Self-Publishing in an Electronic World

Pamela Boles Eglinski

“Pam”

Author, Publisher, & Marketer

Novels [published and soon to be published]

* Return of the French Blue  2012
* She Rides with Genghis Khan  2013
* When the Eunuchs Ruled  2014
Write Brain Trust: Writers helping writers with creativity, publishing, and marketing in a digital world.

- Books are alive & well
- Ebooks are gaining
- Self-Publishing
  - Print On Demand (POD)
  - Ereader books
It's the end of books as you knew them:
E-books out-sell hardbound for the 1st time - ZDNet

Year Over Year Comparison

Data: Association of American Publishers
It's the end of books as you knew them:
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Year Over Year Comparison

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Data: Association of American Publishers

FACT CHECKER - NOT ENTIRELY TRUE
Data: Association of American Publishers
Ebooks taking over - Leave that to our Children and Grandchildren

Data: Association of American Publishers
Technology & New Distribution Channels Disrupt the Market

- Despite bankruptcies the book market is growing
- Changes are sweeping and everyone struggles to adapt
- Despite changes, the current infrastructure will continue.
- Self Published Market isn’t well accounted for in statistics

Imagine a coffee-table Ebook
The Historical Agent/Publisher Model

- Author Searches for Agent
- Rejection is a way of life
  - Jean Auel *Clan of the Cave Bear* – 300+ rejections before selling 45 million copies
  - Agent may be unable to sell to a Publisher and then author starts over
New Model: Replace the Agent & Publisher with a Support Group

- Authors need assistance with
  - Publishing
    - Create POD
    - Prepare Ebooks (Kindle, Nook, Smashwords, etc.)
  - Marketing
    - Build a support base Platform (other writers, blogs, fans, etc)
Find a Support Group & Wear a Thick Skin

- Family & Friends
- Local Groups
  - WBT,
  - KCWG
  - Critique Groups
- Online Groups
  - AbsoluteWrite.com
  - theNextBigWriter.com
  - ReviewFuse.com, etc.

The Closer the Relationship, the Gentler the Review
Covers Aren’t Hard or Expensive
Did he leave anything out?
Where is the author’s name?
A very strange title and photo
A well designed cover
New Tools Make Editing & Reviewing Easier

• Use POD Proofs for Review & Edit
  – Check Them Closely
  – Give To Test Readers & Editors

• Make Changes & Re-Upload
  – As often as you want

• Online Reviewing Tools
  – Identifies Issues
  – WYSIWYG Reviewing Tools
Publish

• Select Distribution Channels
  – Multiple or Focused
• Set Prices
  – POD usually different than Ebook
  – Amazon Kindle range $0.99-$9.99
  – Amazon min. $2.99 for 70% royalty
  – POD distribution channels pay differently
• Publish with a Click
Marketing – Now the Real Work Starts

- Website
- Blogs
- Facebook
- Twitter
- Place in Bookstores
- Solicit Reviews
- Stage Promotions
- Monitor Sales and Pricing
- Find Time to Write More
Tools

POD
• CreateSpace.com
• Lulu.com

Ebook Formaters
• Mobipocket (Amazon)
• Calibre (Amazon & Epub)
  – calibre-ebook.com/download

Ebook Publishers
• KDP.Amazon.com
• Pubit.barnesandnoble.com
• Smashwords.com
Write Brain Trust

• Writers helping writers with creativity, marketing, and publishing in a digital world
• Offshoot of KCWG
• Approximately 30 published and to be published authors

writebrainintrust.wordpress.com
Thank you
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