

The IndieAuthor Guide

By

April L. Hamilton

Table of Contents

1	Indie Authorship: An Introduction	1
1.1	A History Lesson	1
1.2	The Current State of Affairs	4
1.3	Indie Vs. Vanity	6
1.4	Bias Against Self-Publication	6
1.5	Common Misperceptions About Indie Authorship	8
1.6	Portrait Of The Indie Author	10
1.6.1	Tools Of The Indie Author Trade	12
1.6.2	Goals In Indie Authorship.....	13
2	Publishing Options	15
2.1	Self-Publishing	15
2.2	Vanity Publishing	16
2.3	Subsidy Publishing	17
2.4	Print On Demand	18
2.5	Rights, Royalties And Advances.....	20
2.5.1	Mainstream Rights.....	20
2.5.2	Indie Rights	21
2.5.3	Mainstream Royalties.....	21
2.5.4	Indie "Royalties"	23
2.6	What's The Deal With ISBNs?	25
2.7	What About Bookstores?	26
2.8	Choosing A Publisher.....	27
3	Getting Organized.....	31
3.1	Hard Drive Housekeeping And Organization	31
3.2	Email Housekeeping And Organization	32
4	Creating Your Brand	35
4.1	Should Your Name Be Your Brand?.....	36

4.2	You Versus Your Brand Name.....	37
4.3	What’s In A Name?.....	38
4.4	Consistency Is Key	38
4.5	Take The Long View	40
4.6	Beware The Common Name	40
4.7	The Same Name Game	41
4.8	Become The Master Of Your Domain.....	41
5	DIY Formatting For POD	45
5.1	Styles.....	46
5.1.1	Creating Custom Styles.....	50
5.1.2	What Styles Are Needed?.....	54
5.1.3	About Industry Standards	55
5.2	Build A Manuscript Shell.....	58
5.2.1	Create Custom Styles	58
5.2.2	Modify Page Setup	58
5.2.3	Set Up Front Section	62
5.2.4	A Note About Copyright.....	66
5.2.5	Set Up Headers And Footers	67
5.2.6	Set Up Back Section	72
5.3	Create A Separate, Chapter Shell	73
5.3.1	Using The Chapter Shell	74
5.4	Using The Manuscript Shell	75
5.4.1	Do A Final Review	77
5.5	Ready For The Publisher	77
6	Editing And Revising.....	79
6.1	DIY Copyediting	80
6.2	DIY Editing	85
6.3	Content Rights	88
6.4	Workshopping.....	91
6.4.1	Can You Handle The Truth?	92

6.4.2	Finding Feedback.....	93
6.4.3	What To Do With The Feedback.....	94
7	Designing Your Own Book Cover.....	97
7.1	Write A Book Description.....	97
7.2	Gather Blurbs.....	98
7.3	Download A Book Cover Template.....	103
7.4	A Note About Cover Art Rights.....	107
7.5	Add Art And Text.....	108
7.6	Delete The Template Guide Layer.....	119
7.7	Save Your File.....	120
7.8	Final Tips And Notes.....	121
8	Publishing Through CreateSpace.....	123
8.1	Advantages Of POD.....	124
8.2	What's The Difference Between CreateSpace And BookSurge?.....	124
8.3	Questions And Answers About CreateSpace.....	125
8.4	Preparing Your Manuscript For CS.....	129
8.4.1	Save In PDF Format.....	129
8.4.2	Craft Your Book Description & Author Bio.....	130
8.5	Set Up Your Book At CS.....	130
8.5.1	Complete Your Profiles.....	132
8.5.2	Add A New Title.....	133
8.5.3	Enter Physical Properties.....	136
8.5.4	Add Files.....	137
8.5.5	Sales And Promotion.....	137
8.5.6	Determine Your Pricing.....	137
8.6	Review Setup.....	140
8.7	The Review Proof.....	141
8.7.1	If There Are Problems.....	142
8.8	Customize Your CS E-Store Page.....	143
8.9	Watch For Your Amazon Listing.....	148

8.10	After Your Book Is Published	148
8.10.1	Getting Paid	149
8.11	Still Unclear On Something?	150
9	Publishing For The Kindle.....	151
9.1	Why Publish For The Kindle?	151
9.2	Questions And Answers About The DTP.....	152
9.3	Preparing Your Manuscript For The DTP	156
9.4	Delete The Extraneous.....	156
9.5	Alter Page Setup	157
9.6	Rearrange Front Matter Pages	158
9.7	Verify Styles.....	158
9.8	Modify Styles	159
9.8.1	General Formatting	159
9.8.2	Fonts	160
9.9	Remove Breaks And Returns	160
9.10	Dealing With Graphics.....	161
9.10.1	Extract Graphics.....	162
9.10.2	Edit Graphics	162
9.11	Insert A Hyperlinked Table Of Contents.....	163
9.12	'Save As' HTML	164
9.13	Insert Graphics Pointers, If Applicable	165
9.13.1	Verify Graphics Pointers	166
9.13.2	Save Files In A .Zip Archive	167
9.14	Prepare Your Cover Art	167
9.15	Craft Your Book Description.....	168
9.16	Make A Free Excerpt Available	168
9.17	Ready, Set, DTP!	169
9.18	Looking At Your DTP Preview	171
9.19	If There Are Problems... ..	172
9.20	If It Looks Good, Set Your Price And Publish!	173

9.21	After Your Book Is Published.....	173
10	Publishing To Other EBook Formats.....	175
10.1	Different File Formats.....	175
10.2	File Conversion Tools	175
10.3	EBook Stores.....	176
10.3.1	Typical Stores.....	176
10.4	Smashwords.....	177
10.5	Author Website Sales	178
11	Promotion.....	179
11.1	What’s The Best Way To Promote?.....	179
11.2	Are You Cut Out For This?	180
11.3	A Signature Look	182
11.4	Symbol Key	182
11.5	Traditional Tactics.....	183
11.5.1	The Press Kit.....	184
11.5.2	The “One-sheet”	185
11.5.3	Author Photo.....	188
11.5.4	Press Releases.....	189
11.5.5	Editorial Reviews	198
11.5.6	Articles	201
11.5.7	Appearances	203
11.5.8	Live Readings	205
11.5.9	Book Signings.....	205
11.5.10	The Media Tie-In	206
11.5.11	Handouts	209
11.5.12	Merchandise.....	210
11.5.13	Word Of Mouth.....	212
11.5.14	Paid Advertising.....	213
11.6	New Media Tactics.....	213
11.6.1	Author Website.....	214

11.6.2	Author Blog.....	222
11.6.3	AmazonConnect Blog	227
11.6.4	Make A Free Excerpt Available	229
11.6.5	Online Communities.....	231
11.6.6	Comment Forms.....	233
11.6.7	Online Press Releases	235
11.6.8	Keywords And Tags	235
11.6.9	Podcasting	241
11.6.10	YouTube.....	243
11.6.11	Online Social Networks.....	244
11.6.12	Link Tracking Networks	245
11.6.13	Link Trading.....	247
11.6.14	Amazon Customer Reviews.....	247
11.6.15	Amazon Listmania! Lists	249
11.7	Form A Web Promo Ring.....	250
11.8	Figure Out What's Working For You	251
11.8.1	Website Statistics	251
11.8.2	Sales Statistics	255
11.9	Keeping The Promo Train On Track.....	255
11.10	When Grace Is The Better Part Of Valor	258
12	An HTML Primer	261
12.1	How Web Pages Work	261
12.2	How To Create A Source Code File.....	265
12.3	Using HTML to Boss the Browser	266
12.4	Best Practices	281
12.5	Summary Tables	282