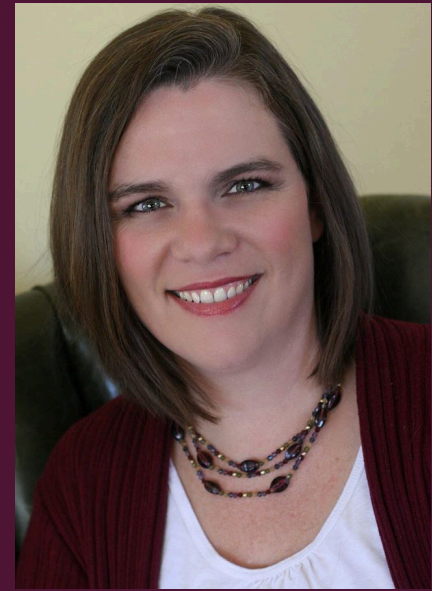


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# *Seven Steps to* SUCCESSFUL SELF-PUBLISHING

TIPS TO MAKE A PROFESSIONAL CAREER OUT OF  
SELF-PUBLISHING

HALLEE  
BRIDGEMAN





## ABOUT THIS CLASS

- My process for being successful at self-publishing
- This class will cover craft, talents, skills, and the latest information I have about the market
- All of it is relevant

# MEASURING SUCCESS

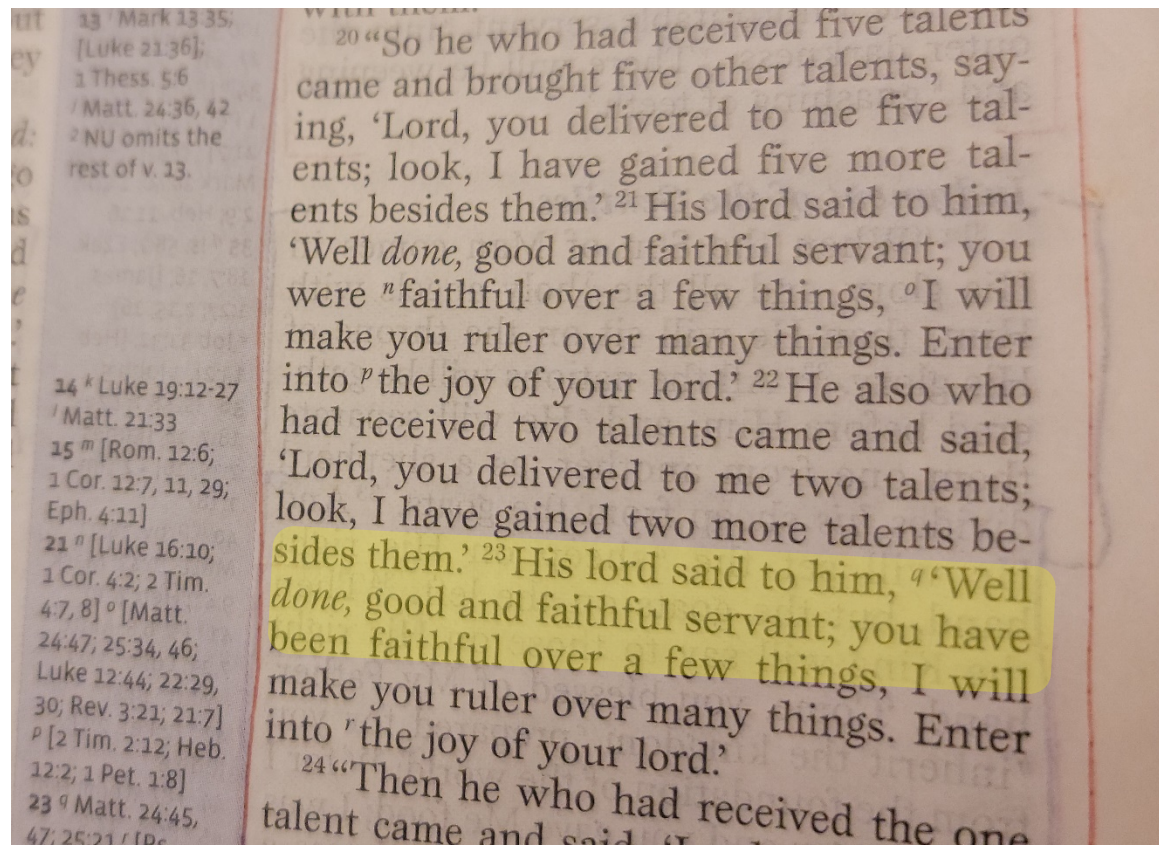
“To measure success not by the world’s yardstick...”



# MEASURING SUCCESS

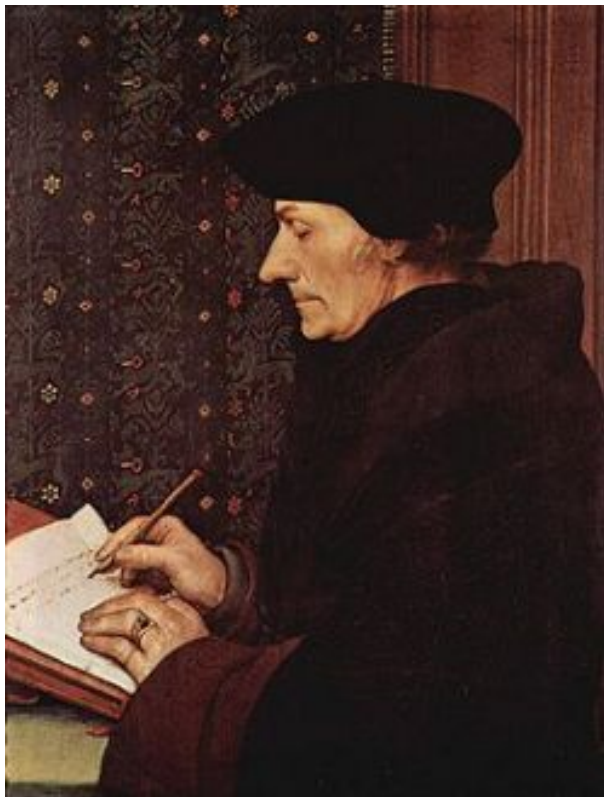
“To measure success not by  
the world’s yardstick...

...but by the world’s  
Ruler.”





# CHRISTIAN SELF-PUBLISHING



# CHRISTIAN SELF-PUBLISHING

- Martin Luther self published a Bible
  - Vilified
  - Attacked
  - War started
- The Christian market is slow to recognize self published authors
  - No gatekeeper
  - Non-vetted material
  - Shut doors

# CHRISTIAN SELF-PUBLISHING

In a conversation on my agent's Facebook page by a NYT bestselling author on the topic of self published calling themselves authors:

“Well, what about people who never had to go through the gate-keeping of agents, editors, publishers ... If they have a contract that states that someone else has viewed their manuscript, perhaps taken it to an editorial board, and made an offer to publish the book (not vanity presses) then yes, they are authors. What other profession--doctor, lawyer, school teacher--do people decide, hmmm I've watched enough ER, and I've even put bandaids on my kids, so starting tomorrow I will be a doctor? Just saying that some of us dinosaurs remember the effort, the repeated rejections, the writes and rewrites, the battle it used to take to claim that title. Now I don't even bother. Like I said, today I'm an NFL quarterback, tomorrow I may be an astronaut ...”

# SHOULD YOU SELF PUBLISH?

- Self-publishing isn't for everyone
- Not a get rich quick scheme
- You will be the writer and the publisher – that's WORK
- **It is entirely rewarding and comes with a freedom traditional publishing does not have**





# INDIE PUBLISHING/SELF-PUBLISHING

At its most basic, indie means there is no separate publisher involved.

The indie author often owns his or her own ISBNs.

The indie pays the bills and is paid by the retailers and distributors, e.g., Amazon, Smashwords, Apple, etc. directly.

The only middleman between you and the reader is the retailer/distributor.

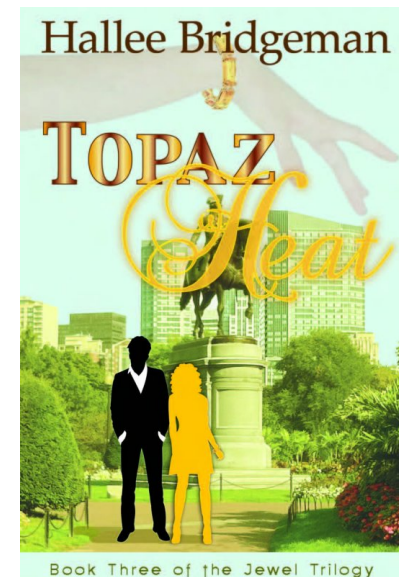
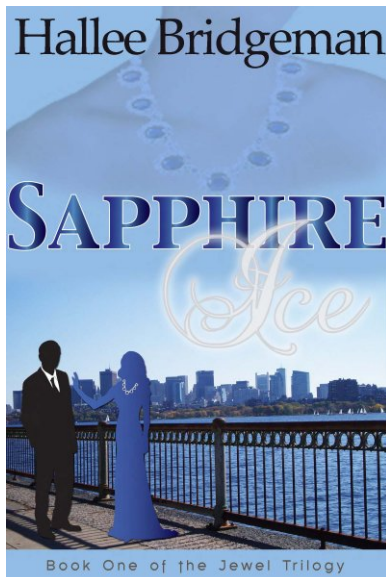
# MY PATH TO INDIE PUBLISHING

## The Jewel Series:

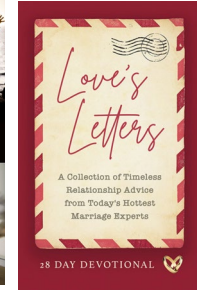
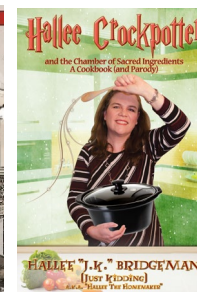
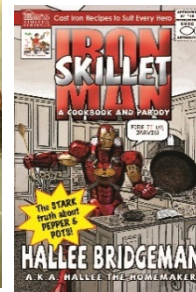
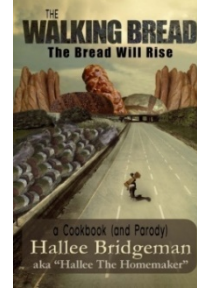
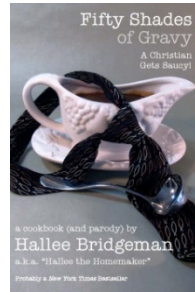
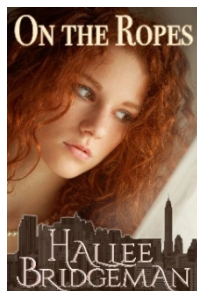
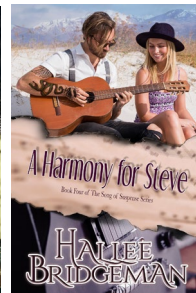
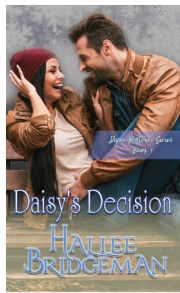
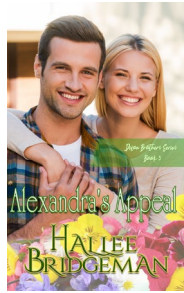
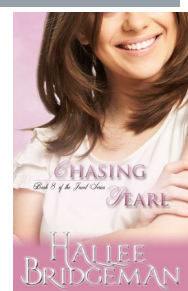
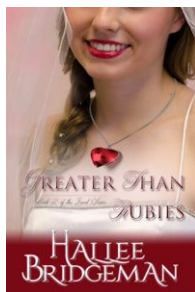
- 3 sisters – different dads, same heroin addict mom
- All of the baggage that comes with that life
  - Beaten
  - Raped
  - Starved
  - Abandoned
- Learn to trust not only men but God
  - Omniscient, all powerful, all knowing, yet still they suffered

# CHRISTIAN FICTION

- Decided to publish on my own
- Published Sapphire Ice March 26, 2012
- Published Emerald Fire April 16, 2012
- Published Topaz Heat May 21, 2012







# AGENDA

1. Be the 10%
2. Metadata
3. Formatting/Branding
4. Publishing
  - a) Series/rapid release
  - b) Paperback/Hardback
  - c) Audio
5. Mind your Business
6. Platform building
7. Marketing



# BETHE 10%!

WRITE A GREAT BOOK





# BETHE 10%!

- Have you ever judged an unpublished writing contest?
- It's safe to assume that what is submitted to those contests is the very best work an author can put forth. But all of us can give examples of just *bad* submissions.
- It is safe to assume that what is submitted to an agent or editor is also the very best work an author can put forth.

## SOME STATISTICS

According to publishers,  
of all the submissions  
they receive, only about  
10%-20% are publishable.

## MORE STATISTICS

And, they only  
publish about 2%  
of that 10%



**Write a GREAT book.**  
**Be the 10%**



# HOW DO YOU WRITE A GREAT BOOK?

When so many authors before you  
**THINK** they've written a great book,  
and 90% of them are wrong?



# WRITE A GREAT BOOK

Nonfiction:

- KNOW your topic
- Have authority on the topic
- Do impeccable research



# WRITE A GREAT BOOK

## **Fiction and Nonfiction:**

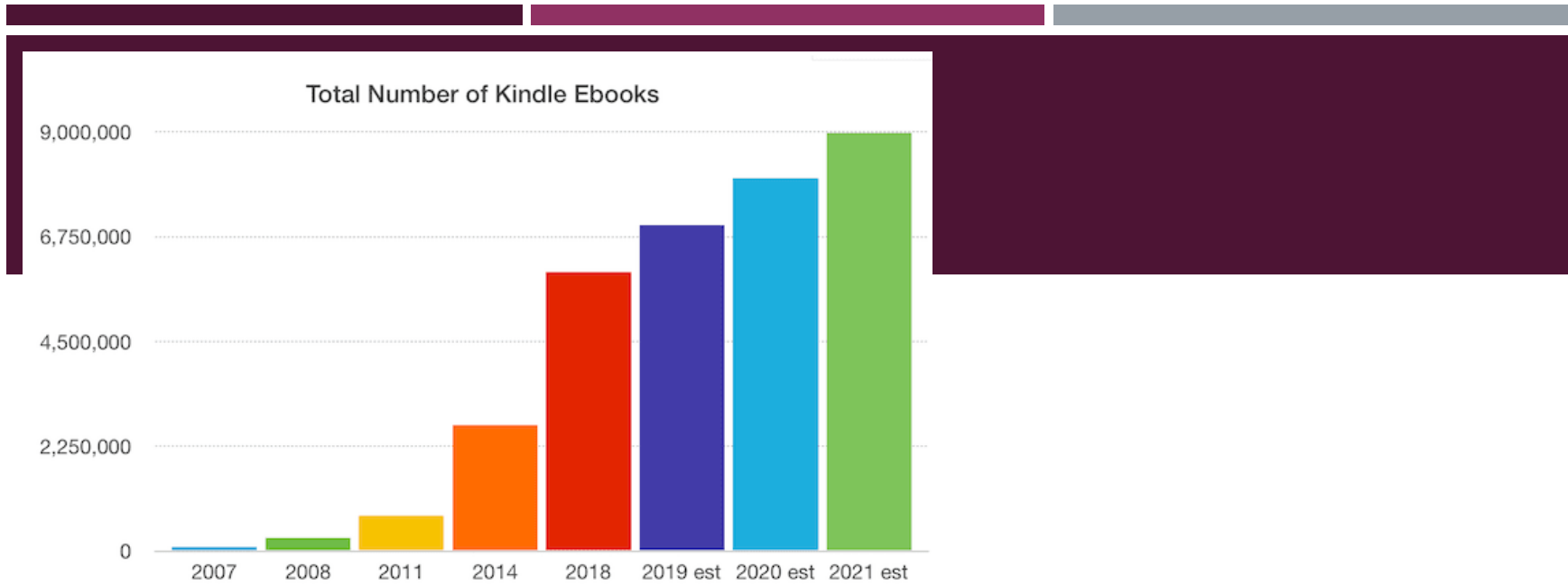
- Educate yourself on how to write in your field/genre
  - Devotion is going to have a different flow from a cozy mystery, which is going to have a different pace from women's fiction
- Learn how to write in a way that engages readers
  - Pace, Conflict, Emotions
  - White space (action)
  - Dialogue
  - Facts/truth presented in an interesting way



# WRITE A GREAT BOOK

## Fiction:

- Create realistic characters
  - 3-dimensional
  - Motivations that make sense
  - Become real to the people
- Build a world your reader can experience
- Generate a solid plot
  - Good timing
  - Good arc



### Search for Any Product

Display and link to a specific product from our catalog. To create a link, enter one or more keywords in search or search within a particular product line. You can also search across Amazon and its subsidiaries. Alternatively, if you have it, you may enter the product's ASIN or ISBN.

1 PRODUCT SEARCH 2 SELECT PRODUCT CUSTOM

Search within  
Amazon Books  
Refine by: None

3 years old

Results from [Amazon](#) > Books

Showing 1-10 of 48,460,341 Results



# STEP 1: WRITE A GREAT BOOK - CHARACTER MOTIVATIONS

Give your characters real motivations that ring true and make sense

GOOD, 3-dimensional characters are the key to a great book

## REALISTIC CHARACTERS

“Well written, plenty of action, good story line. This series is looks at the lives of real people, people with broken pasts, not the picture perfect though everything in life works picture perfect in the end which isn't totally realistic.”

“The characters are so true to life.”

## REALISTIC CHARACTERS

“Really like this author's approach to real life situations.”

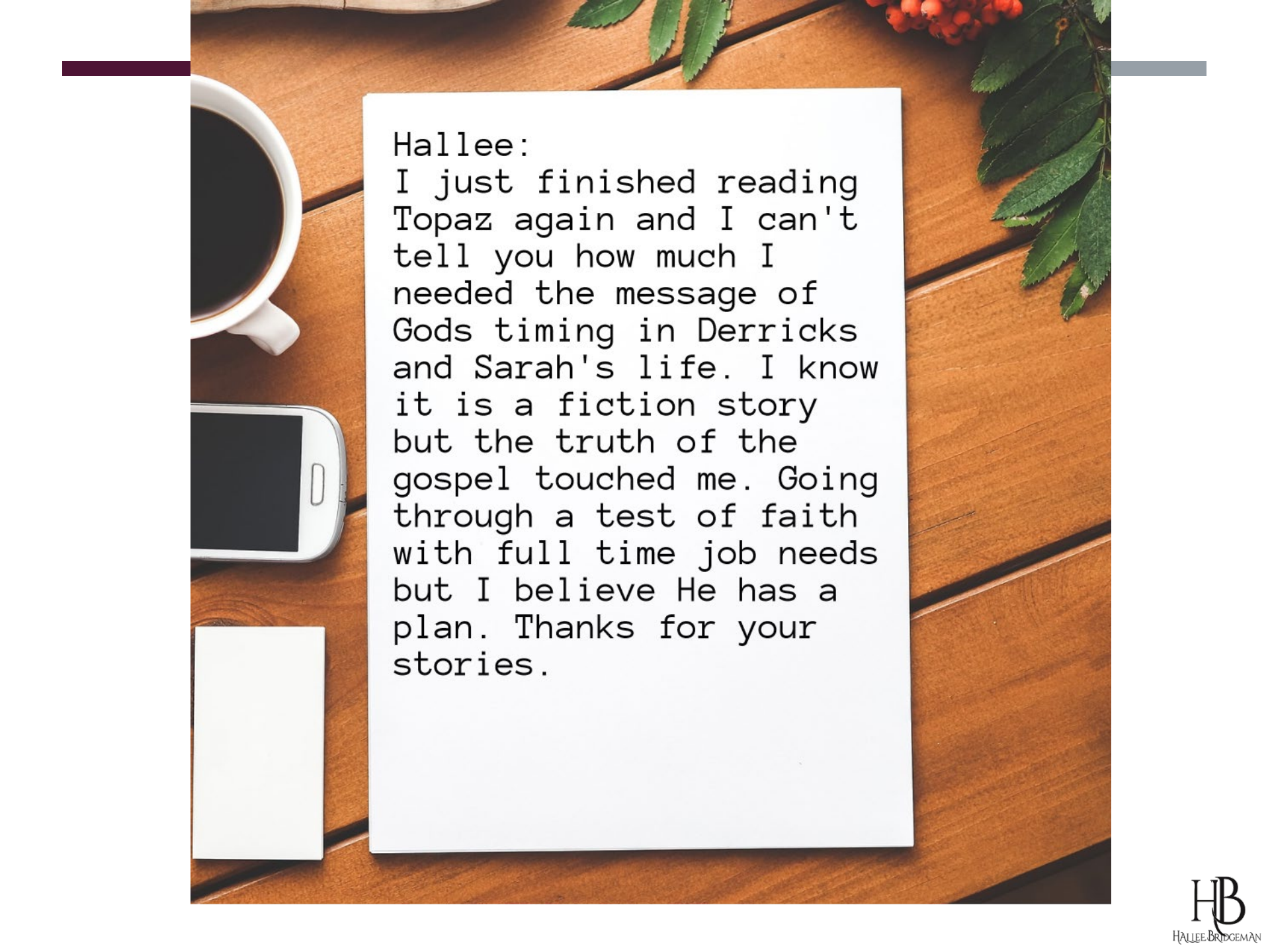
“This series is very honest. The characters are real and don't make you feel like you are less than. The topics covered in the series cause you to look deeply into your own personal life and send you straight to the Father to have a one on one conversation with Him. Makes you deal with the issues we sometimes bury deep in our souls..”



# REALISTIC CHARACTERS

At one point in the story, a sob actually came out of me....I was even praying to God for Daisy! (I know, I know...it's a book...but that's how pulled in I was with Daisy and Ken and what was happening with them).

“This is the kind of Christian romance I've been looking for. The characters are flawed. They have realistic responses. Life is not all sweetness and nice simply because they're Christian. Their Christian faith sees them through the trials in their lives, strengthening them in every aspect of their lives. In every story, I was able to face my own struggles with a new perspective.”

A top-down view of a wooden table. On the left, there is a white cup of dark coffee, a white smartphone, and a white rectangular object. On the right, there are green leaves and red berries. In the center, a white rectangular card contains text.

Hallee:

I just finished reading Topaz again and I can't tell you how much I needed the message of Gods timing in Derricks and Sarah's life. I know it is a fiction story but the truth of the gospel touched me. Going through a test of faith with full time job needs but I believe He has a plan. Thanks for your stories.



## STEP I – PLOT

In Pixar's  
22 Rules of  
Storytelling,  
#19 is:

[19]  
**COINCIDENCES**  
*to get characters into*  
**TROUBLE**  
*are GREAT.*



**COINCIDENCES**  
*to get them out of it*  
**are CHEATING.**

# BE THE 10% EDITING

THE BOOK IS GREAT! NOW REWRITE IT





**“It was a great read, except I collided  
with run-on sentences, tripped over  
broken English and got knocked about  
by a dangling participle.”**





# SELF EDITING

The intent of self editing is to create as clean a copy as possible for your editor

- Make Sure Most Passive Voice is Gone
- Check Grammar
- Make Sure the Dialogue is Realistic
- Make Sure Situations Provide a Sense of Suspension of Disbelief





## SELF EDITING – PASSIVE VOICE

Make  
Sure Most  
Passive  
Voice is  
Gone

- Active verbs are, well, more active to read.
- Which means they're more interesting to read.
- It's hard to automatically realize we write passively because we naturally speak passively
- Passive verbs are forms of "to be": is, are, was, were, be, being, been

## STEP 2: SELF EDITING – PASSIVE VOICE

The subject of an active voice sentence performs the action of the **verb**: “I throw the ball.”

The subject of a **passive** voice sentence is still the main character of the sentence, but something else performs the action: “The ball is thrown by me.”

## SELF EDITING – PASSIVE VOICE



Passive:

The cookie was stolen from the cookie jar.

Active:

You stole the cookie from the cookie jar

## SELF EDITING – PASSIVE VOICE

However, in a state of being, you don't need to get rid of the "to be" verbs.

Her eyes were blue. = Her eyes were blue.

She was only sixteen. = She was only sixteen.

Home Insert

Cut Copy

Paste Format Painter

Clipboard



Allway Insurance was the name of their **large** regional insurance company.



Allway Insurance was the name of their largest regional insurance company.

Find

Repla

Select

Editing

Change Styles



Menu

Writing Style : Web

Language : English General

# The Old Man and the Sea

He was an old man who fished alone in a skiff in the Gulf Stream and he had gone eighty-four days now without taking a fish. In the first forty days a boy had been with him. But after forty days without a fish the boy's parents had told him that the old man was now definitely and finally salao, which is the worst form of unlucky, and the boy had gone at their orders in another boat which caught three good fish the first week. It made the boy sad to see the old man come in each day with his skiff empty and he always went down to help him carry either the coiled lines or the gaff and harpoon and the sail that was furled around the mast. The sail was patched with flour sacks and, furled, it looked like the flag of permanent defeat.

Stream,

days,

## Wordiness

This sentence is very long. To improve readability, consider breaking this into multiple sentences.

MORE

IGNORE

salao → salad

Wordiness

## Writing Style Check

Highlights areas where your writing style might be improved, such as use of passive and hidden verbs.

[More about this report](#)

Readability may be enhanced by using: rises

begins to rise → rises

THESAURUS

DISABLE RULE

IGNORE

The we dre wo dro The early rising birds gradually becomes light, and my between two different the sun's reflection in a mother; a leaf falling slowly from a tree. All around me I find the wonders of nature that comfort me in my old age. I am not alone. The hut is full of humanity in different states between the two great worlds. My granddaughter Monasi is already busy tending the embers of last night's fire. She pokes around in the ashes to find an ember still glowing and too it she adds some



# SELF EDITING – READ OUT LOUD

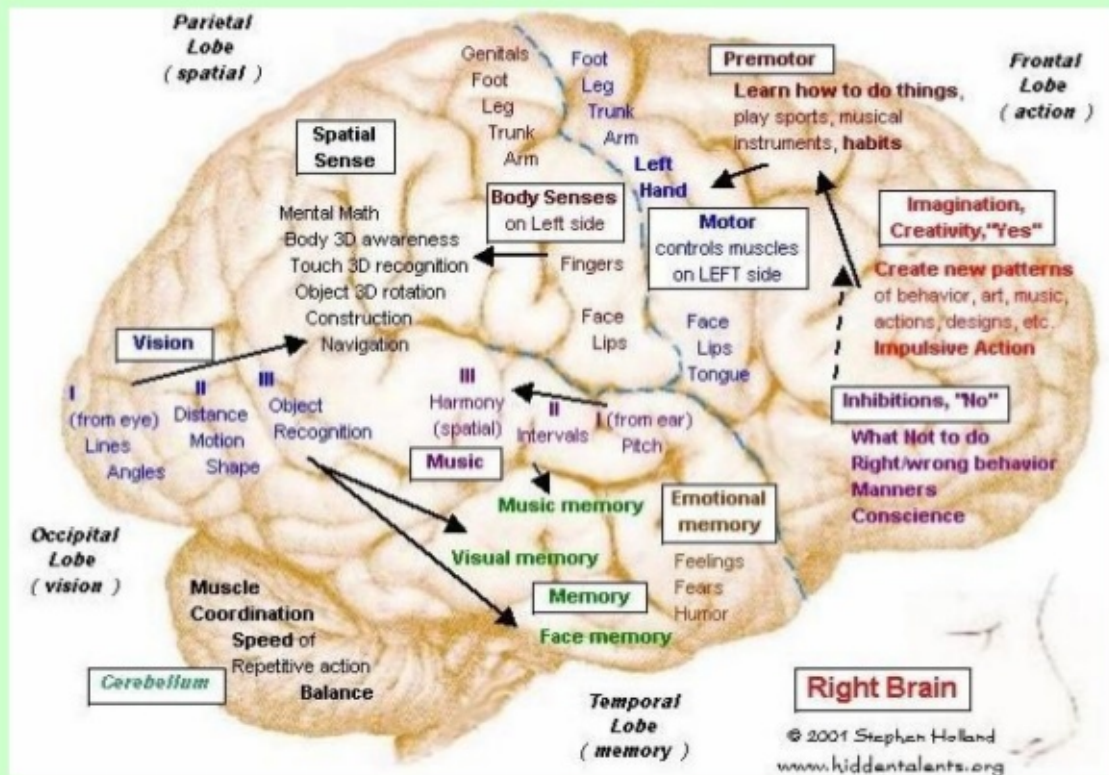
Transfer to something other than word processor screen

- Printed copy
- Ebook
- PDF

Read it out loud

- See it, speak it, hear it

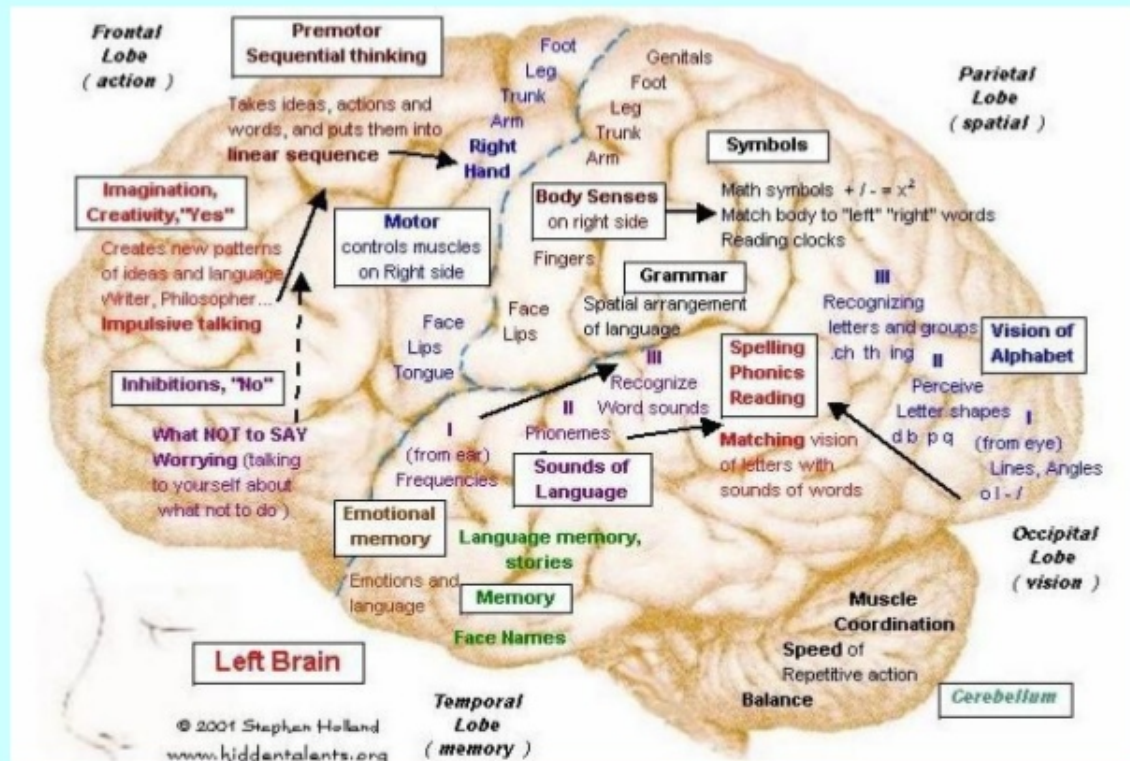
# THE HUMAN BRAIN



Right side – The Artistic Brain



# THE HUMAN BRAIN



**The left brain process information  
in logical analytical stages**



# SELF EDITING – READ OUT LOUD

While you read it out loud, listen for the dialogue.

- What is she saying?
- What is he saying?
- Never contrived.
- Always natural.
- Use dialect and jargon.
- Use inflection.



# HIRE AN EDITOR





# HIRE AN EDITOR

- You need an editor.
- As an author, you cannot edit your own work.
- I surveyed bestselling indie authors for the one piece of advice they would give new indie authors.
  - Hire an editor was by far the most recommended piece of advice.



# LINE EDITOR

Focuses on the way you use language to communicate your story to the reader

- Words or sentences that are extraneous or overused
- Run-on sentences
- Redundancies from repeating the same information in different ways
- Dialogue or paragraphs that can be tightened
- Overall pacing and logical flow
- Style of writing

# LINE EDITOR

- Scenes where the action is confusing or the author's meaning is unclear due to bad transitions
- Tonal shifts and unnatural phrasing
- Passages that don't read well due to bland language use
- Confusing narrative digressions
- Changes that can be made to improve the pacing of a passage
- Words or phrases that may clarify or enhance your meaning.

# COPY EDITORS

Copy editing involves correcting the language of the text.

- Checking a copy for spelling, capitalization, punctuation, verb tenses and other grammatical errors.
- Checking for continuity, sentence structure, paragraph lengths, word choices, missed words, and the like.

# CONTENT EDITOR

## Evaluates the content in detail.

- Checks the content for factual errors, contradictions, and inconsistencies.
- Checks for discrepancies in the plot, character, or dialogue.
- Checks whether the theme has been developed properly, or whether the sub-plots have been well integrated into the story line.

## HIRE AN EDITOR

- Likely the most expensive part of the indie publishing process
  - Hourly, by word, by page
  - Budget \$800-\$1,000 for 100,000 word book



# HIRE AN EDITOR

- Line editor: \$.01 per word
- Copy editor: \$1,000 per ms of 65K
- Copy editor: \$850 per ms of 100K
- Copy/line: \$.02 per word
- Content: \$250 per book
- Copy/line editor: \$.08 per word
- Proof reading: \$.04 per word



# INTERVIEWING YOUR EDITOR

- Ask about work experience
- Request testimonials/references
- Request a list of books they worked on
- Ask for a sample edit
- Find out if the editor is a member of any professional associations
- Pay close attention to their terms, including due dates, kill fees, payment method, payouts, and a clear definition of the work to be delivered

## HIRE AN EDITOR

Is it possible to publish a book without having it professionally edited?



# HIRE AN EDITOR

Do you want to publish a book without having it professionally edited?



# HIRE AN EDITOR

- It is possible to release a book without editing – that is the glory of self-publishing
- It's better to have your book professionally edited.
  - Can trade favors with other authors
  - Can utilize beta readers for content editing



**Be the 10%.**  
**Hire an editor.**  
**Or two.**



# QUESTIONS ABOUT BE THE 10%



PDF of this presentation is found at this link:  
<http://www.halleebridgeman.com/be-the-10-percent/>