
Seven Steps to **SUCCESSFUL
SELF-PUBLISHING**

TIPS TO MAKE A PROFESSIONAL CAREER OUT OF
SELF-PUBLISHING

HALLEE
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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

STEP 2: ASSEMBLE THE METADATA



METADATA

met · a · da · ta

'medə ,dādə, 'medə ,dadə/

noun

noun: **metadata**; noun: **meta-data**

a set of data that describes and gives information about other data.

METADATA



METADATA



METADATA



https://www.realtor.com/realestateandhomes-detail/4451-Shepherdsville-Rd_Elizabethtown_KY_42701_M46515-56507

METADATA



METADATA

Metadata is anything about the content of your book

- Blurbs
- Code inside the electronic version
- Keywords
- ISBN registration
- Library of Congress registration
- Categories/BISAC/BIC/THEMA/ONIX
- Descriptions and mentions on the world wide web



METADATA

The Long Blurb

- **Dos**
 - Reference the genre and central theme
 - Utilize key buzzwords
 - Create intrigue around the main conflict
 - Dive right in and introduce your protagonist
 - Keep it short and punchy
 - Reference your book-writing or professional status, if it relates to your book.



METADATA

The Long Blurb

- **Don'ts**
 - Give away any spoilers, no matter how tempted you are
 - Give a summary of the first chapter
 - Open with “In a world,” or any other overused phrase
 - Give everything away
 - Say how amazing your book is
 - Compare yourself to other writers or your book to other books



METADATA

A Ruthless Serial Killer Seeks to End a Love Song Eight Years in the Making.

Assistant Commonwealth Attorney CAROL MABRY heads up an investigation into a string of stranglings in Virginia's capital. The serial killer known as Richmond Red remorselessly snuffs out beautiful young women with violin strings before ritually enshrining their lovely lifeless bodies inside a pentagram of blood red candles.

Country music superstar BOBBY KENT makes an unscheduled return trip to his Virginia home for the first time in years. To his shock, he discovers that he and Carol have a young daughter, Lisa. His parents have kept Lisa hidden from him her entire life while simultaneously deceiving Carol about Bobby's interest in fatherhood.

Angry and hurt over the deception, Carol and Bobby strive to cope with this newly discovered reality. They struggle to overcome harmful secrets and years of lies to decide whether they have a future. Neither of them realize how every waking moment they move closer to the serial killer who harbors an unnatural and deadly obsession.

With the beautiful Carol locked in Richmond Red's sights, the clock is ticking down to her destruction. Will the two find love, or is their sonata striking a dangerous final chord?

METADATA

- The Short Blurb

BOBBY Kent's name is synonymous with modern Country Music and he is no stranger to running from overzealous fans and paparazzo. But now he must protect his daughter and Carol, the mother of his only child, from a vicious and ruthless serial killer bent on their destruction.

METADATA

- The Extremely Short Blurb

A Ruthless Serial Killer Seeks to End a Love Song Eight Years in the Making.

METADATA

- Research/assign genre categories
 - BISAC
 - BIC/Thema (new international standard)

FIC003000 FICTION / Anthologies (multiple authors)

FIC054000 FICTION / Asian American

FIC041000 FICTION / Biographical

FIC060000 FICTION / Black Humor

FIC042000 FICTION / Christian / General

FIC042010 FICTION / Christian / Classic & Allegory

FIC042050 FICTION / Christian / Collections & Anthologies

FIC042080 FICTION / Christian / Fantasy

FIC042020 FICTION / Christian / Futuristic

FIC042030 FICTION / Christian / Historical

FIC042040 FICTION / Christian / Romance

FIC042060 FICTION / Christian / Suspense

FIC042070 FICTION / Christian / Western

FIC004000 FICTION / Classics

FIC043000 FICTION / Coming of Age

FIC044000 FICTION / Contemporary Women

FIC050000 FICTION / Crime

FIC051000 FICTION / Cultural Heritage

FIC055000 FICTION / Dystopian

<https://ns.editeur.org/thema/en/F>

<https://bisg.org/page/Fiction>

METADATA

- Create a text file of Keywords and Key-Phrases or the epub metadata
 - Everything you can think of about your book
 - No limit to how many keywords
 - Add how you spell your name and misspell your name
- 7 keywords up to 25 characters each
 - What will READERS search for?

METADATA

- Assign ISBNs

- 978-1-9396-0326-5

- eBook

- Print

- Special versions (audio, large print, etc.)

- Register with US Library of Congress (Optional)

- Need to request to become a publisher with the Library of Congress

- Set reminder to send paperback after release

- Register with US Copyright Office (Optional)



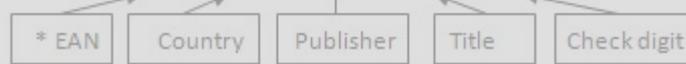
** EAN is European Article Number, but now renamed International Article Number*



METADATA



978-3-8473-1838-5



- Assign ISBNs
 - 978-1-9396-0326-5

■ eBook

Registrations of a claim in a original work of authorship

Electronic filing:

- Re
 - Single author, same claimant, one work, not for hire \$45
 - All other filings \$65
 - Paper Filing (Forms PA, SR, TX, VA, SE) \$125

■ Set reminder to send paperback after release

- Register with US Copyright Office (Optional)