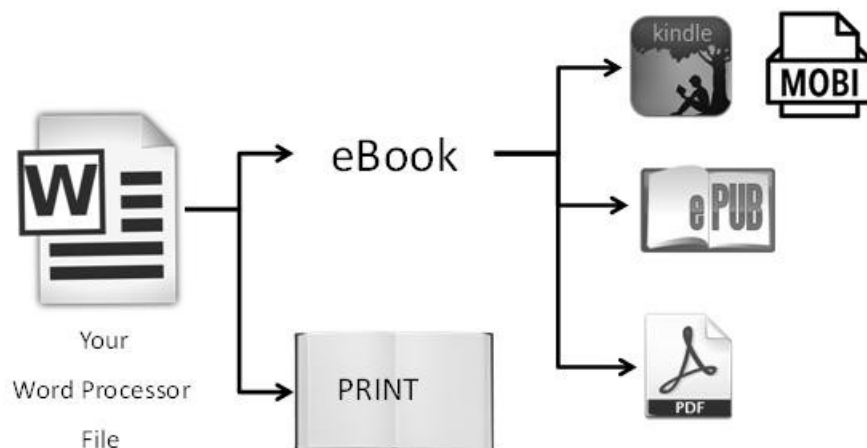
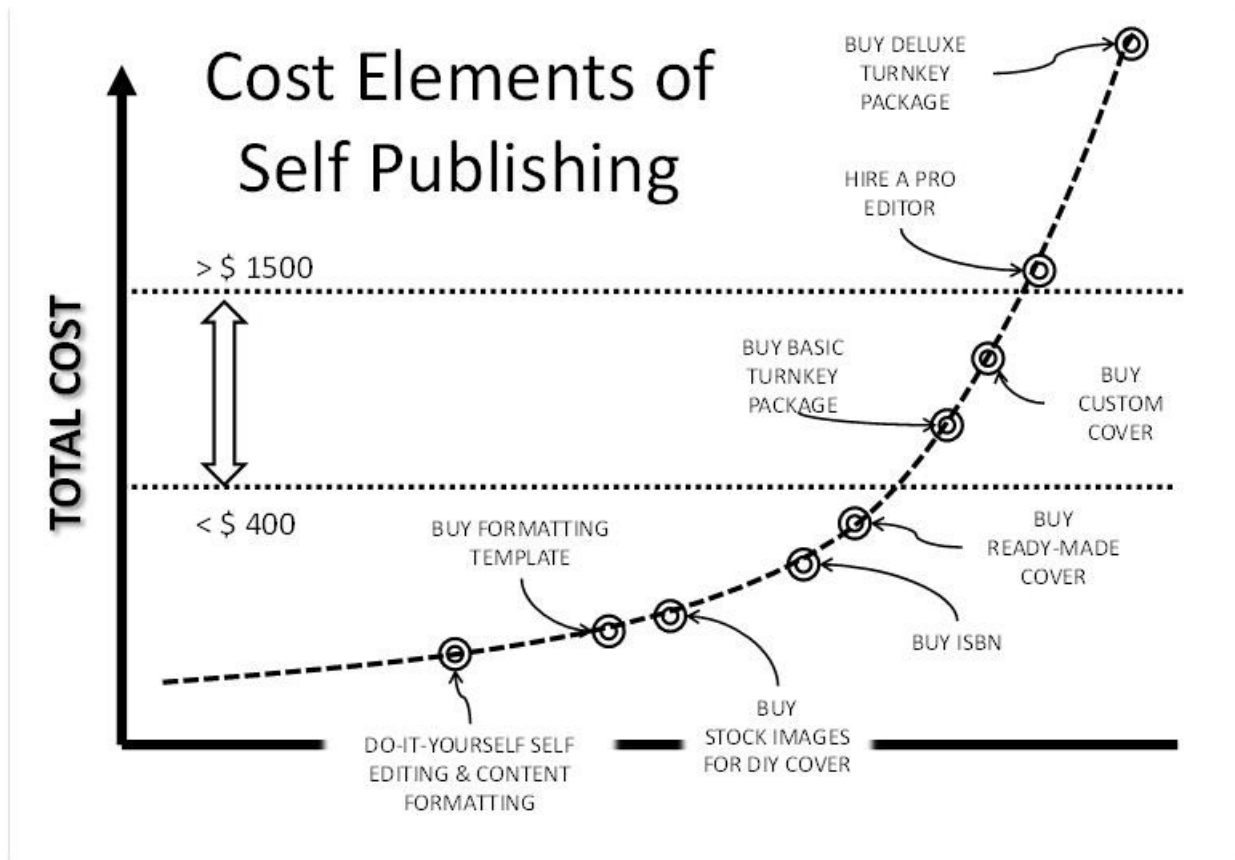


# Self-Publishing Obstacles Part II 'I Have No Idea How To Self-Publish'

— Charles A Cornell  
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## SELF-PUBLISHING:

Finished Manuscript → Formatting Content → Designing A Cover → Setting Up Distribution



## **Options For Converting Manuscripts to eBook or Print Formats:**

1. DIY - Use conversion software
2. Have files converted for you when uploading to a publishing service
3. Buy a pre-formatted template
4. Pay a fee to an independent formatter

## **Calibre File Format Conversion Software (free, downloadable):**

Calibre-eBook.com

Publisher: Kovid Goyal      Website: [Kovidgoyal.net/](http://Kovidgoyal.net/)

Calibre is a vibrant open-source community with half a dozen developers, used in over 200 countries.  
CNET Review: [Download.cnet.com/Calibre/3000-20412\\_4-10910277.html](http://Download.cnet.com/Calibre/3000-20412_4-10910277.html)

## **Publishing Services Providers (file conversion, formatting & distribution):**

### **The Gorilla in the Room: Amazon KDP (Kindle format only)**

- Amazon KDP will accept word doc, html or pdf & create a Kindle mobi file for you
- Uses an on-line Previewer so you can self-check quality & correct reported errors
- Can be a trail & error process of iterations/corrections & Amazon will not convert to ePub format for you

### **The Others:**

Many publishing & distribution services will format files into mobi, epub & pdf, & some also do print versions too. Upload your content & cover. The provider creates eBook, & POD Print-on-Demand files, & handles distribution. Most take both an upfront fee & a percent of sales. Some have 'no-cost upfront' options. Check the royalty structures before deciding what's best for you. These service providers cover the publishing spectrum at less cost & hassle than creating individual author accounts with every eBook publisher, although you can publish directly for Barnes & Noble Nook & others just like Amazon Kindle.

These providers will format your manuscript for both Kindle\* & other eBook reader formats, & then set up both distribution & royalty collection:

Smashwords.com– eBook only

Draft2digital.com– eBook & print

Lulu.com– eBook & print

Ingramspark.com– eBook & print

Bookbaby.com– eBook & print

(\*Note: you can opt out of Kindle eBook distribution with most of these & go direct to Amazon; a separate KDP account is an advantage if you want 'get to market quickly', or be exclusive & use KDP's sales promotion tools)

### **Pre-Formatted Templates:**

Joel Friedlander      Website: [TheBookdesigner.com](http://TheBookdesigner.com)

Book templates: [Bookdesigntemplates.com](http://Bookdesigntemplates.com)

These pre-formatted templates are two-way, meaning once the eBook format is established, the print edition is automatic. These templates are professional in appearance with all manner of style choices, drop capitals, italicized quote boxes, etc.

### **Cover Design Options (from lowest to highest cost):**

- Design your own using stock images
- Buy a 'ready-made' cover – add title & author name
- Hire a designer who uses stock images
- Add cost of cover design to a publishing services package
- Hire a designer for custom art or original photography

## Designing Your Own Cover - Why Bother?

- COST! – low upfront investment, lowest ongoing cost
- Great if you plan multiple books, long series
- Great for short stories

## PC Based Design Software for Covers:

Adobe Photoshop Elements - search on eBay for prior year bargains, make sure the seller has a valid security code for upload from CD or download from the web

GIMP – [www.gimp.org/](http://www.gimp.org/) - free download from web

## Web Based Design Software (free):

Kindle Cover Creator – [kdp.amazon.com/en\\_US/help/topic/G201113520](http://kdp.amazon.com/en_US/help/topic/G201113520)

PXLR Editor – [pixlr.com/editor/](http://pixlr.com/editor/)

## Web Based Design Software (subscription):

Adobe Creative Cloud – [Adobe.com/creativecloud.html](http://Adobe.com/creativecloud.html)

Canva – [Canva.com](http://Canva.com)

## Public Domain Image Sources:

Clip Art:	<a href="http://publicdomainvectors.org/">publicdomainvectors.org/</a> <a href="http://pdclipart.org/">pdclipart.org/</a>
Photos, Illustrations & Clipart:	<a href="http://Pixabay.com/">Pixabay – Pixabay.com/</a> <a href="http://Pexels.com/">Pexels – Pexels.com/</a> <a href="http://commons.wikimedia.org/">WikiMedia Commons – commons.wikimedia.org/</a>
Government Archives:	Library of Congress– <a href="http://www.loc.gov">www.loc.gov</a> Presidential libraries Publically funded collections, museums & universities
Other sources:	<a href="http://Publicdomainreview.org/">Publicdomainreview.org/</a>

## Stock Image Sources:

[Shutterstock.com](http://Shutterstock.com)

[iStockPhoto.com](http://iStockPhoto.com)

## Size Template For Print Covers:

Amazon has a free 'Cover Creator Tool' to design your own eBook & print covers but these files cannot be used for publishing outside KDP!

However you can use KDP's cover template in order to correctly size your own print cover if you are using Photoshop or other design software

Kindle Cover Creator Template – [kdp.amazon.com/en\\_US/cover-templates](http://kdp.amazon.com/en_US/cover-templates)

## Fonts:

A way to jazz up your cover!

Do... Check your genre for font styles. What fonts do best selling books use?

(The Best Fonts to Use on a Book Cover by Genre:

[Inspiredcoverdesigns.com/the-best-fonts-to-use-on-a-book-cover-by-genre/](http://Inspiredcoverdesigns.com/the-best-fonts-to-use-on-a-book-cover-by-genre/))

Do... Check that a 'free' font is truly free for commercial use

Do... Consider embedding a special font for chapter titles in your print edition (see your software's instructions on how to do this)

Don't... Assume conversions from one eBook file type to another will carryover your special embedded font!  
Always preview to make sure it does!

## Sources of 'Commercial Free' Fonts & Custom Fonts:

Myfonts.com 1001Fonts.com

### Book Distributors:

Ingram Website: Ingramcontent.com  
Baker & Taylor Website: Baker-Taylor.com.  
Amazon Website: Amazon.com.

### ISBNs

Bowker Website: Bowker.com/authors

Great article: [Ingramspark.com/blog/isbn-facts-for-self-publishers](http://Ingramspark.com/blog/isbn-facts-for-self-publishers)

## 7 Keyword Tools to Help Authors Create Good Book Metadata:

1. Amazon Advanced Search
2. Google Adwords Keyword Planner
3. Html Source Code (From Successful Authors' Websites)
4. Google Analytics
5. FaceBook Ads
6. Kindle Samurai
7. Kindle Spy

From: [Bookworks.com/2017/06/7-keyword-tools-book-metadata/](http://Bookworks.com/2017/06/7-keyword-tools-book-metadata/)

## How to Use Amazon Hidden Keywords to Boost Discoverability:

From: [Searchenginejournal.com/amazon-hidden-keywords/234755/](http://Searchenginejournal.com/amazon-hidden-keywords/234755/)

## The Ultimate Guide to Amazon Keyword Research:

From: [Wordstream.com/blog/ws/2018/10/23/amazon-keyword-research](http://Wordstream.com/blog/ws/2018/10/23/amazon-keyword-research)

## Creating Your Own Imprint:

When you upload your books, you will be asked who your publisher is. You have the option of using your name or creating your own 'imprint'.

*"A publishing imprint is the trade name by which a publishing company releases its books. Some self-published authors use their name as the publisher to underscore their indie author status. Others prefer to use an imprint owned & created by them to add credibility & weight in the marketplace. While either route is a viable road to publication, publishing under your own imprint can make good business sense." \*\**

— Matt Knight  
@MattKnightBooks  
[sidebarsaturdays.com](http://sidebarsaturdays.com)

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1. Create a name for your imprint
2. Check to see if the name is being used by another publishing-related business
3. Check website domain name availability
4. Register your name as a 'DBA' or consider an LLC (consult your tax advisor)
5. Obtain a Federal employee identification number (EIN) for your imprint
6. Set up a separate bank account for receipt of funds
7. Check the requirements of any local or state licensing regulations
8. Check your state's sales tax filing requirements