Publishing Pathways

852 PRESS

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https://www.852press.com.au/power-of-personal-stories



Publishing Pathways

- Trends, pros and cons
- Polished manuscripts
- Judging books by their cover
- Get discovered



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SELF-PUBLISHING BASICS

Step-by-step guide to help you stay organised and cover all the necessary steps in your self-publishing journey.

852
PRESS



Pathways

- **Traditional Publishing:** Publisher handles production, distribution, and promotion. Authors receive royalties (and possibly an advance).
- **Hybrid Publishing:** Authors share costs and responsibilities with a publisher.
- **Self-Publishing:** Authors have complete control over production, distribution, and profit.

  IngramSpark (www.ingramspark.com)

  Amazon (https://kdp.amazon.com)



Formats

- **On-Demand printing** hardcover and paperbacks
  - Amazon for public sales
  - IngramSpark for private printing, public sales & global distribution
- **eBooks** (digital copies)
- **Audiobooks** (Google Play Books for auto-narrated audiobooks)



Did you know ...

Amazon is the biggest seller of books worldwide?

7,500 books are added to Amazon every day?

Many **eBooks** sold are self-published?

The **average traditionally published author:**

- receives $5,000 to $20,000 per year?
- sells under 1,000 copies per book title?

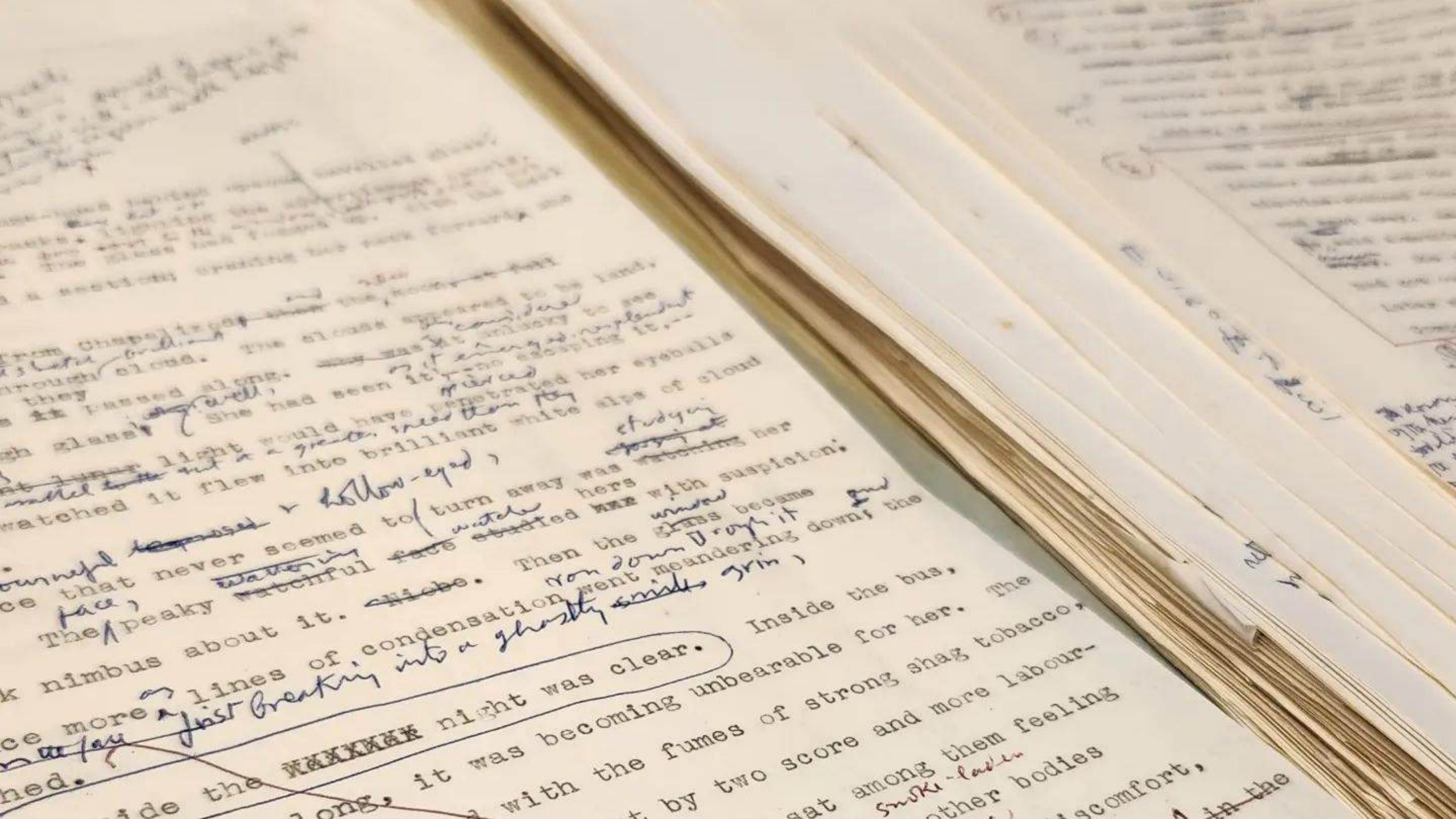


Sharks!

There are many writing and publishing services sharks happy to take your money.

Be careful, assess the offer and check Return on Investment.





Preparing Your Manuscript

8	Expect to complete **eight drafts**. This is the fine-tuning process making your manuscript the best it can be. Includes writing, editing, developing title and logline, cover and internals.
5	Gather and reflect on at least five different **Beta Readers** (trusted friends and family) or a **formal assessment** (from a writing association or professionals).
2	Involve at least **two experts**, with one being an **editor** and the other a **subject matter expert** to ensure your story is accurate or plausible.

Editing

- **Self-Editing**

  Review and refine clarity, flow & impact.

- **Professional Editing**

  Structural Edit: Overall organisation and ideas.

  Copy Edit: Readability and clarity.

  Proofread: Typos, grammar & formatting errors.



Writing Software ($$)



https://scrivener.app

Management system to organise and easily access documents and notes.

Offers manuscript templates.



https://prowritingaid.com/

Helps craft, polish, and elevate your writing.

Enhance sentences by adding sensory details, eliminating weak words, and fixing common mistakes.



https://www.grammarly.com/

Writing assistant software tool.

Reviews spelling, grammar, and tone and plagiarism.

Suggests style and tone.



https://chatgpt.com

Generate human-like conversational responses so you can steer and refine content.

Next steps?

Traditional Publishing: Source and pitch.

Hybrid Publishing: Source provider, evaluate features and benefits, and approach.

Self-Publishing for Sales: Purchase International Standard Book Number (ISBN) and set up seller accounts with Amazon and IngramSpark.

Self-Publishing for Printing Only: Set up seller account with IngramSpark.

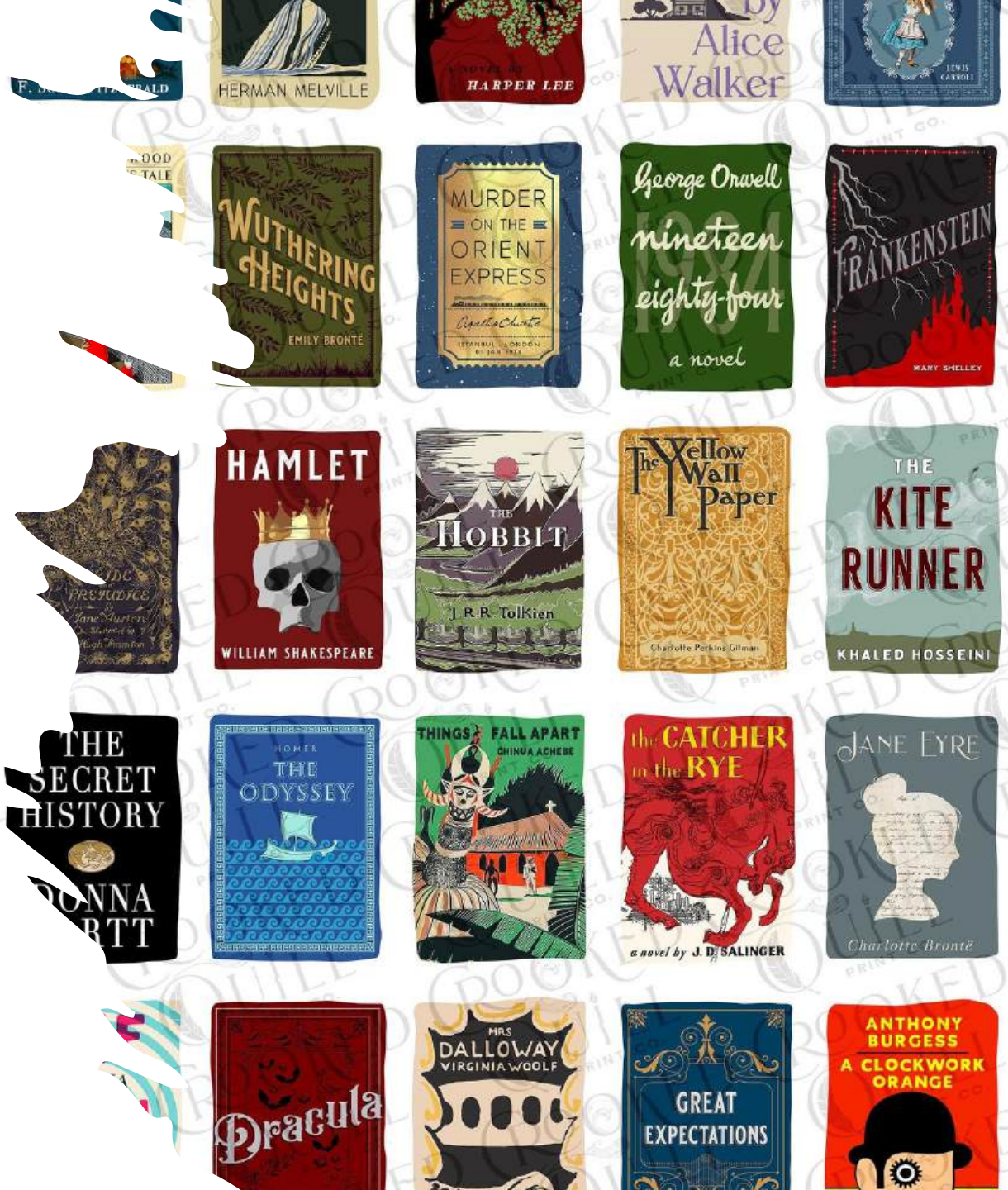
For everyone? The pitch.

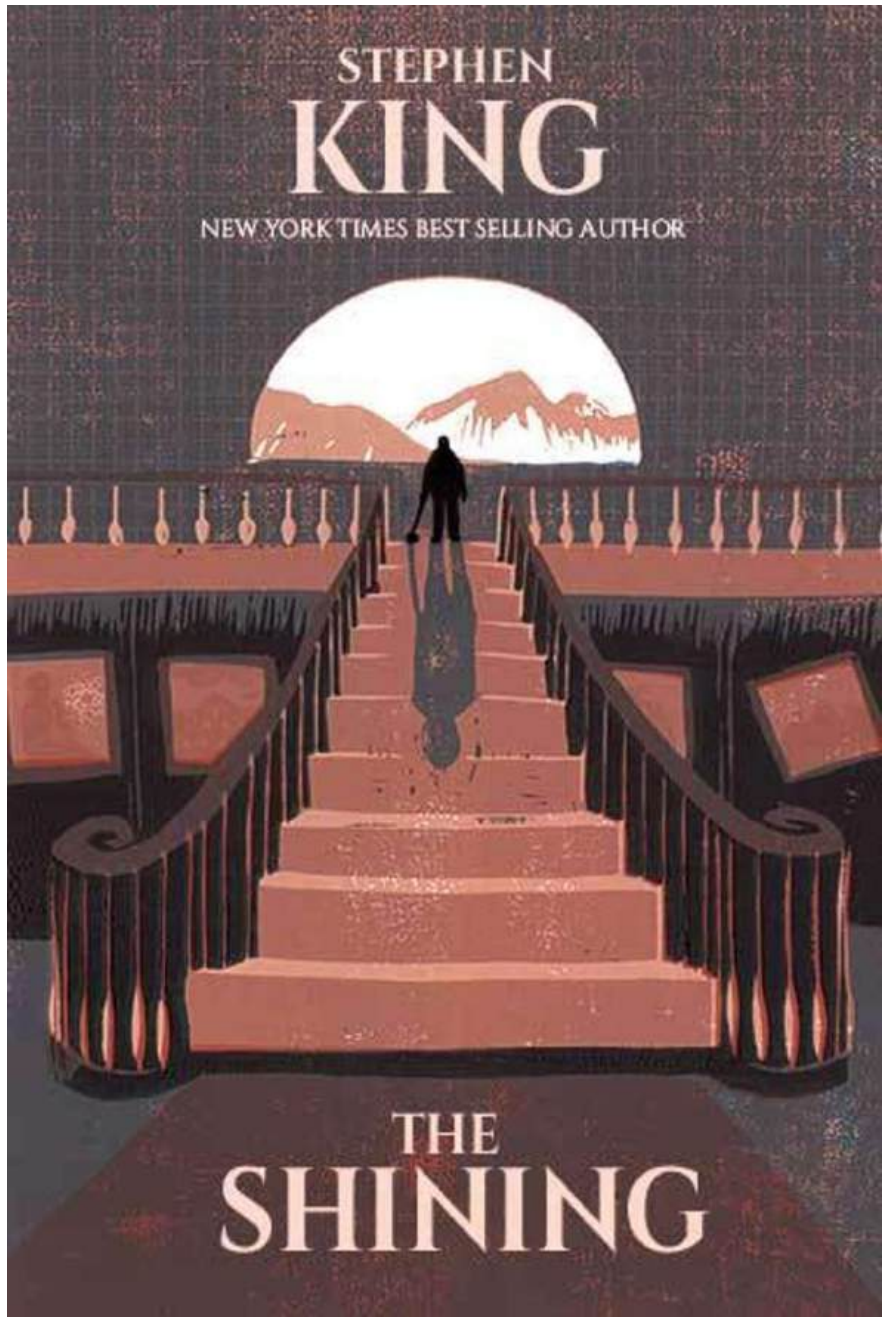


What's your story about?

Your book begins with a **compelling title.**

A logline (or elevator pitch) where you introduce the *catalyst*, the *protagonist*, the *antagonist*, and the *main conflict* in one sentence.





Example

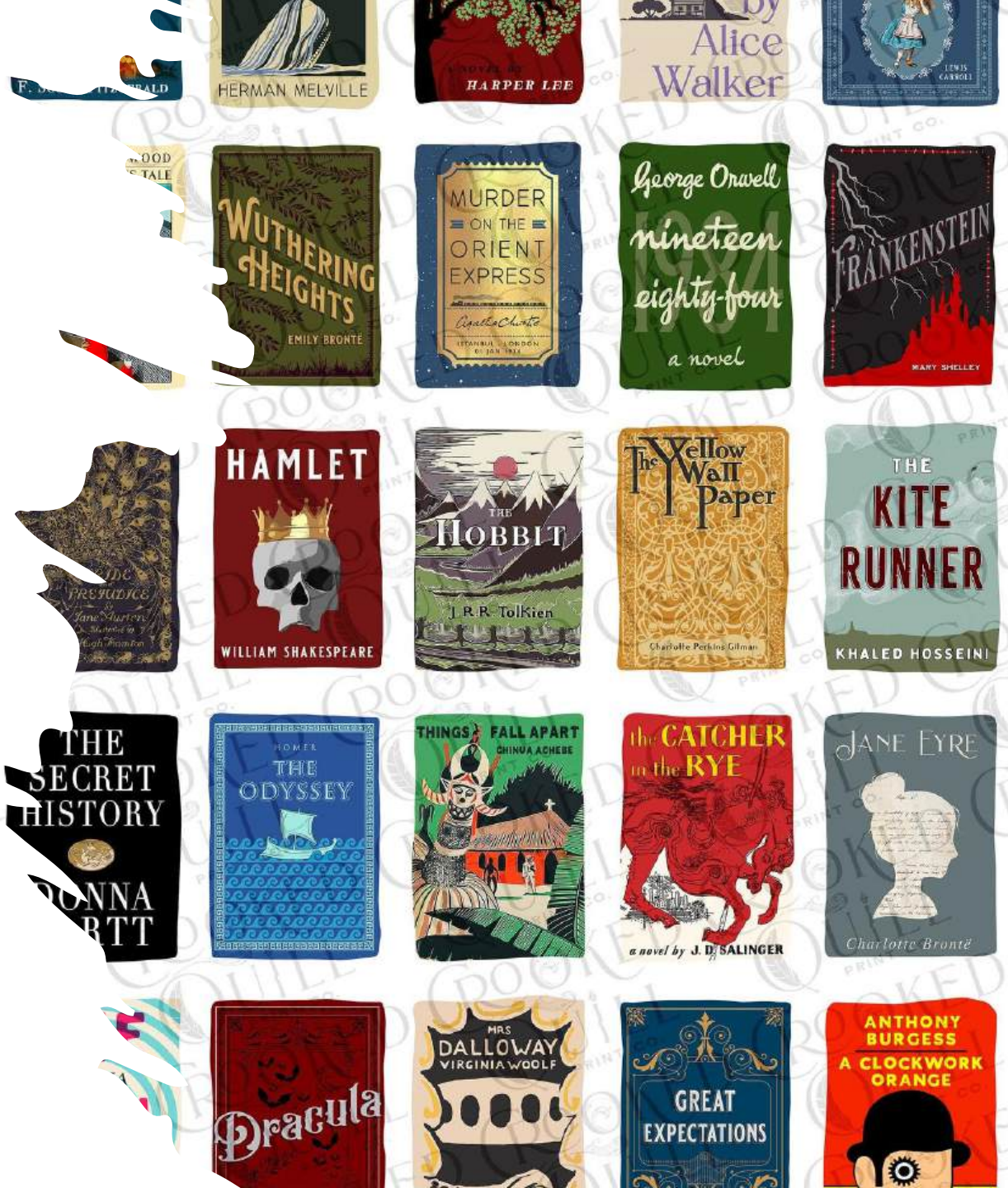
Stephen King's **The Shining** is a story of **overcoming the monster.**

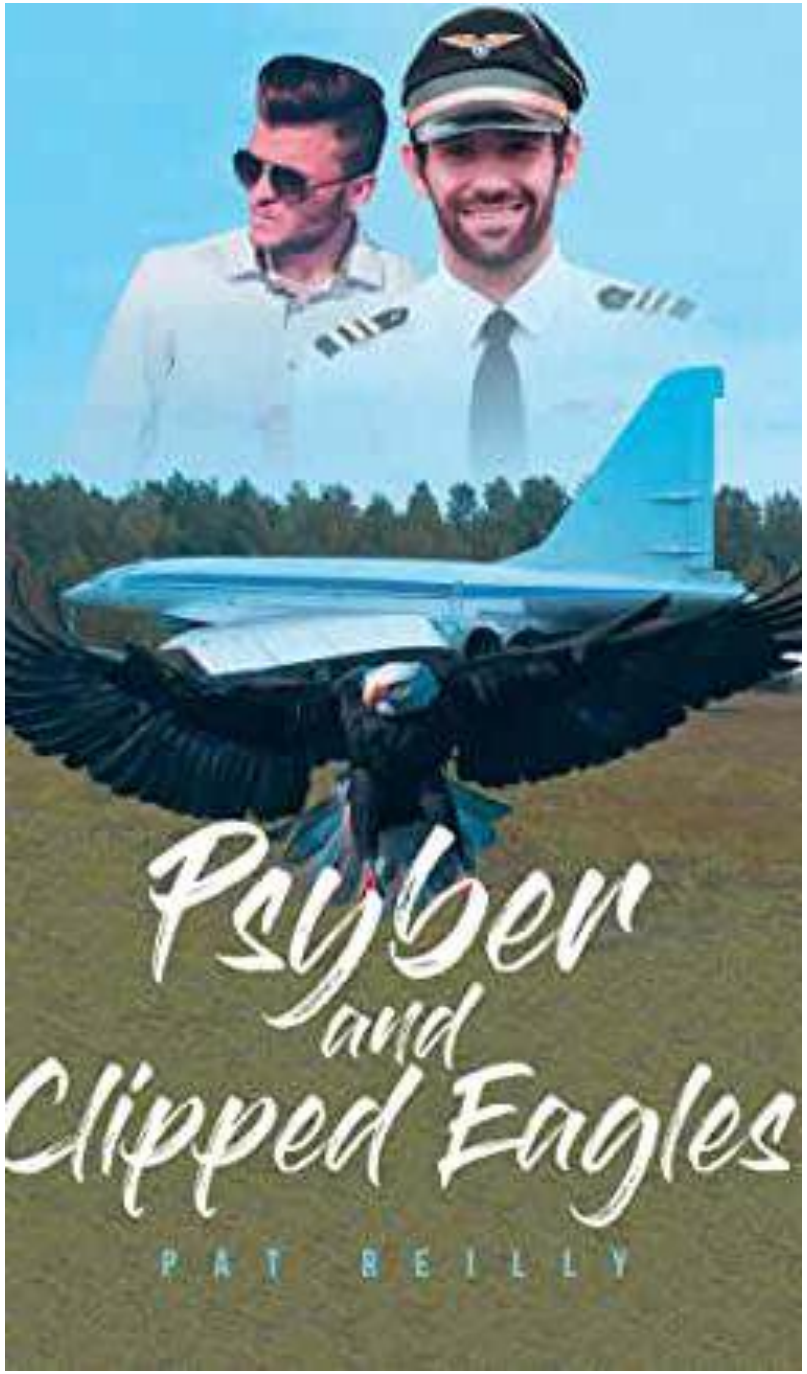
When a family heads to an **isolated hotel for the winter** (*catalyst*), a ghostly and sinister **presence** (*antagonist*) influences a loving **father** (*protagonist*) into violence, while his psychic son sees horrific visions from both past and future that forbode the family **may not make it out alive** (*main conflict*).

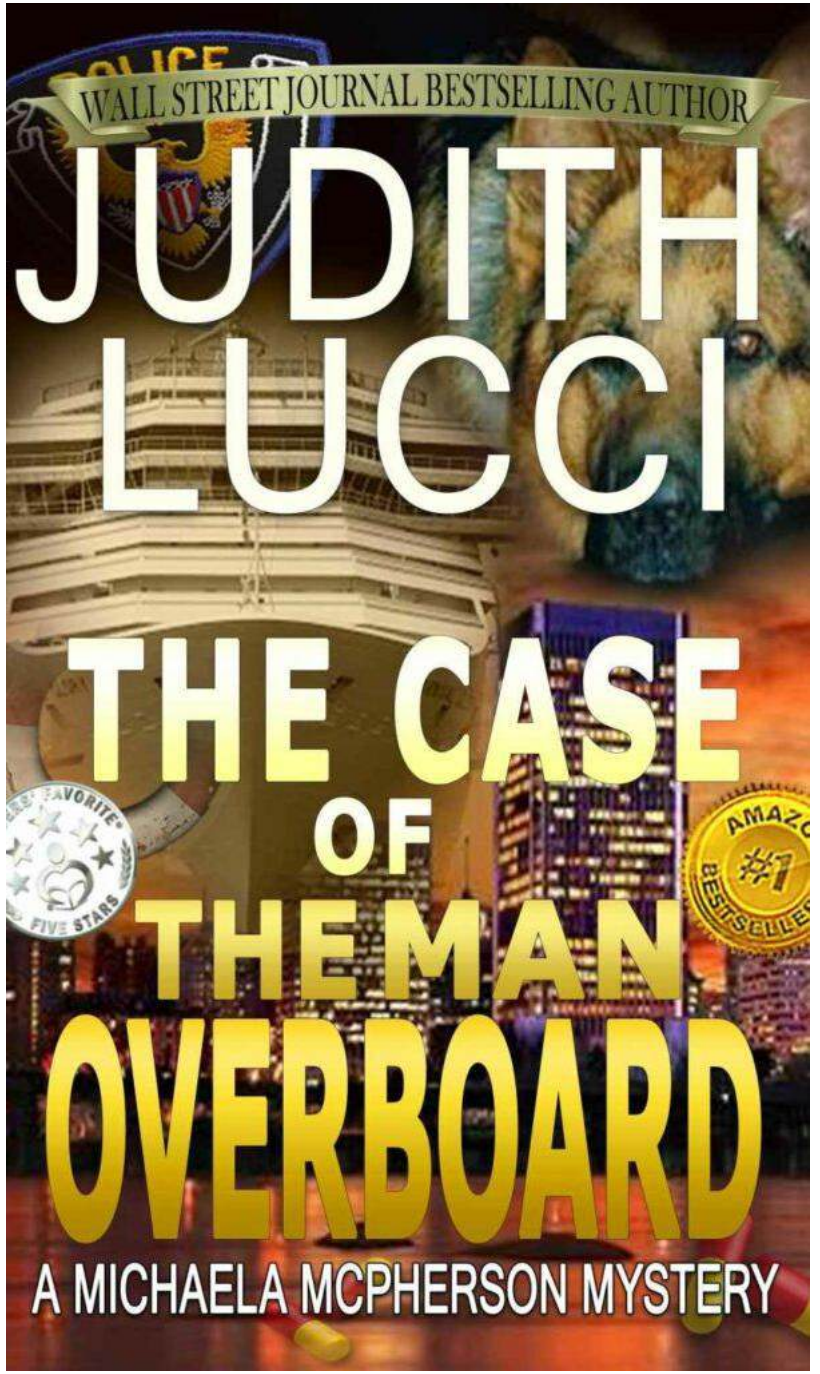

HEIGHTS
EMILY BRONTË
Agatha Christie
ISTANBUL - LONDON
01 JAN 1934
a novel
THE
KITE
RUNNE
KHALED HOS
HAMLET
WILLIAM SHAKESPEARE
THE
HOBBIT
J.R.R. TolKien
The Yellow Wall Paper
Charlotte Perkins Gilman
PRIDE and PREJUDICE
by
Jane Austen
Illustrated by
Hugh Thomson
HOMER
THE
THINGS FALL APART
CHINUA ACHEBE
the CATCHER in the RYE
JANE E

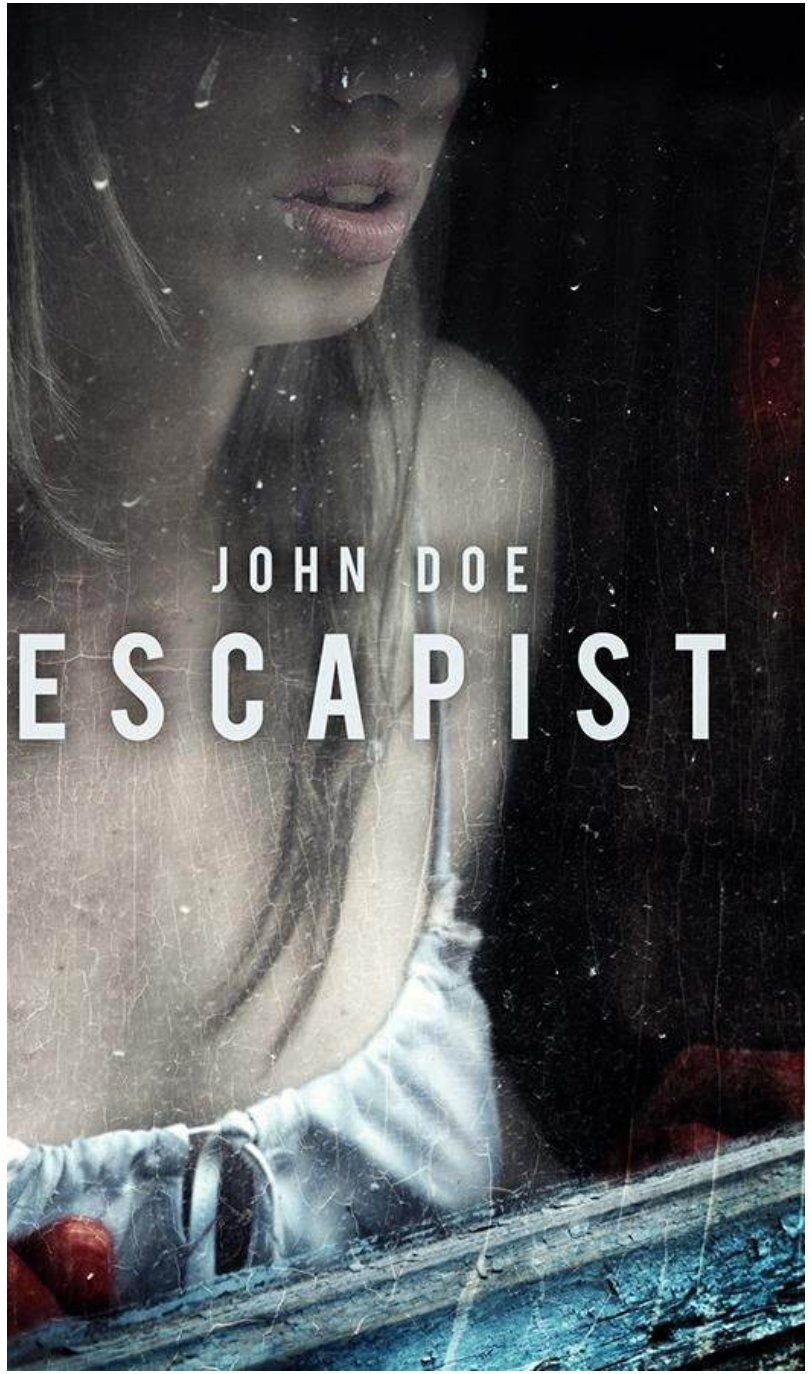
We Do Judge a Book By Their Cover

- Professional designer (www.100covers.com)
- Use high-quality images, genre-aligned typography, and ensure legibility.
- Research similar books for inspiration.



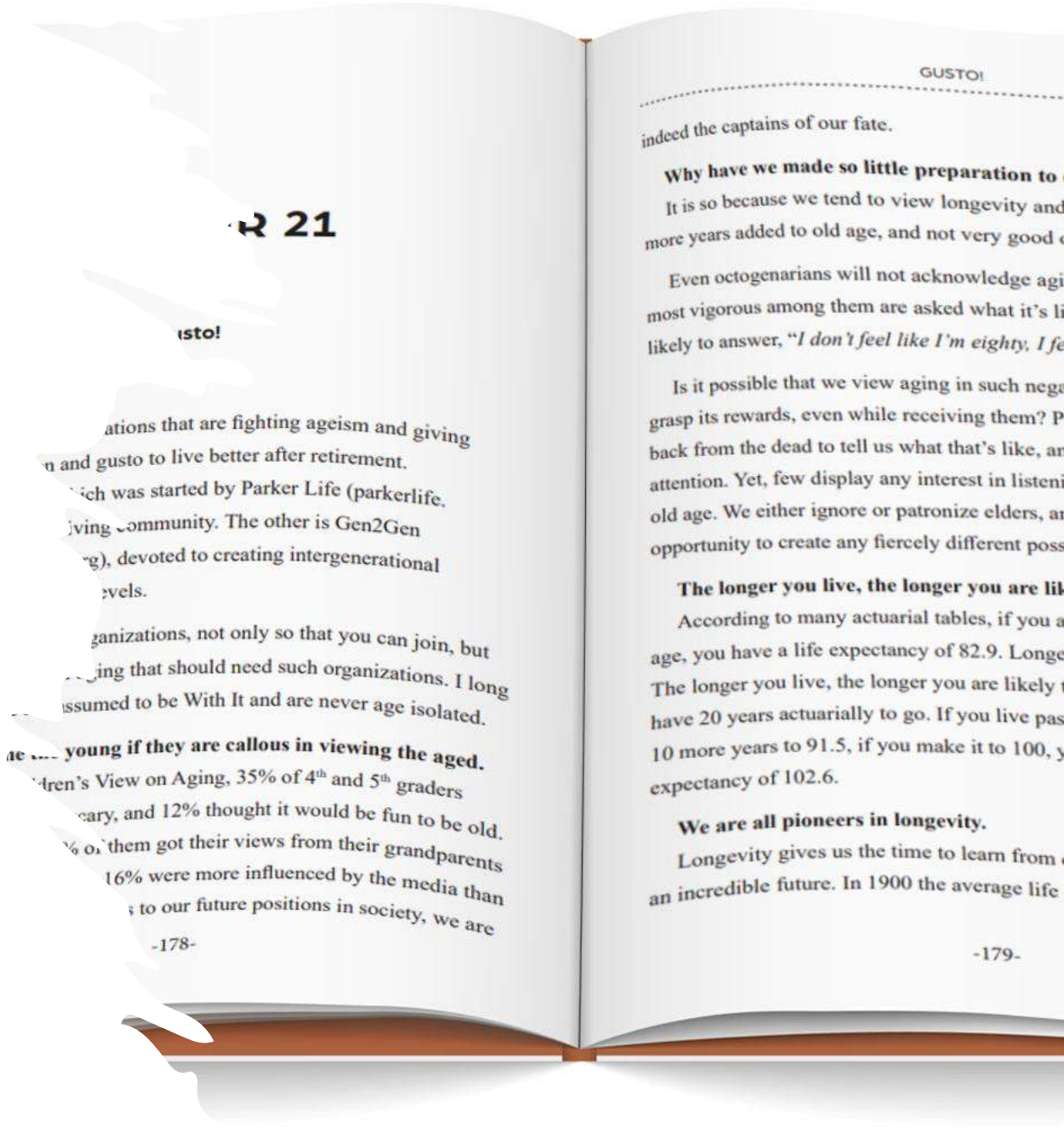

Psyber
and
Clipped Eagles
PAT REILLY


WALL STREET JOURNAL BESTSELLING AUTHOR
JUDITH LUCCI
THE CASE OF THE MAN OVERBOARD
A MICHAELA MCPHERSON MYSTERY


JOHN DOE
ESCAPIST

Internals & Typesetting

- Use professional services (www.Fiverr.com)
- Copyright page
- IngramSpark & Amazon Templates
- Font size & line spacing
- Images, diagrams & data
- Digital files to upload to Amazon & IngramSpark for printing



Next steps?

Traditional & Hybrid Publishing

- ISBN, cover design, typesetting, printing & distribution.
- Establish your author platform.
- Launch event.

Self-Publishing for Printing Only

- Print samples & copies (IngramSpark)
- Launch event
- Friends & Family
- Markets & Festivals
- Historical Societies, Schools, Community Groups & Aged Care



Next steps?

Self-Publishing for Sales

- Metadata
- Print samples & copies (IngramSpark)
- Complete Amazon page
- Author platform (web & social media)
- Media & Communications Plan
- Legal Deposit
- Libraries & Register for Lending Payments
- Retailers
- Launch event



Author Platform

- Profile Photo
- Website & Blog
- Collateral (business cards, bookmarks)
- Payment Device
- Social Media
- Author Talks & Book Signings
- Reviews
- Subscriber Updates



SallyHepworth

The Books | About | Events & Tours (No events) | FAQs | Dear Sally | Contact | BUY THE BOOKS

Darling Girls is out now!





sallyhepworth | Follow | Message

2,265 posts | 53.5K followers | 7,475 following

Sally Hepworth her/she

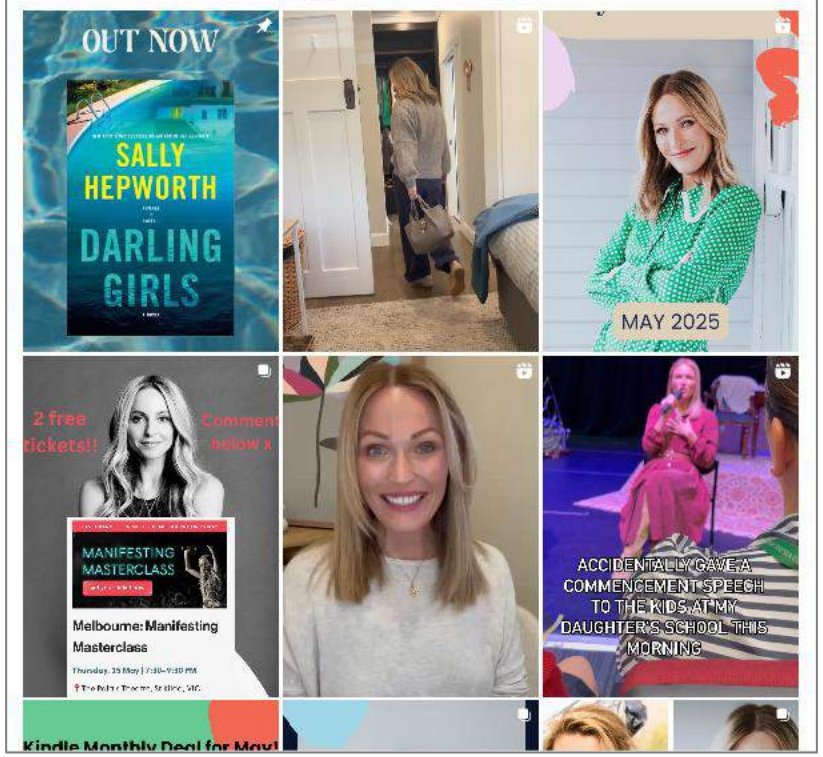
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NYT bestselling author.
Fashion addict.
Agony aunt
Ambassador @rcdfoundation... more
www.sallyhepworthauthor.com/links and 1 more

Followed by richardevans_author, dee_ell_dee and 44 more

Wigging it | Laundrygate | 2024 book tour | Hamilton Isla... | 2024 book tour | 2024 book tour | Em

POSTS | REELS | TAGGED



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www.thecreativepenn.com

Jerry Jenkins
https://jerryjenkins.com/self-editing

Mark Dawson
https://selfpublishingformula.com/

Alexandra Torres
www.InkersCon.com



If not now, when?



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https://www.852press.com.au/power-of-personal-stories