

# 7 *to* TIPS SELF-PUBLISH LIKE A PRO

Book Publishing Tip Sheet

outskirts  
—press™

# 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 seven core components of a professionally self-published book, why those components are important, and how to approach them as successfully as possible.

**TIP #1:** Understand standard book elements like barcodes, copyrights, and International Standard Book Numbers (ISBNs). High-quality, professional self-published books have all three. Sure, there are ways to "get around" acquiring an ISBN (with an AISN, for example), but an AISN is not an industry-recognized number. Relying solely on an AISN, not having any identification at all, or not having a barcode on your book will not only prevent your book from being accepted into sales channels like Barnes & Noble or Wal-Mart, but will most likely strike you from eligibility in nearly every book award contest there is (and will certainly prevent you from winning one).

**TIP #2:** Don't cheap out on your cover. Rare is the writer who is also a talented cover designer. When self-publishing like a pro, it is important to recognize one's own limitations. Cover design (and copyediting) are where many writers have delusions about their abilities. Your book cover is going to be the first element every potential buyer sees. That cover is going to determine whether anyone other than your friends or family take a closer look at your book. Work with a designer on a professional custom cover, and expect to pay for it.



**TIP #3:** Professional self-published books must be copyedited by a professional editor. There is one long-standing belief that self-published books are less professional than “traditionally” published books because they lack professional copyediting. Don’t perpetuate that stigma. All high-quality books, regardless of where or how they are published, are professionally copyedited before they are released to the reading public.

**TIP #4:** Interior book design is often what reveals a book to be amateurishly self-published. Formatting concepts like leading and kerning, headers and footers, and gutters and margins are often outside of a writer’s wheelhouse, and that’s okay. That is why it is important to engage the services of a professional self-publishing company to handle it (and the details mentioned above) for you.

**TIP #5:** Understand book pricing, mainly how three prices 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:** Prepare to invest in the marketing of 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:** 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 so when your royalties start coming in. You don’t want to receive an unwelcome visit from the tax man.

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!

Decorative dotted lines in the bottom right corner of the page, consisting of two curved lines that sweep upwards and to the right.



# 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 profile based on your goals
- Assist you with publishing expertise throughout the publishing process
- Offer personal guidance on what services are right for you

Publish Your Passion™ at Outskirts Press.

### 4 easy ways to start publishing today:

1. Call us at 1-888-672-6657.
2. Live chat on our website.
3. Schedule a consultation from our website.
4. Visit [outskirtspress.com](https://www.outskirtspress.com) and click on "Start Publishing".

outskirts  
press™



\*According to Top Consumer Reviews.

Schedule your free consultation now at  
[outskirtspress.com/consultation.html](https://www.outskirtspress.com/consultation.html)



[outskirtspress.com](https://www.outskirtspress.com)

[info@outskirtspress.com](mailto:info@outskirtspress.com) | 1-888-672-6657