

Indie Publishing—the Good News and the Bad News – Rebecca York Presented at New Jersey Romance Writers Conference 2013

The Advantages of Self-Publishing

1. The most important for me is CONTROL. You come up with a project, and you can do it any way you want.

Content, cover, price, every aspect of the book.

2. Speed of publishing. You can get your book up within days after you write it.

3. Shelf Life.

4. LET'S TALK MONEY. You get a lot bigger percentage, but can you sell as many books?

5. You keep your rights.

The Disadvantages of Self-Publishing

1. Be prepared to write a lot of books. The best way to sell is to maintain a presence on the e-book platforms. (This is obviously easier if you have the rights to a backlist.)

2. LET'S TALK MONEY. No advance and you have a lot of up-front costs.

3. EDITING—the big issue in self-publishing. Self-pub is not the solution for publishing a poorly-written book. As with any other kind of publishing, you must commit yourself to writing the best book you can.

Do not skip the editing process. You might want to start with a critique partner or critique group, but it's best to have your book professionally edited.

Developmental editing vs. Copyediting.

4. What else do you have to pay for?
Formatting and uploading.
A professional-looking book cover

PUBLICIZING YOUR BOOK—you will have to do this whether you indie publish or go with a publisher.

If you want your book to sell, people have to know about it. You should have:

- A Web site.
- Perhaps a blog.
- A Facebook page and/or Facebook Author page.
- A Twitter account.
- Guest appearances on popular blogs—perhaps a blog tour.
- If possible, work with a community of authors.

Resources—not recommendations but listings you may find helpful.
Please check out any e-book prep or editors you use.

Preparing your book—

Ebook Prep

ebookprep.com/home

Full-service prep services.

Author E. M. S.

www.authorems.com/

Full-service prep services.

Judi Fennell

www.formatting4U.com

Full-service prep services.

Meredith Bond

Formats books for indie-authors and also offers the service to create accounts and upload books if people are too nervous or unsure to do it themselves. Charges \$30 to create accounts and

\$20 to upload books, if an author already has an account.

www.annessabooks.com

Facebook at www.facebook.com/meredithbondauthor

Rachelle Ayale

Charges \$59 for the Amazon .mobi file and an additional \$20 to get the epub for Smashwords, Nookpress, and Kobo/Apple

www.rachelleayala.com/p/book-formatting.html

**Editors—recommended by writers on some of my bulletin boards.
Ask anyone you use for a sample edit before you sign up.**

Valerie Susan Hayward

www.romancewritingeditor.com

Content editing.

Bev Katz Rosenbaum

www.bevkatzrosenbaum.com

Content editing.

Chris Lampton

clampton@sff.net

Copyediting.

Rhonda Helms

www.rhondaedits.com

Content editing.

Lauren Dee of Daisycakes Creative

daisycakescreative@gmail.com

Copyediting.

Cathleen Ross

contact@cathleenross.com

Content editing.

Karen Block

karen.block@yahoo.com

Content editing.

Lora Doncea

www.timetoedit.com/

Substantive and copyediting.

Faith Freewoman

www.demonfordetails.com/

Substantive and copyediting.

Sally Berneathy

www.sallyberneathy.com/Editing.aspx

Content editing.

Tanya Saari

www.editortanya.blogspot.com

Content editing.