to market the book yourself, your self-publishing company, or an independent book publishing firm, can take on those tasks for you, at various costs.

TIP #7: Earn Royalties and Pay Taxes

Receiving royalties is great, but don't forget to pay your taxes. Yes, self-publishing a book can be exciting and fun; some might even call it addictive! But don't confuse it with a hobby. Publishing a book is a business, so be sure to treat it like one. Once your royalties start coming in, you don't want to receive an unwelcome visit from the IRS.

Important considerations like this (and, in fact, everything on this list) is why most self-publishing authors rely upon the professional services of full-service self-publishing companies. There are many to choose from, and there are some sites that even rank them to make your comparisons easier. One such site is Top Consumer Reviews at: <https://www.topconsumerreviews.com/self-publishing/>

Here's to the start of your exciting journey toward being a published author!

MEET YOUR PUBLISHING CONSULTANT

**It's like having a book shepherd,
publishing advocate, and
professional advisor in your corner.**

Confused about how to self-publish?

Whether you are a new author, a seasoned pro or just thinking about self-publishing, there are so many details to consider once you begin the publishing journey. After the months (or years) of blood, sweat and tears you have poured into your manuscript, it's time to put your story into the capable hands of the #1-rated self-publishing company.* With help from an Outskirts Press Publishing Consultant, you will never need to sweat the details.

Many authors find themselves overwhelmed with all the "little finishing touches" that add up to a huge workload just to get their book in tip-top shape for publication: creating a beautiful cover; crafting cover copy that is both compelling to prospective buyers and search engines; polishing the manuscript until it is flawless; formatting a beautiful paperback, hardcover book and a fully functional ebook, etc. ... Where do you even start?

Outskirts Press has the answer: Start with a Publishing Consultant!

What can your Publishing Consultant do for you?

- Answer questions that are specific to you and your book
- Create a custom publishing quote based on your goals
- Assist you with publishing expertise throughout the publishing process
- Offer personal guidance on what services are right for you and your book

Publish Your Passion™ at Outskirts Press.

4 easy ways to start publishing today:

1. Call us at 1-888-672-6657 ext 706.
2. Live chat on our website.
3. Schedule a consultation from our website.
4. Visit outskirtspress.com and click on "Start Publishing Your Book Now".

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*According to Top Consumer Reviews.