7 TIPS *to* SELF-PUBLISH LIKE A PRO



outskirts press™

7 Tips to Self-Publish Like a Pro

Brought to you by Outskirts Press — Your Full-Service Publishing Partner

Self-publishing isn't just for a lucky few anymore. With today's technology and global distribution networks, it's never been easier — or more rewarding — to turn your manuscript into a professionally published book. Whether your project is a memoir, a collection of poetry, a children's story, or a life-changing how-to guide, the world is ready to hear your story.

As one of our authors, Sally Shields, put it: *"Self-publishing is easy and fun and invigorating and life-changing!"*



But successful self-publishing is about more than just uploading a file and hoping for the best. To launch your book with confidence — and set it up for long-term success — follow these seven professional publishing essentials.

"My Author Rep was very professional — she helped me navigate technology I wasn't familiar with. This kind of support is invaluable."
— Marlena Thompson

1. Lock in the Essentials — ISBN, Barcode & Copyright

Every serious book includes these foundational elements.

- An **ISBN** ensures your book is recognized in global retail systems.
- A **barcode** makes it scannable in stores.
- **Copyright** protects your intellectual property.

Without these, your book may not be accepted by major retailers like Barnes & Noble or Walmart, and you'll miss out on key sales opportunities. Outskirts Press includes these essentials with every publishing package — so your book is ready for the big leagues from day one.

2. Invest in a Professional Cover

Your cover is your book's first impression — online or on a shelf. A professionally designed cover:

- Grabs attention in crowded marketplaces.
- Signals quality to buyers and reviewers.
- Aligns perfectly with your genre to build trust.

Our expert designers don't just make your book "pretty" — they ensure every detail (from spine width to barcode placement) meets industry standards.

"My Author Rep did a FANTASTIC job — always available, knowledgeable and incredibly supportive."
— Holly Lynn Robinson

3. Don't Skip the Editing

Even the best writers need editors. Professional editing:

- Elevates your writing from good to exceptional.
- Builds reader trust and positive reviews.
- Shows agents, booksellers, and media that you're serious.

At Outskirts Press, professional editing is built into your publishing journey, ensuring your voice shines through — polished and powerful.

4. Treat Interior Design Like an Art Form

The inside of your book matters as much as the outside. Clean, elegant formatting:

- Makes reading enjoyable.
- Meets retail standards for print and eBook.
- Signals professionalism to readers and reviewers.

Our experienced layout designers handle all the technical details — so your focus stays on your story, not on fonts, margins, or gutters.

"I was very confident the end product would be professional. Outskirts made publishing seamless."
— Dr. Susie J. Moore

5. Master Smart Pricing

Pricing isn't guesswork — it's strategy. A balanced price:

- Keeps your book competitive in the market.
- Ensures you earn meaningful royalties.
- Attracts both bookstores and readers.

We help you set the sweet spot between retail price, trade discount, and profit margin — so your book is both sellable and profitable. And, with Outskirts Press, you keep 100% of your royalties.

6. Champion Your Book

The most successful books have one thing in common: an engaged author.

- Share your book with confidence — online and offline.
- Leverage free and paid promotional channels.
- Partner with experts if you don't have time to market.

Outskirts Press gives you a custom marketing plan for your book and offers optional done-for-you marketing services so your book doesn't just get published — it gets noticed.

"As a first-time author, I was lost — but Outskirts Press guided me every step of the way."
— Saren Thach, MST, CPA

7. Think Like a Publisher

Once royalties start coming in, treat your book like the business it is. That means:

- Tracking your sales.
- Planning your tax obligations.
- Thinking strategically about your next publishing steps.

With Outskirts Press, you'll have the tools, reporting, and support to manage your book like a pro.

Why Partner with Outskirts Press?

Self-publishing is exciting, but it's also full of details. That's where our Publishing Consultants come in.

When you work with Outskirts Press, you get:

- A dedicated publishing partner to guide every step.
- Custom publishing quotes tailored to your goals.
- Professional design, editing and distribution services.
- Global reach through Amazon, Ingram, Barnes & Noble, and **over 60,000 retailers, wholesalers and libraries**.

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

"An outstanding experience from start to finish — truly seamless and stress-free."
— Kiprono Mutai

Ready to Turn Your Manuscript into a Published Book?

Here are 4 easy ways to get started today:

1. Call us at **1-888-672-6657** ext. 706
2. **Chat** with a Publishing Consultant on our website
3. Schedule a **free consultation** at outskirtspress.com/consultation.html
4. Visit OutskirtsPress.com and click "**Start Publishing Your Book**"

Your story deserves the world. We'll help you reach it.





Rated #1 Self-Publishing Company – 9 Years Straight.

Outskirts Press is the #1-rated self-publishing company by Top Consumer Reviews—9 years in a row for trusted, full-service author support. *"When it comes to reputation, Outskirts Press has been at the top of our list for years...a trusted one-stop shop for print and eBook publishing, marketing tools and more."* — Top Consumer Reviews

Publishing Help When You Need It



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're a **first-time author** or a **seasoned pro**, self-publishing comes with a lot of moving parts. After all the work you've poured into your manuscript, it deserves expert handling by the **#1-rated self-publishing company.*** With an **Outskirts Press Publishing Consultant**, you'll never have to manage the details alone.

Many authors find the 'finishing touches' overwhelming — from cover design and copywriting to polishing the manuscript and formatting professional editions.

That's where we come in. **Outskirts Press makes it simple—start with a Publishing Consultant** and turn your manuscript into a book you're proud to share with the world.

What can your Publishing Consultant do for you?

- **Answer specific questions** about your book and publishing journey
- **Create a personalized publishing plan and quote** tailored to your goals
- **Guide you through every step** of the publishing process with expert support
- **Recommend the right services** to fit your book, your vision, and your budget

Schedule My Free Publishing Consultation

*According to Top Consumer Reviews.

outskirts press

4 easy ways to start publishing today:

- Call us at **1-888-672-6657**
- Live **chat** on our website
- **Schedule a consultation**
- Visit **outskirtspress.com** & click "Start Publishing"

Talk to a real person who's helped thousands of authors publish their books.



Tina Ruvalcaba
Sr. Publishing Consultant



Jamie Belt
Sr. Publishing Consultant