

Chapter 1 : Online Self Publishing Book & eBook Company - Lulu

Not sure why a previous reviewer was disappointed about The Published Author's Guide to Promotion. The book is wonderful. It is written in easy-to-read, short digestible vignettes, provides plenty of suggestions for self promotion, and is very encouraging.

Top 10 Self-Publishing Companies: All this bodes well for self-publishing authors, for whom ebooks are the preferred format. They will continue to see a healthy growth in sales as more and more people adopt e-reading. Self-publishers are also benefiting as customers switch over from brick-and-mortar bookstores to online ones like Amazon, which put self-publishers on a level footing with traditional publishers. If you are still wondering whether to self-publish or take the traditional route, you may read through the pros and cons of each option. In case you decide to self-publish, we have put together a list of publishing service companies that are popular among independent authors. The basic services that these companies provide are manuscript conversion into publishing-ready formats and access to one or more retail platforms. Some companies even offer a range of author solutions such as professional book editing and cover design, enhanced distribution, and marketing and promotional assistance. But before you go through our list, know about the two main types of publishing service companies: Retailer A publishing company that sells books exclusively through its own retail store is classified as a retailer. Some of these companies, however, have launched special programs and partnerships to distribute books to other retailers, e. Aggregator An aggregator not only offers a publishing and retailing platform for ebooks, but also distributes them to a number of partner online retailers and libraries. Aggregators can also get ebooks into channels that authors cannot approach directly; e. Some aggregators, like Lulu and Bookbaby, even distribute and retail print books. You can choose to publish with one or more of them. This is one publisher that an independent author cannot afford to ignore: If you are willing to grant Amazon exclusive distribution of your ebook for a day period, you can enroll into KDP Select, a marketing program that helps authors promote books largely through discounts and countdown deals. If KDP Select works well for you and discounting is an effective way to promote sales—as the success of book promotional services like Bookbub shows, you can re-enroll into the program as many times as you want. Participation in KDP Select also makes your book available to subscribers of Kindle Unlimited and the Kindle Owners Lending Library for Amazon Prime members, and you will receive additional payments depending on the number of pages subscribers read. Kindle ebooks use the MOBI format, unlike most other publishers who use. If you have created your ebook in Word, you can convert it to MOBI using free conversion software like Calibre. Books published with CreateSpace retail exclusively on Amazon, unless the author has opted into their Expanded Distribution program. Note that CreateSpace does not at present offer the hardcover format. Its more than 40 country-specific ebook stores give unique benefits to authors: They can price their books differently in each country depending on the prices of comparable books, and even set prices in the local currency. Moreover, authors can schedule free book and discount offers anytime, and there is no exclusive distribution contract. To publish directly on iBooks, you must have a Mac device; else you will have to go through an ebook aggregator. It also offers print-on-demand publishing. Like the Kindle, Kobo offers an e-reading device as well as an app for reading on other devices. Ebooks published with Kobo are available to readers in over countries. Kobo also has partnerships with e-book retailers around the world. They publish hardcover books, and even offer a premium level of printing—this is useful for books containing many pictures. They also offer authors a book returns option; authors who opt in stand a better chance of being stocked by brick-and-mortar booksellers, who are otherwise reluctant to carry self-published titles. They have extensive ebook formatting guidelines that enable easy conversion into the formats required by their multiple retail partners. On the flip side, Smashwords does not distribute to Amazon, and offers no support with ebook formatting. Draft2Digital Although Draft2Digital has fewer retail partners than Smashwords, it distributes to Amazon and covers all the major ebook retailers. They have another significant advantage—they will format your ebook, and for free. Lulu Lulu is one of the oldest online self-publishing companies and a popular distributor of digital and print books. Lulu offers both hardcover and paperback formats for print books. Their

ebook conversion, publishing, and distribution services are free, but they sell an array of support services including editing, cover design, and book marketing. Sales generated through partner retailers would additionally attract their own commission. Bookbaby Bookbaby retails books through their own Bookshop and distributes to other retailers as well. Apart from publishing and distribution, they also sell services such as editing, cover and interior design, and marketing. Services can be purchased individually or as a package. All services are paid. Bookbaby also has a print-on-demand service. There are other ways to publish and sell, too. For example, you can publish and sell directly to your customers from your own Web page by using Gumroad. You can also crowdfund your book using platforms like Unbound and Inkshares: If the goal is met, the company will edit, design, publish, distribute, and even market your book like a traditional publisher would. So which self-publishing platform is best? Here are a few thinking points: If you go exclusively with Amazon, you can access their powerful marketing features even as you earn a higher royalty rate. Bear in mind, though, that if the other retailers are excluded indefinitely, your book may never reach its sales potential. It is best to try out all the major retailers at some point in time, or for some of your books. Alternatively, you can opt for IngramSpark, Lulu, or Bookbaby because they offer print-on-demand copies as well as distribute to all the major ebook retailers. Print copies cannot be sold without an ISBN , and it is better to get one on your own rather than use the one assigned by your publishing service company. Some companies may not accept books from authors located outside the US. Royalty payment processes and payment frequency may also differ across companies. Look up the FAQs on the company websites or contact support for specific queries.

Chapter 2 : blog.quintoapp.com: Customer reviews: The Published Author's Guide to Promotion

Why is it important to promote your work? The true value and impact of your paper can be greatly enhanced by promotion. The more people who read and benefit from your research, the more valuable your paper becomes and the greater your esteem as an author.

But if you are publishing by yourself and wish to be read by as many among your target audience as possible, you will have to learn an additional skill—how to market your books. It would help to be clear about your goals at the outset, because effective book marketing takes some early planning and effort. For authors, marketing essentially involves drawing and engaging your target audience by sharing more about yourself and your book. It really is as simple as communicating. But it involves work. Some other ways to market suggested here may appear unnecessary; but remember your goals, and exercise the same discipline with your book marketing plan as you would in your writing. Have your own blog or website You can help potential readers find you even before you finish writing your book. For example, if your book is about managing emotional well-being, cover the latest scientific developments in the field, and intersperse them with insights from your book. If your book is a work of fiction, you could review the most popular books or memorable characters in the genre. As you come close to the launch date, you can create buzz around your book through contests and book giveaways. Post high-quality content that encourages your target audience to subscribe for updates. Increase your online presence to spread the word about your book There are several ways in which you can increase your online presence. For example, you can post your articles on popular websites that receive a lot of traffic, or contribute on forums that discuss topics related to your book, or request websites or blogs that are popular among your target audience to feature you in an interview or guest post. In your byline, remember to include a link to your website and the books you have written or are presently writing. Use social media Set up an author page on Facebook and an account with Twitter. Observe what kind of posts and promotions get the most likes, shares, and retweets, and apply the insights to increase your social media following and engage with them better. Learn from the most popular books in your genre—what helps them sell? Examining their titles, cover designs, and typography will show you what works in your genre. Shortlist the ones that you like best or do not like at all, and think through your reasons for each inference. There are more benefits to studying the best books. As you read their reviews, you will come across words and phrases that connect with and characterize your target audience. As you go about this process, keep your eyes open for balanced and insightful reviews; you can add the reviewers to your shortlist and approach them for a review when your book is ready. Get reviews for your book One of the quickest ways to get reviews for your new book is to approach reviewers of any of your previous books with a free copy and a polite request. While Amazon does not support reviews for pre-order books, if you have released a paperback version of your book and linked it to your unreleased ebook, any reviews posted for the paperback will copy over to your ebook. This way, your book will be ready with social proof right from the day it is launched. Goodreads allows reviews to be posted for pre-release books. Take note that even though Amazon owns Goodreads, reviews posted on one site cannot be migrated to the other. As a rule of thumb, contact four times as many reviewers as the number of reviews you are aiming for. Follow up at least once, preferably a week or two after your first email. You should also approach influential book bloggers, popular authors in your genre, and newspapers for editorial reviews. Write an enticing book blurb A book blurb is a short promotional piece of about 100 words. It appears on the back cover of print books and on online sales pages. The closing should grip your reader. For fiction, you could present a crossroads or turning point in the story; for nonfiction, you could mention who should read the book and why. If your book has received any editorial reviews, add them to the blurb. Invest in a professional cover design service Would anyone spare a second glance for a book whose cover is too busy, has jarring colors and typeface, or looks unpolished and unprofessional? Maximize your distribution channels Amazon is the biggest retailer of digital and print books and owns 2 self-publishing service companies—Kindle Direct Publishing KDP for ebooks and CreateSpace for print books. Smaller retailers account for a negligible proportion of sales, but they help to increase visibility. Ebook aggregators distribute to multiple

retailers and format books to the requirements of each. They also give access to channels that authors cannot approach directly, such as Scribd, a digital library with a subscription service used by 80 million people worldwide. To enroll into this program, you must give Amazon exclusive distribution rights to your ebook for a day period. Discounting is known to be very effective in improving visibility and sales, and for any five days during this period, you can offer your book for free or set up a countdown deal. KDP Select would also enter your book into Kindle Unlimited , a subscription service that helps subscribers discover and read books, and pays authors depending on the number of pages read. If KDP Select works well for you, you can re-enroll into the program as many times as you want. By setting up an Author Central account , you can have your own page on Amazon, with your biography, photos, videos, events, and details of every book you have published. This page also attaches to the sales pages of all the books you are selling on Amazon. You can personalize the contents of your page and even share its URL on your social media sites and in your email signature to drive more traffic to it. This program offers authors the opportunity to make their print books available at various online retailers and physical bookstores, libraries, and academic institutions in the United States. Use book discounting sites like Bookbub and Book Gorilla Bookbub and Book Gorilla are book recommendation services whose subscribers receive a daily email, recommending titles from book genres or authors they have professed interest in. While some services offer free book promotion, most of the good ones charge a fee, which depends on the price and genre of the book. The benefits apply not only to the book being promoted but also to other books written by the author. Authors have also observed that promotions are followed by a spike in book reviews. You can create your own profile page to share about yourself and your books, seek reviews, organize book giveaways, host discussions regarding your books, add your books to the appropriate lists on Listopia where they can be seen and voted for by your target audience, and more! Summary Strategizing about book marketing holds little importance for authors going through a traditional book publisher. The publisher will take care of book marketing and distribution, including arranging for editorial reviews, book launch and signing events, a spot in a book fair, featured articles in newspapers, and a place in bookstores. Self-publishing authors, on the other hand, have to figure these things out for themselves, drawing advice and inspiration from as many sources as possible. This article does not intend to provide an exhaustive list of book marketing ideas. Rather, its purpose is to help you understand that at its core, marketing is communicating about your book and making it available on as many platforms as possible. As you get started on the book marketing tips offered here, you will come across many more ways to promote your book and reach more readers. One thing will lead to another. The key is to get started.

Chapter 3 : The Goodreads Author Program

Top 10 Self-Publishing Companies: A Guide for First-Time Authors. Self-published books now account for 30% to 40% of ebook sales. blog.quintoapp.com themselves make up close to 40% of all books sold, and in they are set to outsell print books in the US.

Helping new and aspiring authors navigate the publishing wilderness Archway Publishing: Authors Beware By Amanda Taylor 7 Comments Archway Publishing, the new self publishing arm of Simon and Schuster has gotten quite a reaction from the indie community already. I will include some other great articles at the end for your reading pleasure ;. It does make good sense for the Big 6 to understand self publishing since it is changing publishing as we know it, but then it makes me ask this one question: What in the heck were they thinking? In this scenario it makes as much sense as a young couple asking Charles Manson how to start a family. Instead all of that is going to be handled by Author Solutions. Insert Home Alone scream here. I view this scenario like this: What are they thinking? What does this mean for new authors? It means there is construction for a downfall going on here for both self publishers and for authors seeking to be published traditionally. Since Author Solutions has entered into the hallowed halls where no self publishers has gone before and made itself a seat at the round table, it now has some very powerful bait to catch unsuspecting authors. They were good at this when they were on their own, but now they have silver spoon status. A robber dressed in fancy clothes is still a robber. They have already been caught tooting the horn that they are affiliated with Penguin and using that as bait, so they will do the same here. If AS tells you that, they are lying to you. I knew that even before I read the first article and knew where this would probably head. They are very good at that lying to authors "I know this first hand without any big names being involved. That is basically what we have here. There are more and better! Here are some other related articles about Archway. If you have written an article about it and would like to share please do, and also feel free to leave comments!

Chapter 4 : IOP Publishing | Author guide | Promoting your published work

Amazon Author Central: By setting up an Author Central account, you can have your own page on Amazon, with your biography, photos, videos, events, and details of every book you have published. This page also attaches to the sales pages of all the books you are selling on Amazon.

They provide decent basic info you can find on a lot of writer blogs, the only publisher he sings praises to is LitFireâ€”conveniently. Looks to me like a LitFire employee insisting that it is an ethical company. If it were an ethical company, would that be necessary? Maybe they missed the memo that actions speak louder than words. If people like what you do, then they will tell you and recommend you. Collectively, what was new to me was not-so-new. However, I do have some additional information that may prove helpful in nailing this coffin shut some more. A couple commentators on some of these sites had mentioned that they found out the true identities of some of the people at LitFire, so they are using fake aliases. This is what every AS boiler room does. The local number that called â€” but at one time the area code was within a week , you can call back but you may want to block it. If you call it and the toll free number on the website, you get the same greeting. They could change their numberâ€¦ I also emailed Mark Levine since he has written about things like this before and he told me that their domain is registered as private. Victoria mentioned that it is located in a strip mall. We have nothing against strip malls or any business run there, but then we have to remember not one person that supposedly works there is from the US, so who is in the building? Every single person I talked to was from the Philippines. Be proud of its physical establishment, you know? Would an ethical company do that? Penny obviously has better things to do than slap them with a copyright infringement suit. I provided the screen shot and a direct quote from the article to explain which is which. Victoria Strauss Writer Beware Victoria Strauss Writer Beware It has been discussed that all of their materials are poorly written, so they were going to spam a poorly written press release to the media. The way this company was formed was more like how yeasts bud than how bacteria reproduce via binary fission. In either case, the genome of the daughter cell s are identical to the parent cell. Their website is really nice and clean, but very short on detail. From the commentators on the above articles, a lot of the same problems that plague AS happen here, too. You want to pull my teeth? As Easy As Pulling Teeth from a Bull Nile Crocodile I never intended on following all this until the bitter end to see just what a ripoff it could possibly be. Everything that happens is going into this post. Let the hot potato toss begin! Just like any AS company, they will delay it as long as possible and pass you around. The only mistake I foresee would be going through with this crap. At least this company is closed on weekends. Uh-huh, sure there was. I say I want to cancel still, and he says that he will get it by his supervisor the evil supervisor again? I gave until 2 pm on that Friday in question, and I call. I call the billing department, a good place to start, right? He says I have to talk to you? Classic run-around, delaying tactic. I have an eiditic memory so I am taking mental and actual notes. I could have sworn that this piece of work was the same person who bore the alias Miguel Guzman. There is a clear break between faith and fantasy. Even more things are possible in teen fantasy, mind you! No, this is a ticket to Brokeville. He really tried to ride me to the ground, but I did not give in. He basically insinuated that I was an idiot for wanting to cancel, and that I was wasting their time. Hold on a secondâ€¦what about my time? They are wasting mine by telling me fibs and giving me the run around. I was marketing my books and minding my own business when they came calling, right? There is little or no risk to them, and I am the one taking all of the risk hereâ€”financially and otherwise. He had a lot of gall to say something like that to me. I almost wanted to cuss him out, but I held my peace. How can that be so? Not that I really care. After my articles about that all AS companies have hung up the email marketing scams and now seem to be peddling trade shows and book fairs. This kind of crap could sway or make a novice author give up. They are predators, plain and simple. I email back and say that I am cancelling, and that I have gotten in touch with him and his supervisor, and it had been approved. It took 2 weeks to get a cancellation and almost 3 to get my darn refund. This was quite infuriating to go through even with my experience level with such things and even though this was an experiment, so I cannot fathom how horrible it would be for a new or unsuspecting author. It was even worse than my experiences with Xlibris,

which were pretty bad. All are overpriced and worthless and will not help me connect with readers or sell books. Probably the same with anyone. These people will tell you anything to get your money. A referral from a literary agency or freelance editor. Those who do are either receiving a kickback from the publisher, own the publisher themselves possibly under another name, or are incompetent. I want to connect with readers directly. I am not going out of my way to get the attention of trade publishers. What kind of sense does that make going to make doing the LitFire thing as if I was going to anyway? For people working in Cebu City in the Philippines, they would be clueless. Of course, it goes without saying that I have more sense than to drive up to a set and pitch my book at some producer. I get what my friend is getting at. If a producer is looking for a local GA writer, and if I have what they are looking for, then they will find me as long as I am putting myself and my work out there, right? I cannot think of one teen or YA book or series that was an overnight success after being featured in a trade show or a book fair. Of course, it still exists, but do rest assured if it is really an opportunity of a lifetime, they will want to give YOU money for the rights, not the other way around. Of course, there could be instances where someone could be hired, but you would be asking for solid recommendations and doing the legwork, right? Either way they are incompetent. Even though one of the books they were scoping out was previously published by an ASI company, the other was not. I can possibly rule out ex ASI authors, or they may be A pool. The Neiko books have been out a while as a whole, but I republished them with new covers and some editorial tweaks under my own imprint last year, and it was those they were looking at. They were also hoping for a referral from me in my updated Survival Guide or the former. Well, I write the truth. Good or bad, I was going to tell it how it happened. This is how it happened. For now though, building a platform and a readership is the place to start. Should a book become a movie, you want an audience for it to go to, right? Or cooler yet, a readership to give that kind of news to? My recommendation to fellow authors? Stay away from this publisher. There are other people I would be happy to refer authors to. They tried to shovel that manure my way. I knew they were lying through their teeth. All they care about is getting your money, and if you succeed, then they will get the credit and not you. Either way, the author gets the shaft. The bait and ploy they have worked up is pretty slick, and they know how to manipulate emotions. Now if you ignored the warning signs and allowed the service to be fulfilled it may be too late to get your money back. The more people who know the better. Do whatever you can to get your refund and cancel the service before fulfillment. After that, all bets are off. You can still call your credit card company and see if you can file a chargeback or a dispute as long as it is days after the transaction. Most service fulfillments are cleverly booked more than days in advance, so be aware!

Chapter 5 : 11 Powerful Book Promotion Ideas for Self-Published Authors

*Author's Guide to Self Promotion (blog.quintoapp.com2Publish) submitted 5 years ago * by MichaelJSullivan So I was answering a question in a post, and it seems like others might find this helpful as well, so I'm making it its own post.*

Does the prospect of marketing your book intimidate you? Their most common worry? They want a publisher to take the burden of marketing off their backs. Despite all their advance promises to give you lots of promotional support, they mostly will leave the marketing of your book up to you. Still, the question remains: How do you market a self-published book? First, you must craft a book that appeals to an identified target audience. Let me explain what that means, in ten steps: Write the best book you can—then, write your next one. No amount of marketing ingenuity will help an unappealing book succeed. In addition to writing a good book, the next best marketing tactic is to write more good books. Each new title will broaden your name recognition and generate more sales for all your previous ones. Even better, write a series. Better yet, each new book released will attract new fans, prompting them to go back and buy all the prior books in the series. Every successful author I know agrees: Success in indie publishing is a marathon, not a sprint. Still, stories of books—especially self-published books—succeeding without any marketing, are rare. Most books, even good ones, will languish, invisible among millions of available titles, unless you do something to make them stand out and become visible—discoverable—to some target audience. Identify your target reader, find out where he is, and think like that reader in every aspect of your marketing. I would now amend what I wrote in this section with the ideas in this post. Narrowly define your target reader audience. Do they share a demographic profile age, sex, ethnicity, background, etc. What are their values and interests? Who are their heroes? Next, find out where they hang out. What books and magazines do they read? What movies do they like? What online sites do they frequent? What groups do they belong to? Now, think like that reader in all aspects of your marketing. But in every marketing decision and action, ask yourself: How would this be perceived by my target reader? Never view marketing decisions as aspects of your artistic self-expression. Marketing is simply the effective communication of values. It means connecting your work with the values and interests of your targeted customer. Be totally professional in all aspects of your writing, editing, and production values. Your book is competing with millions of other titles—many by Big Name authors from major publishers—for the attention, consideration, and purchasing dollars of your target reader. Always strive to learn and improve. Take your time to do things right rather than rush to publish. After their input, carefully edit, proofread, format, lay out, and design your book—and preferably, have those tasks done by hired, objective pros. First, it must suggest the right genre to your target reader. Second, it must consist of simple, bold images, and use big, colorful, contemporary fonts for the title and author name. All of this should be visible and legible when reduced to thumbnail size, which is how customers will probably first see it online. And third, test potential cover designs on some members of your target audience before you decide which to use. You can find good ones at the preceding link. My talented young cover designer, Allen Chiu, understood exactly what I was looking for and simply knocked it out of the park. Here is another fundamental consideration for your marketing tactics: The Battle for Your Mind. Find some catchy, distinctive concept that works for you. I even selected an author photo that would reinforce my brand. Besides good branding, I think it just looks cool. Price it strategically to be competitive. This tactic can generate a lot of visibility and build your fan base quickly. You also should know that ebook pricing affects royalties. For print editions, I think you should try to price your book just a bit lower than comparable hardcovers or paperbacks issued by major publishers—again, until you acquire a good fan base. Now, I want to mention one of the most important, yet neglected things that an author can do to generate sales: This is one of the biggest failings of most self-published authors. They knock themselves out parsing every sentence inside their book—yet they treat what they say about their book, in its product descriptions and marketing materials, as an afterthought. Many of their book blurbs are about as exciting as cooking recipes. You must craft compelling product descriptions, with endorsement blurbs if you have them, for your product pages on Amazon and elsewhere. Study the dust-jacket copy of books issued by major publishers in your genre, just to get a feel for the style, cadence, and

layout of riveting promotional copy. Then test some drafts of your blurbs on members of your target audience and see what language grabs them. Promotional copy is supposed to be only a teaserâ€”not an exhaustive presentation of the story. Its job is to build curiosity, not to satisfy it. Ask any successful stripper. Sally Rand knew how to build curiosity by what she did NOT show. Then, there are tactics you can employ specifically on Amazon to attract readers: Make it easy for your target readers to find your book by categorizing it strategically on Amazon. Amazon is the pound gorilla of online book marketing. To help readers find the books they like, Amazon provides a host of book categories and subcategories, distinguished by genres and subgenres, each with its own bestseller list. In addition, if you can get your book to show up prominently on some Amazon subcategory bestseller list, it will further boost its visibility to readers. So, how do you do this? When you first publish your book, Amazon allows you to list it in two separate categories or subcategories. You want to choose subcategories that, first of all, are most likely to be searched by your target reader. But then, to make it easier for your book to get onto some subcategory bestseller lists, pick appropriate subgenres with the fewest competing titles. And if you have trouble listing your book in the subcategories you want, just email Amazon. Their staff will be more than willing to help you. Many successful self-publishing authors are convinced that paid ads are usually a waste of money. Though there are exceptions; see below. I also think that many self-publishing authors are inept when it comes to using social media. They send out constant email blasts and Tweets about their books, becoming pests. The most cost-effective promotion and marketing strategy is to befriend your readers via online social networking. Become a valuable contributor there. Other methods to explore: You might interview other indie authors in your genre; some will return the favor. You also can ask book bloggers and fellow authors to review your books. Study what they do and ask yourself why it works. Libraries, book clubs, and civic groups also like to host local authors. Buy and use business cards that feature your book. You can design your own high-quality business cards and get them dirt cheap on sites like GotPrint. Answer all email and blog comments from your readers, and compile an email contact list of fans. This is very important: You can use that list to announce and promote your subsequent books to them, and that will give your next title a good crack at the bestseller lists on its publication date. As you build authentic relationships and friendships with your readers, you can engage with them further in order to help you succeed: Encourage satisfied readers to leave reviews of your book on Amazon. For the foreseeable future, Amazon remains your best bet for attaining self-publishing success. And it provides a host of tools for indie authors to maximize their visibility and reach. Here are a few specific ways to utilize those tools to your advantage: Participate in special promotions, if invited.

Chapter 6 : Top 10 Self-Publishing Companies for First-Time Authors in

CreativityTheorist Published Author 12 points 13 points 14 points 5 years ago Great post, as always, Michael. I'm curious about the rationale for you're recommended time divisions. 90, 90, 50 and 80% for 1, 2 3 and 4+ books out?

Promoting your published work Publication should be the start of the next important phase in communicating your research: Why is it important to promote your work? The true value and impact of your paper can be greatly enhanced by promotion. The more people who read and benefit from your research, the more valuable your paper becomes and the greater your esteem as an author. Is promotion carried out by the publisher? Many publishers will go to great lengths to raise awareness of your paper. However, not all papers can receive the full attention they deserve and the best experts for promoting the paper are the authors. How you can promote your own work There are many ways you can ensure that your work does not get overlooked. Here are some of the key methods. For an audience of experts it is useful to go into specific aspects of your work. If your audience is more general, then keep it at an introductory level. Avoid the use of jargon and try to communicate the benefits and applications of your research. Often the use of images can make your work more appealing to a general readership. Measuring the success of your paper There is no definitive way to evaluate the success of a paper. Often metrics such as how frequently a paper has been downloaded or cited are an indicator. Typically, though, it takes time for the value of a paper to be realized. Just remember that a paper that has been promoted will reach a larger audience than one that has not. Total electric field distribution for a perfect electric conducting cylinder covered by a simplified cloak coming from a third-order polynomial coordinate transformation L Peng, L Ran and N A Mortensen J. Copyright and ethical integrity Copyright and licence agreement Copyright Copyright is a way to protect an original idea expressed in a physical medium. It gives the holder the right to govern the reproduction, distribution and communication of the work, both in print and electronically, to others. Transfer of copyright helps a publisher make papers more widely accessible across different media and hence ensures that the research gains global exposure. Usually an agreement to transfer copyright from author to publisher is signed before publication. Permissions To use copyright-protected material, generally you must obtain the written permission of the author and the publisher concerned before incorporating the work in your paper. Licence agreements Some journals or publishers may not require the transfer of copyright in order to publish your article. In this case the work will usually be published under a licence agreement. A very wide variety of licences exists and authors may need to carefully read the specific conditions put on the redistribution of their work. Ethical integrity Ethical integrity is an essential part of scientific publishing. There are basic guidelines that all authors should adhere to. Redundant publication Submitting the same paper to more than one journal concurrently, or duplicating a publication, is unethical and unacceptable. Plagiarism Plagiarism constitutes unethical scientific behaviour and is never acceptable. Therefore all sources should be disclosed and permission sought for reproduction of large amounts of material. Note that many publishers now take measures to detect plagiarism, such as using CrossCheck. Authorship Authors should ensure that all those who have made a significant contribution are given the opportunity to be listed as authors. Other individuals who have contributed to the study should be acknowledged. All the authors should have seen the paper and had a chance to make amendments to it, and agreed to its submission. Citation Authors should acknowledge the work of others used in their research and cite publications that have influenced the direction and course of their study. Conflicts of interest Any potential conflicts of interest should be disclosed to the editors. These include personal, academic, political, financial and commercial gains.

Chapter 7 : Archway Publishing: Authors Beware - Newbie Author's Guide

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And 5 other key questions to ask yourself. What are the qualities of the audience you are targeting? Some genres or categories of work are ideal for self-publishing efforts because the audience or market is already primed to discover their next read through online channels. Evaluating the publishing help you need How to find the right services—whether you have an unpublished book or want to re-release a previously published book. E-books constitute about one-third of all U. Literally anyone can make her book available for sale in the most important market without a middleman or third-party assistance. For most authors, they do not. One could say that sales and distribution through these channels are free. Every time a copy of your book is sold, the retailer or distributor takes a cut. As late as the mids, a significant stigma surrounded both self-published books and self-published authors. I recall speaking at the Chicago chapter of the Romance Writers of America during that time, and running a workshop on how to self-publish. Self-publishing was not a well-regarded path to success, and it indicated some kind of author failing or eccentricity—whereas today, romance authors are by far the most successful indie authors and lead the charge in innovation in marketing and promotion for self-published titles. Here are the key factors to consider. Do you expect or want to see your book stocked in bookstores across the country? It is next to impossible for a self-published author with a single title to achieve wide-scale distribution for her book at brick-and-mortar stores. Do you want to hit the New York Times bestseller list or secure major media attention? Of course, traditionally published authors struggle as well—just not as terrifically hard. And if your book appeals to a niche audience, the media outlets that serve that niche audience are probably open to covering your work. Traditional publishers have a much easier time getting those doors to open. Does your book appeal to a specific audience that you can or already reach on your own? As an example, bestselling indie author CJ Lyons partnered with Sourcebooks when she started a new young adult series, since it was a departure from her previous work, which focused on adults. What are the qualities of the audience or the market you are targeting? Some genres or categories are ideal for self-publishing efforts because the audience or market is already primed to consume material digitally and to discover its next read through online channels. Romance and erotica are prime examples. Literary work is one such market: Educators, librarians, and others who are in a position to introduce books to children are using trade publications, reviews, and other traditional methods to guide their selections. How much of an entrepreneur are you? Some authors are not eager to learn and would rather outsource as much of the work as possible. The catch, however, is that once you experience what traditional publishing has to offer, you may end up disappointed by it. Finally, a successful self-publisher must have some level of proficiency and confidence when it comes to online marketing and digital media. Strategic self-publishing requires producing and distributing at least two editions of your work: E-book is the easiest and least expensive edition to produce and distribute; print requires more knowledge and investment. So how much help do you need? Here are the most common scenarios. You need to go from unpublished manuscript to finished book on sale. If your work has never before been published, you have the greatest potential expense and work ahead of you. Depending on your level of confidence in the manuscript, you may need to hire editorial help to revise or polish. Unfortunately, this is where the largest number of questionable author services operate—where you can be charged thousands of dollars for average or substandard publishing work. Authors with prior experience in the publishing industry, who have more awareness of the various stages of book editing, design, and production—and have some experience dealing with freelancers—are in a better position to oversee and manage the process of getting their book published without involving a services company. You want to rerelease a previously published book. You have professionally formatted book files ready to go. If you have printer-ready files for your book—a cover and book interior in PDF form—as well as e-book files EPUB or MOBI, then you can get your book available on sale within roughly 24 to 72 hours, depending on the distributor or retailer you choose. Most of the work involved in self-publishing is getting your work produced

as a printer-ready book file always a PDF file or as a professional e-book file EPUB. What services are available to help you? The service landscape breaks down into roughly three categories. For the purposes of our discussion, a full-service publishing provider is a company that sells you a package of services that include editorial, design, and production help, and likely handles distribution, marketing, and sales as part of that package. Most authors require editorial and design help, as well as assistance with marketing copy such as back cover copy or book descriptions. Assistance with distribution, advertising, publicity or promotion, and digital media may be overpriced and unneeded. Author Solutions imprints also fall under this category. Book distributors and book retailers that also offer publishing services. Some distributors that are very popular offer a la carte services to help authors with various aspects of the publishing and marketing processes. Distributors and retailers without any service component. Many of the same distributors and retailers that traditional publishers use are also open to self-published authors. As explained earlier, the first category best suits authors who have little or no familiarity with publishing, but the service provider needs be chosen carefully to avoid excessive expense for limited return. The third category is best for more experienced authors who are not intimidated by the publishing landscape, or who have experience hiring freelance help or have preferred editors or designers and have a rough understanding of the various steps in the publishing process. It is possible for first-time authors to be successful with this category as well, especially if they have an entrepreneurial spirit and are armed with a decent guide to the process—such as this one.

Chapter 8 : Getting Started in Self-Publishing - The Authors Guild

Dorrance Publishing is America's oldest publishing services company. Publish your book with Dorrance, or explore our options for writing services.

For every Random House, there is some guy in a random house, convincing authors that they hold the key to publishing success. Click To Tweet Most reputable publishers share the same business model: The publisher will then cover the costs of editorial, design, and marketing. Notice how, at no point in this process, the author hands any money to the publisher? Vanity presses, on the other hand, will not only not offer an advance, but they will also play on the vanity of authors in order to make them bear some or all of the costs of publishing. Their editorial standards tend to be lower. Editorial and design work will likely be outsourced to one of the lowest bidders. Their book marketing efforts tend to range from meager to non-existent. Vanity presses will often infer that they can sell your book to major chains. How else do vanity presses exploit authors? Getting authors to pay upfront for production costs is just one way that a vanity publisher can get money out of an author. Entice the author into entering paid contests. You have a great chance to win it! First, you need to enter your book for the final, which only costs [enter insane amount of money]. This is a sneaky variation where the author pays a smaller fee upfront. Click To Tweet This is not to say that traditional publishers are perfect. But with the traditional business model, publishers are incentivized to release quality books and foster long, healthy relationships with authors. There are many companies out there calling themselves "assisted self-publishing companies". They operate in a similar model as the one we described above for vanity publishers i. However, some of them are actually reputable and known for providing quality services at reasonable fees and offering solid advice and handholding through the process. We recommend you do extensive research when you encounter such an organization and watch for any signs that could indicate a vanity publisher in disguise. The idea is simple: For a first time author, this might seem like a great idea " so long as the company has the intention of creating quality books. Do they have a track record of producing well-reviewed, successful books? Buy a few of the books that the company has published and gauge not only their editorial standards but the quality of their print items. Are there any hidden costs lying in wait? Talk to authors who were published by the company in the past and ask them for their experience. To learn more about what constitutes a reputable hybrid publisher, check out these criteria set out by the Independent Book Publishers Association. It seems logical, and fair, to have a business model at the intersection of self-publishing and traditional publishing. Agent Scams Just a quick note: Research your agents before you query them: Here are a few things to look out for: To be honest, most online retailers use their own identification codes these days. Authors own the copyright to their works before and after they publish them. For more details on how to register your copyright, you can check out this comprehensive guide. Publicity and PR Companies Marketing a book is something that most authors struggle with. For a primer on the topic, check out this guide. Some of these companies might be able to place guest posts and reviews on blogs that nobody visits and only exist to host content for swindled authors. Some people have found a way to get money out of writers at the very start of their writing careers. Writing Contests and Awards Writing contests are a great way to reach an audience, solidify your writing credentials, and even make a little money in the form of prizes. There are, however, competitions that are little more than money-spinning enterprises. And you can usually sniff them out by the fact that their prizes are not really prizes. Some contests will publish winning entries in a magazine or an anthology " which is great. Do you feel like a winner now? There are also some competitions in which the prize might be a trophy. The catch here is that the author will be expected to pay for the cost of the physical prize. In short, read the fine print. To find contests that have been vetted, you can look through this directory of the best writing competitions. Research is the answer. Here are some specifics to help you spot which publishing companies to avoid: Check with fellow authors. Author forums are a great place to find critique partners, tips on cover designers, and to vent about anything and everything. Be wary of unsolicited offers. If a company or service contacts you out of the blue by email or phone, the chances are that they bought your number. And of course, if you have any questions about reputable companies or publishing

scams, drop us a note in the comments below.

Chapter 9 : LitFire Publishing: A Chip Off the Ole Author Solutions Block - Newbie Author's Guide

But, even as self-published books continue to grow in popularity and prestige, it can be difficult for indie authors to get noticed by reviewers at traditional publications and book blogs.