

Self Publishing Options Patricia Morgan

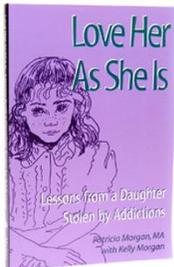
So you are thinking of writing a book! Wonderful!

First though, be clear about why you want to write a book and how it will serve your clients and business. For example, maybe a book is not the most practical or efficient means to serve your clients. Perhaps creating a CD or DVD is a better alternative. Certainly CDs are much more economical to create and ship. At the same time, a book can be helpful in positioning yourself as an expert.

There is another option these days with Kindle, ipad and **digital books** and that is to be the author of an **e-book**. Then printing and shipping is a non-issue.

Once you've decided to write a book, the next step is to decide whether to seek publishing through a **big publishing house/company** or whether to self publish. You can Google "**Publishers**"—companies that pay authors a royalty (usually between 7 to 15 % of the sale price of the book) for the book contents. The contents become the property of the publishing house. They will employ sales staff, editors, proof readers and more. Publishing companies average publishing 10 to 15 books a year. The book, **The Writers' Market**, available in the reference department of the library, will help you understand how big publishing houses work.

Some of my story and publishing adventures:

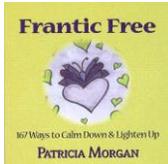


With my first book, **Love Her As She Is**, I started by writing *query letters* to big publishing houses/companies. I received over 40 rejection letters and two different publishing companies asked to see the manuscript. One kept me on "hold" for over a year and the next for over a half a year--"please hold on until our senior editor has time to review your manuscript." Eventually I self published and I've never looked back.

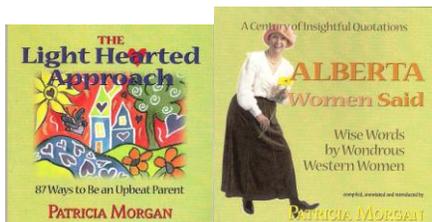
Self publishing means you pay for the editing, proofing, design, printing, and promotion yourself. You become a "self" or "mini" publisher. It also means you are totally in charge. The problem is that many self publishers have few avenues to get their book in front of the public. It is much easier if, like me, you speak to audiences which provide direct access to potential buyers/readers. Most book stores will only order books through a **book distributor**. Most book distributors won't accept books from self publishers or single book authors. However, **Amazon.com** and **Barns and Noble** have made it easy for self publishers to register their books with them. As you are probably gathering, it can be a complicated system. Only about 10% to 15% of books published by big publishing houses/companies AND self publishers ever get their investment cost returned.

As they say in the **speaking business**, "If you have your own herd," a group of people who are keen to learn and gain from you, self publishing may provide some significant supplemental income and have you perceived as an expert. **Note:** If you are interested in how to become a professional speaker email me and ask for a document called **Speaker Business Resources**.

Mini-books: Many people wait too long to become published. I learned that you can take a workshop handout, flesh out the contents (between 3500 and 4000 words), add an Introduction and Table of Contents to the front and promotion pages to the back, and you're ready to send your Word document to a proofer. I've never used an editor with any of my 4 mini-books. My book designer, Jeremy, does the rest. They are low cost and I sometimes have only 50 printed by a short-run printer (see below). My mini-book, **Frantic Free** is a Canadian Best Seller—over 5000 copies sold. The City of Calgary bought 3000 copies for all their employees and the town of Slave Lake bought 1000 copies for their residents recovering from the 2011 fire.



The Light Hearted Approach has been purchased in quantities for parent events. **Alberta Women Said** (created after the below described **She Said**) is a collection of quotations from The Famous5 and other Alberta women, has also been purchased in quantity for women's events.



Cue Cards: After the book, *From Woe to WOW: How Resilient Women Succeed at Work*, was written, a woman in a 2 hour workshop at Women's Health Resources said, "I find your book helpful but I don't want to take it to work. Will you make cue cards that I can put in my purse for reference? How to filter criticism and how to make a boundary statement would be useful." What a gift! I designated a different color to the 5 chapters in the book that provide solutions to problems at work. 8 different ideas or key points were then put into bullet points for each of those 5 chapters. We then had 8 cue cards in lime green under the topic of Protect, 8 in yellow under Nurture, 8 in aqua under Communicate, 8 in blue under Take Action, and 8 in pink under Connect. For example there are 8 aqua colored cards on the topic of **Commute** with information about these 8 subjects:



1. Listen
2. Speak up: assert
3. Breathe/get grounded
4. Ease conflict
5. Plan for resolution
6. Filter critical criticism
7. Offer feedback
8. Manage management

Two additional cards were added—one to assess if you work in a healthy work environment and another to assess if your home-life is healthy. The deck of 42 different cue cards (in workshops participants receive 1-3 cards) sometimes sell better than the book! Yes, Jeremy designed the cards and arranged for the printing.

Two easy books:

For years I lead a workshop called *Gag Your Nagging*. Participants wrote down their most used nags and put them into a bag. The nags would be pulled out of the bag, read aloud and the improved communication would be suggested. After a ½ hour we'd move onto exploring some communication basics. No one was embarrassed by the anonymity of the process and it provided me with hundreds of nags. One day I collated over 600 of these nags and put them into categories from Indigestion Nags (nags at the dinner table) to Silly Question Nags ("How many times do I have to ask you?") to Wounding nags ("You're a brat!"). What stacks of pieces of paper do you have kicking around?



One day I found myself on the toilet after agreeing to present to yet another women's event with no pay. The throne stimulated thinking, "What do I love that other women might enjoy, appreciate and buy?" Women's quotations! After accessing years of collected and favorite women's quotations it took less than 2 months to have *She Said: A Tapestry of Women's Quotes* printed. It has 20 chapters from Identify your Identity to Comes the Crone. Canadian women are designated with a Maple Leaf. What quotations focused on your topic area have you collected and love and build upon.

Resources

Here are some **Calgary Resources** (other out-of-area resources follow) to help you with self-publishing. Most of these professionals will spend time educating you. Interview and choose the best person to work with you and your project. When you call these book publishing professionals please tell them, "Patricia Morgan suggested I call you."

- **Book designer, Jeremy Drought** has many contacts in the publishing industry. Contact him at (403-289-5718) or lastimpression@shaw.ca He designed the cover, back and inside pages of *She Said: A Tapestry of Women's Quotes* and my **four mini-books**. He re-designed the cover and inside pages of *Love Her As She Is*. He is the book designer of my most recent book, *From Woe to WOW: How Resilient Women Succeed at Work*. Jeremy has also designed books for Alice Wheaton, Doon Wilkens, John Gilchrist (Calgary Herald restaurant critic) and many others. Basically I give him the text and he looks after the rest; in consultation with me, of course. He designs the cover and back, does layouts, chooses appropriate font, maybe photos or graphics, the feel of the paper for the book type, arranges ISBN number, negotiates with printers and so forth. He can refer you to proof readers and editors. While we have worked together I have appreciated his guidance. However, one author I referred to him didn't welcome Jeremy's opinion. He told her that the cover image she purchased from an artist was too visually weak for the book's very strong title. While I agreed with Jeremy this author felt offended. Be forewarned when Jeremy is involved you will hear his opinion. He will also oversee the whole project if you wish.
- **Book designer, Ghaile Pocock** owns Bulldog Communication Inc. Calgary--bulldogcom@shaw.ca, Alberta 403.228.9861. Like Jeremy, she has an excellent reputation. She did the formatting for Tim Breithaupt's best selling book, *Take this Job and Love It*. Gail also designed the cover and inside text of the best seller, *The*

Power of Focus by Les Hewlitt (co-authored by Jack Canfield and Mark Victor Hanson). She also worked with CoraMarie Clarke, dental office strategist.

- **Project Manager, Debbie Elicksen**, Freelance Communications, Calgary, <http://www.freelancepublishing.net> or 403-240-1340 used to be a sports reporter and has written several of her own books. She provides Manuscript Editing, Book Publishing Project Management and Publicity Consultation. She managed all aspects of Alvin Law's book, **Alvin's Laws of Life: 5 Steps to Successfully Overcome Anything**. You can talk to Darlene Law, Alvin's wife and manager at 403-873-8149. Debbie also worked on a parent education book with my friend, Judy Arnall. Judy is at 403-252-6513.
- **Ink Tree Marketing** in Calgary. This company was formed by three successful women who self published cookbooks. They offer courses and support to produce and market self published books-- www.inktreemarketing.com or **403-295-3898**

Editors:

- Calgary Association of Freelance Editors is at 403-243-3632. Rod Chapman was one of the best known editors in Calgary but now resides in Europe.
- My friend, **Elissa Oman** was on the **Power of Focus for Women** editing team with Rod. Elissa has a degree in Communications from U of Calgary and edits books. She has done work for Vera Goodman, Alice Wheaton, Annette Stanwick and was the editor for **From Woe to WOW! How Resilient Women Succeed at Work**. As she should be, she is picky with wording, meanings and accuracy. Elissa is at 403-202-9216 or esomean@shaw.ca
- **Kathryn MacDonell** at kathmac@shaw.ca was the editor of my book, **Love Her As She Is**. She is a supportive editor with a MA in English. She has worked as an editor for the government and will also proof read. She now lives in Dallas but is available by email and phone. With "Track" on Word it is easy to proof and edit your book from anywhere.
- **Independent Publishers of Canada IPAC** (Contact is John Breeze at 403-234-8565) is an association of people who have self-published or want to. They meet the last Saturday morning of each month at the Danish Canadian Club Sept to June. I belonged for about 3 years.
- **Alexander Writers' Centre Society** at 264-4730 holds workshops for writers, often beginners.
- **Writers Guild of Alberta** is at 265-2226
- For E-books: Take a look at **Lightening Source** at <http://www.lightningsource.com> for print on demand and US distribution. Also look at **Smash Words** at <http://www.smashwords.com>
- **Biltzprint**, in Calgary, 403-253-5151, is a short run printer. I had 200 copies of both **She Said** and **From Woe to WOW** printed by them and later when some errors were caught had another 300 printed. Then eventually through Houghton Boston in Winnipeg with a printing press had 2000 made. Short run printing, as done at Biltzprint, is computerized so their set up cost is less than a printing press. When people want to print a smaller quantity of books they often go this short run print route. Short run is a good idea the first time out with your book as you can print a small quantity and get feedback and catch some errors before doing a big print job. Once you order more than 1000 books the big printing presses become the economical option. Note: Jeremy facilitated all this for me.
- **Unicom graphics** is another Calgary short run printer: 403-287-2020 or <http://www.unicomgraphics.com/contact.htm>
- **Friesen printers** is a big printing company in Saskatchewan. Friesen uses printing presses—Ph: 403-250-3486. Friesen printed 2000 of **Love Her As She Is**. The second printing of 2000 copies was negotiated by Jeremy Drought at **Houghton Boston printing** in Winnipeg.

Proofreaders:

Few books can succeed without a proof reader. A proof reader looks at every period, comma and hyphen. They make sure spelling is correct and that words, particularly hyphenated words, are written consistently.

- For my first book I arranged for 6 of my daughter's University friends to read the manuscript and mark every error they could find. There were still too many errors in the final book.

- Sharon Horstead was a legal assistant and has an eye for detail. She has proof read many of my articles and ***From Woe to WOW: How Resilient Women Succeed at Work***. Sharon can be reached at sharon@sharonhorstead.com and 403-827-3978.

Note: Jeremy and any editor can help you find a good proof reader. If you have a friend who is picky about grammar that person might be your good bet. Proofing takes less skill than editing and typically costs less.

ISBN: Accessing an ISBN number is not a big deal. I did it myself the first time around. Go to <http://www.lac-bac.gc.ca/isn/index.html> or your editor or book designer can look after that detail.

Dan Poynter is the "king of self-publishing" having self-published over 100 books. He is often at professional speaking conventions giving workshops on the topic. He also offers an excellent and FREE e-newsletter. Take a look at <http://www.parapublishing.com>

Also look at the services of:

Sandhill Book Marketing out of Kelowna, BC at <http://www.sandhillbooks.com>

Trafford Publishing out of Victoria, BC at <http://www.trafford.com/> Get Trafford's free booklet on self-publishing from their website

E lance:

www.elance.com Elance is the leading site for online work where businesses connect with independent professionals to get work done. Elance delivers an immediate, cost-effective and flexible way to hire, manage and pay independent professionals and contractors online. Companies tap into Elance's talent pool to distribute their work, while professionals use Elance to meet clients, stay independent and get paid for delivering great results.