

# Self-Publishing for Beginners



## Writing & Editing

Developmental Editing & Alpha Readers Options:

- Community Groups
- Online Groups
- Select Fans or Fan Forums
- Paid version of ProWritingAid
- Paid version of AutoCrit

Spell Check Options:

- Microsoft Word
- Google Docs

Line Edits Options:

- Paid Editors
- Enthusiastic Fans
- Grammarly

Overall Look and Feel of Finished Novel:

- Beta Readers

## Formatting

### eBook - Yes

- Your favorite common font, 11pt.
- Justify text
- Single space text
- One space between sentences (not two)
- Use page breaks
- Set indent at .02pt.
- Table of Contents

### eBook - No

- No header or footer info
- No page numbers
- No spaces before or after paragraphs
- No spaces to separate chapters
- No tabs or spaces at the start of a paragraph, only hard returns

### Print - Yes

- Times New Roman, Garamond, Baskerville, 10.5 or 11pt.
- Justify text
- Single space text
- Extra spaces at start of chapter
- Header info (author odd, title even)
- Page numbers (page one at start of text)

### Print - No

- No page numbers on front or back matter, or blank pages
- No tabs or spaces at the start of a paragraph, only hard returns
- No header info at start of chapters
- No spaces before or after paragraphs
- No Table of Contents

## A Note On Images

### Print Books:

- Black & White – Higher page count means slightly higher cost
- Full Color – Very expensive

### Digital Books:

- Color will be automatically converted to black and white for most readers
- Images increase file size, which decreases royalties (delivery fee)

### Additional Notes:

- Some platforms require embedded alternative text for images in ebooks
- JPEG = smaller files size, but PNG = no background

## Formatting and Writing Aid Software

Software	Price	Ease of Use	Notes
Vellum	\$199 - \$249	Easy to use?	Apple only
Atticus	\$147	Easy to use	One time purchase
Microsoft Word	\$99/year	Very difficult	Full versatility
Scrivener	\$49	Difficult	<u>Also</u> a writing tool
Kindle Create	Free	Easy to use	Poor results
<u>Reedsy</u>	Free	Easy to use	Poor results, pushing their service

## Front & Back Matter Locations

	Print Location	Digital Location
Title/Cover Page	First page (page 1)	First page
Copyright Page	Back side of title page (page 2)	As you wish
Dedication	Third page	As you wish
Table of Contents	<u>None</u> (in typical fiction books)	As you wish (must link to chapter headings)
<u>Also By</u>	As you wish	As you wish
Acknowledgements/ Note to Readers	As you wish	As you wish
Map	As you wish	As you wish
Preface/Chapter One	Next odd numbered page	Start of book
Call to Action	End of manuscript	End of manuscript
Index	End of manuscript	End of manuscript
Author Bio	End of manuscript	End of manuscript

## Title Page

### Must Have:

- Author Name
- Title

\*Google your title and author name to see if they are already prominently in use

### Can Also Have:

- Subtitle (pick something genre specific)
- Series Title (pick something genre specific)
- Volume Number
- Author/Publisher Symbol

## Example Copyright Text for Fiction

Copyright © **[Year of First Publication]** by **[Author or Pen Name]**

No AI training.

All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except as permitted by U.S. copyright law. For permission requests, contact [include publisher/author contact info].

The story, all names, characters, and incidents portrayed in this production are fictitious. No identification with actual persons (living or deceased), places, buildings, and products is intended or should be inferred.

Book Cover by **[Artist]**

Illustrations by **[Illustrator]**

## Evaluate Cover Art

- 1) Find Your Category Top 100 Sellers
- 2) Go to Top 51 – 100
- 3) Fill Out Your Checklist:

Are there People?

YES

NO

Facing Us or Looking Away?

FACING

LOOKING AWAY

Large or Small?

LARGE

SMALL



## Your Online Presence

You Will Need:

- 1) Author Photo/Symbol
- 2) Author Bio
- 3) To Claim your 'Handles' on:
  - Social Media: Facebook, Instagram, Twitter, Bluesky, TikTok, YouTube, Discord, etc.
  - BookBub: [www.bookbub.com/users/sign\\_up](http://www.bookbub.com/users/sign_up)
  - GoodReads: [www.goodreads.com/user/sign\\_up](http://www.goodreads.com/user/sign_up)
  - Author Central: [author.amazon.com/home](http://author.amazon.com/home)
- 4) Establish where to interact with your fans, or fans of your genre (social media, blogs, discord, Substack, reddit, etc.)

## Your Blurb

### Method One: Fill In the Blank

**(Main Character One)** is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character One)**. Now, **(Main Character One)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

**(Main Character Two)** is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character Two)**. Now, **(Main Character Two)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

**(Title)** is a **(subgenre)** **(short story / novella / novel)** featuring **(trope / theme)**.

### Method Two: Hook, Line, and Sinker

**TAG LINE** (book cover):

- Three to seven words
- Convey genre
- Convey stakes
- Evoke emotion

**HOOK** (elevator pitch – first line of blurb):

- One sentence (twelve-ish words)
- Explain what book is about
- Include the ultimate stakes
- Evoke emotion
- Often in bold

### **SYNOPSIS SECTIONS:**

Paragraph One: (three-ish sentences)  
Identify Main Character One  
What is she/he going through?  
End with a cliff hanger

Paragraph Two: (three-ish sentences)  
Identify Main Character Two  
What is she/he going through?  
End with a cliff hanger

## **CALL TO ACTION:**

- Sentence One: Tittle, series (if needed), sub genre, trope, heat level, angst level
- Sentence Two: 2 or 3 adjectives and author name
- Sentence Three: Enjoy this (adjectives + story length) today!

### **Keep in Mind**

A shorter Blurb is better

One main character - One paragraph

Multiple main characters - Pick two or use one

### **Copyright Your Book**

- Registered with the United States Copyright Office and Library of Congress
- Electronic Copyright Office (eCO): [www.copyright.gov/registration/literary-works/](http://www.copyright.gov/registration/literary-works/)
- Costs \$45 for an individual book with a single author
- Before publication, or within 3 months of publication
- Include manuscript and cover

### **Publish On**

[https://kdp.amazon.com/en\\_US/bookshelf](https://kdp.amazon.com/en_US/bookshelf)

<https://draft2digital.com/>

### **Launch Your Book!**

- Set a Lauch Date
- Publicize Your Blurb
- Publicize Your Cover
- Set Up a Pre-Order
- Send Out Advance Reader Copies
- Set Up a Giveaway
- Hold a Digital Book Tour
- Announce Giveaway Winners
- Announce Your Book's Release on Publication Day

### **Celebrate!**



[summer@summerhanford.com](mailto:summer@summerhanford.com)

[www.summerhanford.com/APPY25](http://www.summerhanford.com/APPY25)