






"I wrote a book!"

"You should self-publish it!"



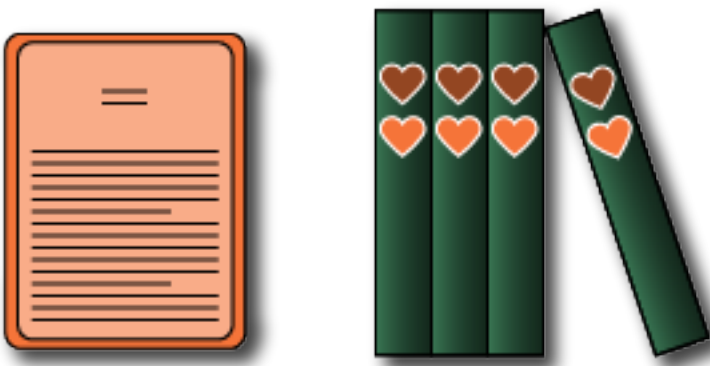
@doctorbeewrites

"It's harder than you think!"
aka

How Self Publishing Works

1	 <div>Revise and edit the book</div> <p>Since there is no editor from a publishing house reviewing, self-published authors may need to pay for professional editing services, which can be in the range of \$2-3,000.</p>	2	 <div>Choose a self-publishing platform (or more than one)</div> <p>Some authors use one platform for digital and another platform for print copies. Each platform has its own pros and cons.</p>	3	 <div>Create cover & book jacket design</div> <p>Some authors do this themselves. Many will need to pay an artist to do this, which can be in the range of \$500. Note: Cover design is more than just art and includes title, font choices, spine design, back cover layout, etc.</p>
4	 <div>Create the internal book design</div> <p>This includes page layouts, font choices, chapter headings/graphics, etc. Authors may need to do this separately for ebook versions & print versions according to their platform's guidelines. Authors can hire someone to do this (average cost \$500-1000).</p>	5	 <div>Purchase ISBN (optional)</div> <p>ISBNs allow the book to be sold in bookstores and stocked in libraries. One ISBN is needed for each book format. ISBNs can cost \$85 or more.</p>	6	 <div>Do marketing and self-promotion</div> <p>Self-published authors can do this themselves or they can pay for marketing services to help them promote their book to readers.</p>
7	 <div>Distribute books to bookstores (for print books)</div> <p>Many bookstores will not stock self-published books, but those that do, allow for a wider audience. The author may need to sell books to them at a discount and cover other costs.</p>	8	 <div>Release the book!</div> <p>This can be on the author's own timeline. They can choose digital and/or print options (see below).</p>	9	 <div>Continue to market, promote, and distribute the book</div> <p>Self-published authors are responsible for continuing to make sure their book is out in the world for readers to find!</p>

Different Ways of Self-Publishing

 <div>Published as Digital (Ebook) Only</div> <p>Authors can choose to release their book only through a digital platform (like Kindle). This avoids printing costs, but limits availability.</p>	 <div>Published as Digital + Print On Demand</div> <p>Instead of printing many copies, some self-publishing platforms print a copy of the book when someone orders it.</p>	 <div>Published, Printed, and Distributed</div> <p>Some self-publishing platforms allow for bulk printing in order to sell to bookstores. Typically, these books need to be sold at a discount, and the author pays for any returns or unsold stock.</p>
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Self-publishing gives the author the highest level of creative control over every step of the process. However, it also gives them little to no support for each of those steps, and hiring people can end up costing the author thousands of dollars. If an author self-publishes and the book does not do well, this can make it more difficult to break into more traditional publishing later on (and publishing houses typically will not accept submissions of previously published work, so self-published cannot be easily "re-published" later).