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*Seven Steps to* **SUCCESSFUL  
SELF-PUBLISHING**

TIPS TO MAKE A PROFESSIONAL CAREER OUT OF  
SELF-PUBLISHING

HALLEE  
BRIDGEMAN



# PUBLISH YOUR GREATNESS



## PUBLISHING

Create a “Book Bible” to use as you gather information in order to keep the information all in one place.

Some information might include:

# PUBLISHING – BOOK BIBLE

- Title and Subtitle
- Contributor or Author name(s)
- Author biography
- Subject codes Book
- Long blurb, short blurb, extremely short blurb

# PUBLISHING – BOOK BIBLE

- Keywords
- ISBN for each format
- List price in multiple currencies
- Print attributes (*trim size, # pages, paper color*)
- Retail Discount (*discount off the list price that retailers get when they purchase your book*)
- Publication date (*date at which information about your book is first available*) On-Sale date (*date at which the book can be sold*)

# PUBLISHING



# PUBLISHING



# PUBLISHING



# PUBLISHING



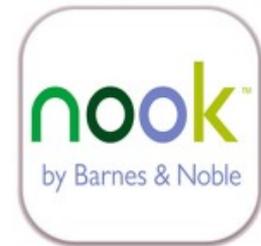
# PUBLISHING



# VENDORS

## Major Ebook Vendors

- Amazon KDP
- Apple Books
- Kobo
- Barnes & Noble Nook
- Google Play



Google play

# VENDORS

- You can choose to go wide
  - Multiple vendors
- You can choose to be part of the Kindle Unlimited Program
  - Can only be on Amazon for a period of time (90 days)
  - Pays for pages read vs. each book (Apr 2021 = \$0.0044994011/KENP Page) (\$2.02 for a 450 page book I made \$4.09 out of KU)
  - Offers some extra marketing abilities

# VENDORS

- Free Ebook Aggregators:

- Smashwords
- Draft2Digital
- Publish Drive
- Lulu

- Fee Based Aggregators:

- IngramSpark (Ingram owned, Spring Arbor affiliated – not the same as Lightning Source)
- eBookIt
- Blurb

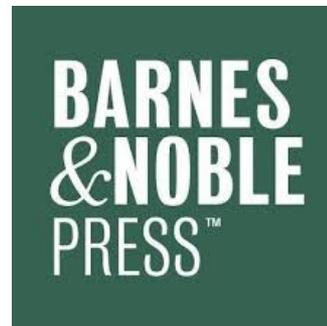


Smashwords



# VENDORS

- Print Book Distributors
  - KDP
  - Ingram Spark
    - Ingram owned
    - Spring Arbor affiliated
    - Global distribution
  - Lulu
  - Barnes and Noble



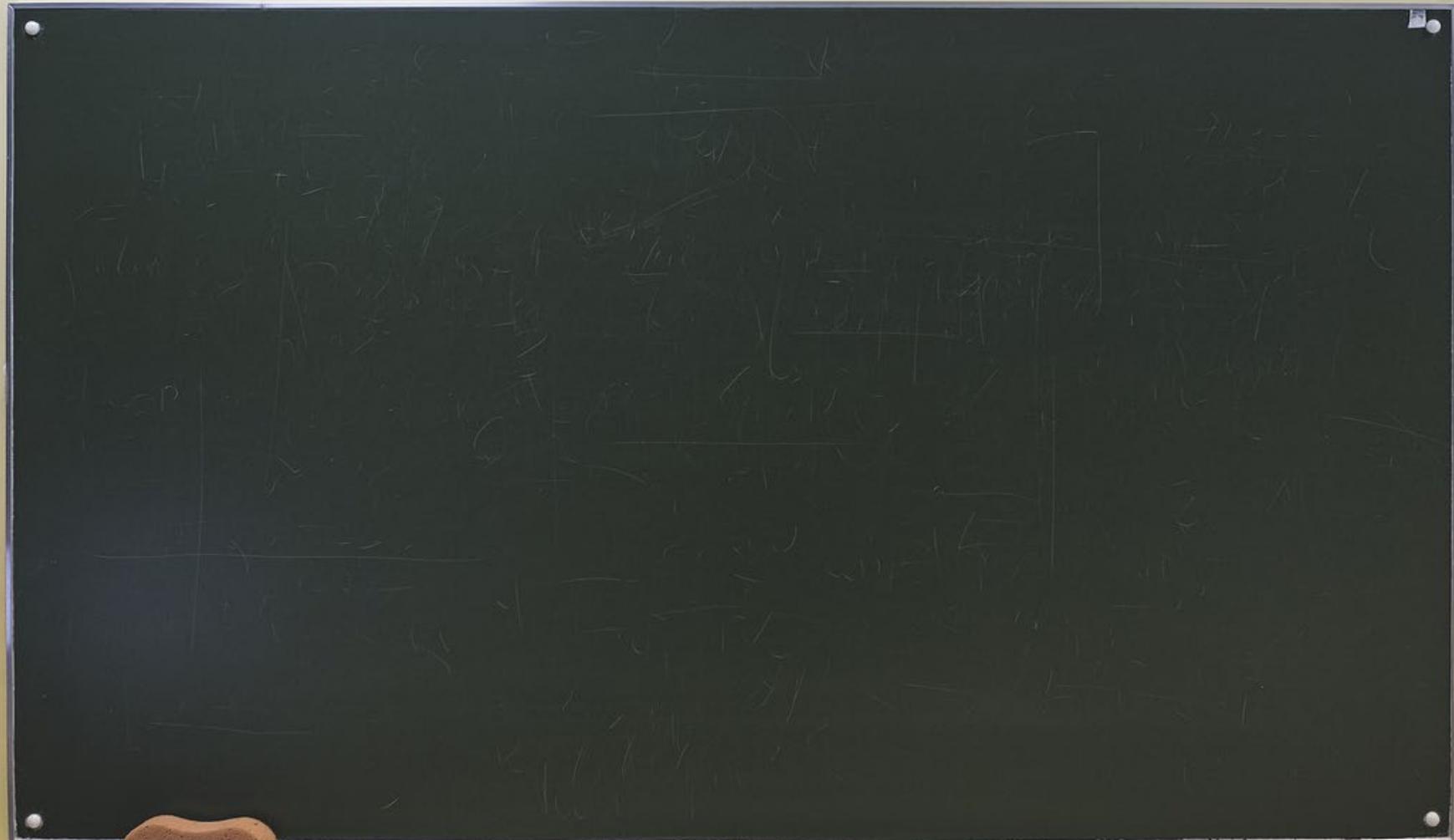
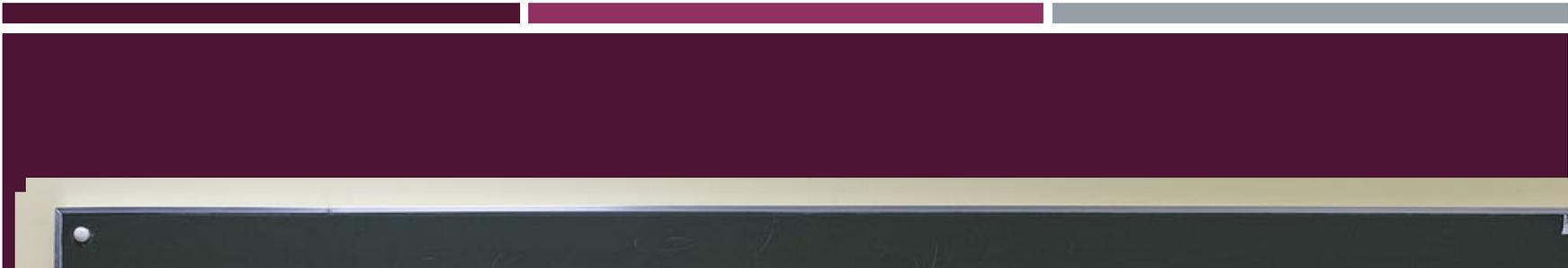
# PUBLISH YOUR BOOK

## Leverage Preorders

- Allow for extra marketing time where people actually have a button to click to buy
- Allows sales to grow over time
- Make sure you are ready to publish

# PUBLISH YOUR BOOK

- Selling directly gives you a higher return
  - Bookfunnel – has a monthly cost
  - Paypal – 3% fee
  - Square – 3% fee
- Can release before preorder date is up
- Can do preorder for autographed paperbacks
- Downside: sales don't count toward lists or rankings



$$\begin{array}{r} \$5.99 \\ \times 70 \\ \hline \end{array}$$

$$\begin{array}{r} \$4.19 \\ - 0.26 \\ \hline \end{array}$$

$$\begin{array}{r} \$3.93 \end{array}$$

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$$\$3.93$$

$$\begin{array}{r} \$5.99 \\ \times 97 \\ \hline \end{array}$$

$$\begin{array}{r} \$6.18 \\ - 0.30 \\ \hline \end{array}$$

$$\$5.87$$

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$$\begin{array}{r} \$5.87 \end{array}$$

$$\begin{array}{r} \$5.87 \\ \times 3.93 \\ \hline \\ \$1.94 \end{array}$$

## SELL DIRECT

- There are lots of plugins and platforms online that allow you to sell directly.
- I use a combination of Squareup and Bookfunnel to sell ebooks, paperbacks, hardbacks, and audio.
  - Squareup is free and 3% per sale. Bookfunnel is \$15/mo.
- I use a pretty link on my website to redirect to my store.

<http://www.halleebridgeman.com/store>

# WRITE IN SERIES



# WRITE IN SERIES

- Because you've written a great book with characters your readers love (see what I did there?), OR you've written a book with authority that flows well and teaches and speaks to readers, those readers WANT series' characters to follow
- One book sells the next – especially when you add hooks
- Create a world and keep building in it

# WRITE



Series Overview - OneNote

FILE HOME INSERT DRAW HISTORY REVIEW VIEW

Love's Compass ▾

Series Overview

Town Information

Character Names Used

Character Pages

Finding Peace

Finding Hope

Finding Faith



Search (Ctrl+E)

+ Add Page

## Series Overview

Saturday, March 7, 2015 4:08 PM

Love's Compass is a three-book series surrounding the Chandler family. This includes four generations of this family:

Grams --> Patty --> Alexis  
--> Kentucky  
--> Serenity --> Gideon

I am only planning on three books, but some secondary characters may pop up leading towards other books in the future.

# WRITING IN SERIES

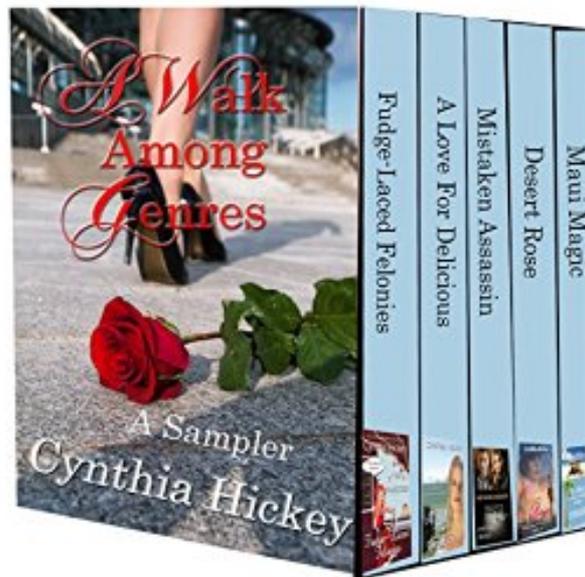
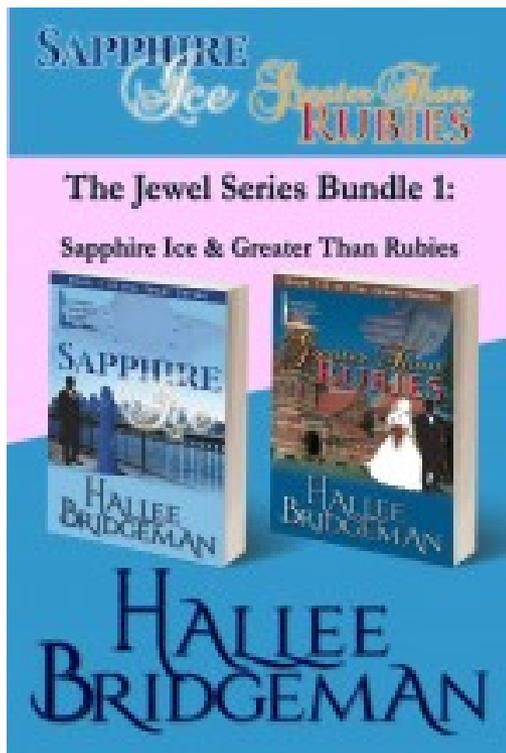
## **Steps to avoid in writing in fictional series:**

- Messing with the time continuity
- Changing details about a character that can't change
- Choosing a concept that can't span several books
- Losing track of plot points that span multiple books
- Continuing even when you've run out of ideas

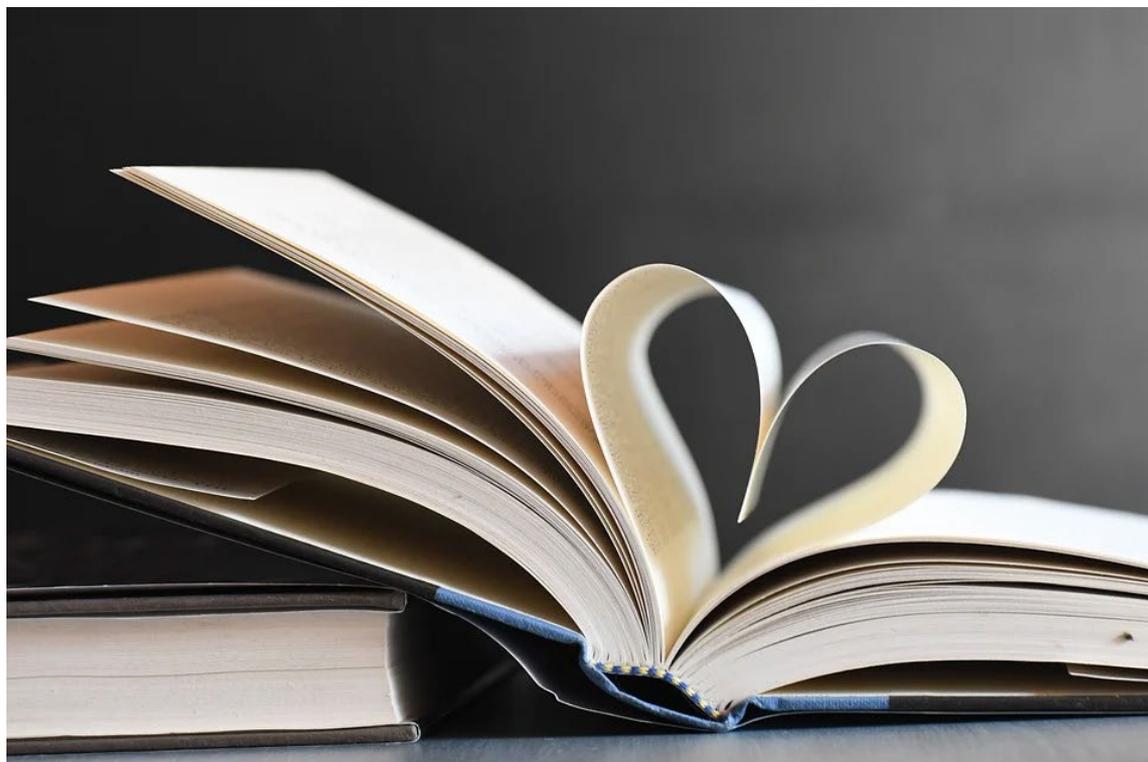
## RELEASE RAPIDLY

- Major publishers have releases all the time that are spread out through many authors
- Algorithms and metadata rely on new information
- Indie authors should release a book every 90 days
- If you can't release, try bundling books.

# RELEASE RAPIDLY



# PAPERBACK/HARDBACK



# PAPERBACK/HARDBACK

- Generate book in both paperback and hardback
  - Libraries like hard backs
  - Paperbacks give you something physical to sell
- Generate book in large print in paperback
  - Can wait 90 days to publish it so something “new” is going up
- Each format will require a different ISBN

# AUDIOBOOKS

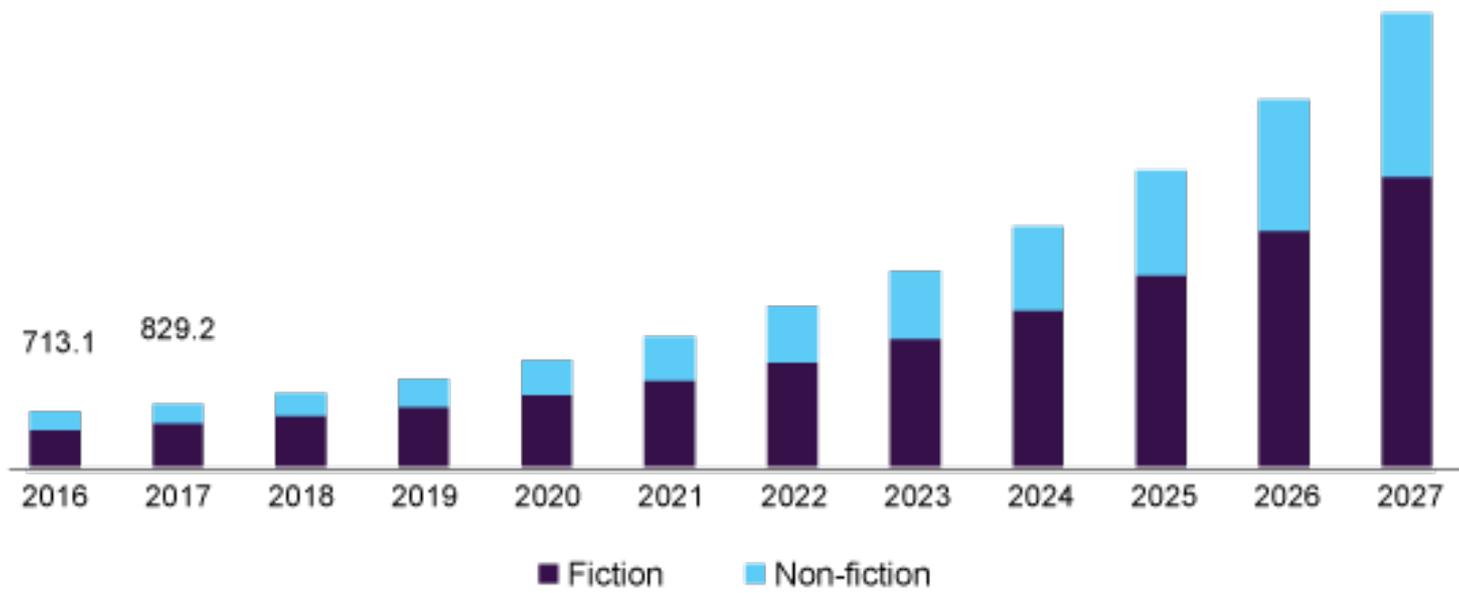


# AUDIOBOOKS

- From 2015-2019, ebook sales declined. 2020 had an increase of 12.6% sales over 2019 - and the first time ebooks sold these many units since 2015. Will ebook sales drop again after the end of the pandemic?
- The global audiobooks market size was valued at \$2.67 billion in 2019 and is expected to expand at a compound annual growth rate (CAGR) of 24.4% from 2020 to 2027.

# AUDIOBOOKS

U.S. audiobooks market size, by genre, 2016 - 2027 (USD Million)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

# AUDIOBOOKS

- You have options for production of audiobooks
  - Amazon ACX
  - Findaway Voices
  - ListenUp (fee based)
  - Author's Republic
- Royalties vary. ACX exclusive gives you double royalties, but your book is only at Amazon, iTunes, and Audible.

amazon



Google

Rakuten kobo

audible

nook

bibliotheca

storytel

SCRIBD

chirp

anyplay

OverDrive

hoopla

Walmart

beak

BAKER & TAYLOR

BajaLibros.com

Nextory

BingeBooks  
Discover. Read. Share.

audiobooksnow

ODILO

Bidi

authorsdirect



EBSCO PUBLISHING

Follett

CLIQ  
entertainment first

3Leaf Group

mlol



Libro.fm

PERMA-BOUND

ubook

Bookmate

24symbols

audiobooks.com

hummingbird  
DIGITAL MEDIA

leamos

wheelers

estories

bokus play

Instaread

AXIELL

# AUDIOBOOKS

- You have options for production of audiobooks
  - Amazon ACX
  - Findaway Voices
  - ListenUp (fee based)
  - Author's Republic
- Royalties vary. ACX exclusive gives you double royalties, but your book is only at Amazon, iTunes, and Audible.
- You're going to make about \$2.50-\$4.50 per audiobook SALE
- You're going to make about \$0.50-\$1.50 per library sale
- Audible listening clubs and services offer a lower royalty

# AUDIOBOOKS

- Narrator
  - Usually charges per finished hour
  - Can find one to do a royalty share with ACX
  - Let narrator try out – listen carefully
  - Use a company like ACX or Findaway Voices or the other companies to contract your narrator so that you and the narrator are protected and that the scope of work is made clear.
  - Set deadlines
- Price your audiobook
  - Audible does not allow for price control
  - Other distributors allow you to set price

<b>Duration</b>	<b>General Range</b>
Less than 30 minutes	\$1.50 – \$4.75
30 minutes to 1 hour	\$2.25 – \$5.00
1 to 2 hours	\$3.25 – \$6.00
2 to 3 hours	\$4.50 – \$7.25
3 to 4 hours	\$5.25 – \$8.00
4 to 5 hours	\$6.25 – \$9.00
5 to 6 hours	\$7.50 – \$10.25
6 to 7 hours	\$8.25 – \$11.00
7 to 8 hours	\$9.25 – \$12.00
8 to 10 hours	\$10.25 – \$13.00
10 to 12 hours	\$11.00 – \$13.75
12 to 15 hours	\$11.50 – \$14.25
15 to 20 hours	\$13.00 – \$15.75
20+ hours	\$15.00 – \$16.75

# AUDIOBOOKS

Once you receive your audio files, listen to them while reading your book.

- Note changes that need to be made in words, tone, inflection
- Do not be afraid to criticize a part that doesn't sound right to you
- Provide specific details

0:58 - narrator - you said, "her father, Grant"

should be, "His father, Grant"

1:41: narrator - As far as she was concerned, he could just forget that train of thought.

emphasis should be on "that" instead of "thought"

2:38 - narrator - you said, " causing tears to come down her eyes,"

should be: causing tears to come to her eyes,

6:50 - When she came back to the room, Davis stood at the window. From the high floor of the hotel, they could see the lights of the bridge that spanned the river.

You left off the last sentence.

8:23 - Narrator - You said: With her simple statement..."

It should be: "With her simple agreement..."

9:35 - Davis - "I do know I should have held my temper, but the fact is that letting it go was an almost conscious move."

You left off "but the fact is"

12:00 - narrator - Davis laughed and shut the lid of the box, as John ended the live video and took the box from him.

You left off the word "live"

12:46 - narrator - Panic coursed through his veins as that thought hit home.

You said "hit him"

13:14 - narrator - The more he thought about it, the more he realized this might have been a terribly bad idea.

You said "terrible idea"

16:30: Narrator - Tears streaming from her eyes

The editor cut off the beginning of the sentence.

17:04 - Cora - "I love you, too, by the way. In case you were wondering."

It's too soft. It sounds like you're whispering.

# AUDIOBOOKS

Listen to the changes and make sure they're right –  
then you're ready to publish!