

Taking Care of Business

Editing:

Edit, Edit, Edit and when you're positive you've caught all those typos and rewritten all those clumsy phrases, sentences, and paragraphs, send your manuscript to beta readers. Their input can be invaluable in catching holes in the plot, character flaws and so on. Once you've revised your work yet again, seek out a professional editor whose services may include, but are not restricted to, Developmental Editing, Line Editing and Copy Editing. There's a plethora of competence levels out there. Do your homework when choosing an editor and seek recommendations from fellow writers.

Cover Design:

Unless you're a graphic designer or have a flare for that sort of thing, outsource your cover. That is the first statement about your book. **99Designs** is a reputable company that solicits submissions from artists all over the world. Other companies offer self-publishing packages.

Formatting:

I was very satisfied with **Booknook.biz**. They made my manuscript paperback and ebook publication ready. They also sought my input on headings and page layout.

Bowker:

Although Amazon will assign your book an ISBN, I strongly suggest purchasing an **ISBN** and **Barcode** from **Bowker**.

Author Platform - The Basic Three:

It's about establishing relationships and sharing information.

A **Website** doesn't have to be fancy. **David Gaughran** offers some good advice on setting up your website.

An **Email List**

An active **Facebook** presence

Marketing/Advertising Tools:

Bookmarks, Business Cards, and Postcards – **VistaPrint, Canva** and others

Detail Sheet with particulars of your book to take to retailers.

Inkubate offers some tools you may find helpful.

Awards:

Research book awards and throw in your hat.

Book Launch and Signings:

Libraries, bookstores, coffee shops and other retailers are happy to host your launch and signings. They are fun events and provide opportunities to connect with people.

Reaching Outside your Comfort Zone:

Approaching those you don't know for reviews can be a daunting prospect, but you just may be pleasantly surprised with the outcome.

Distribution:

Many folks are content with Amazon distribution but if you want to get your book into libraries and retail outlets other than what Amazon provides, go with another distributor such as **Ingram Spark**. There are many others.

In Summary, self-publishing is about deciding what tools you need to get your book out there and what steps are necessary to boost sales. It's all about choice. It can be as simple or as complex as you want it to be.

Good Luck and Good for You!