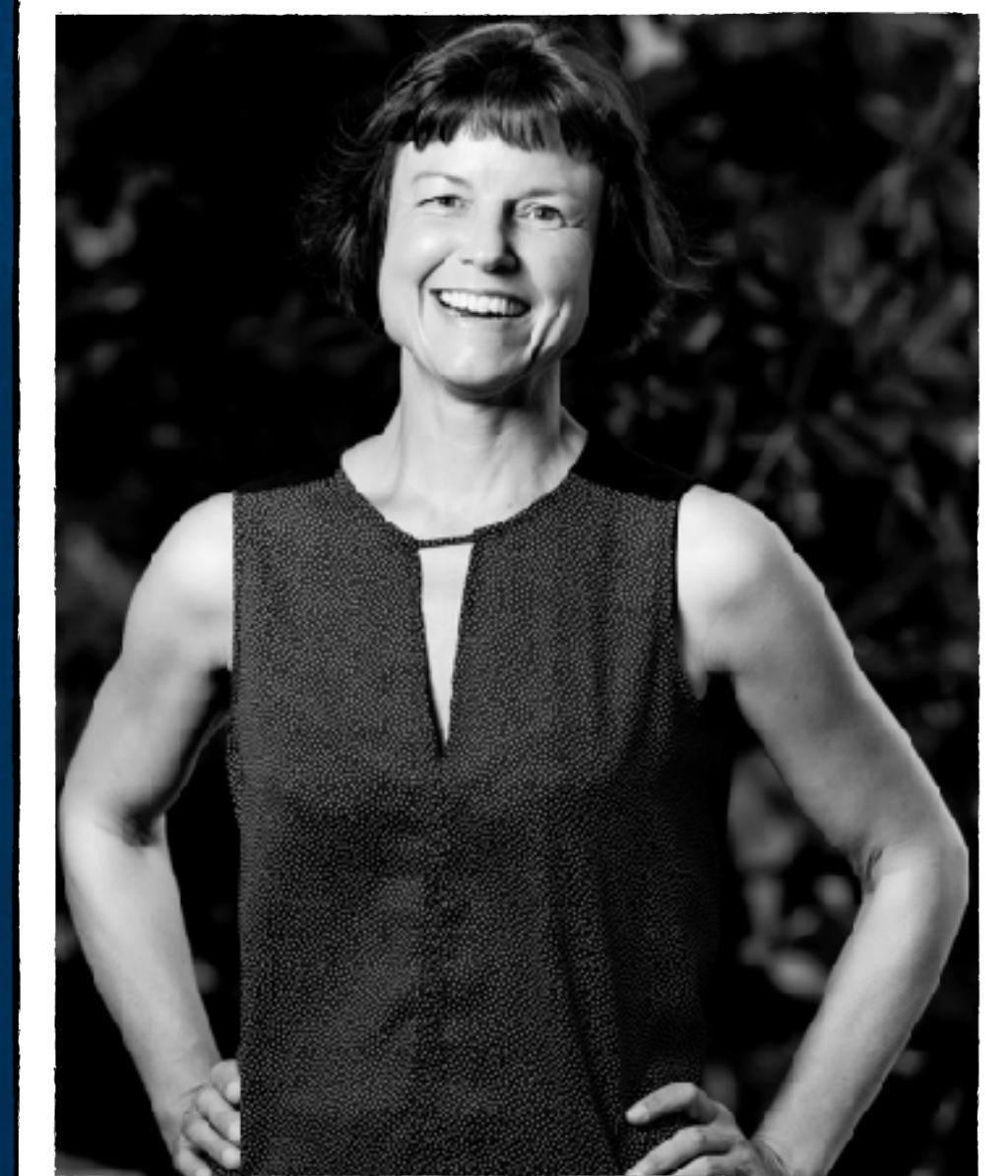


# THE PERKS AND QUIRKS OF INDIE PUBLISHING

How to **Publish** and **Market** Your Book as an Indie Author.



Hosted by:  
**REGINA PETRA MEYER**







Thank *you*!

---



# Talk outline:

---

- ❖ A quick recap of my book journey
- ❖ Comparison: Traditional versus independent publishing
- ❖ Part 1: Publishing your manuscript to book industry standard
- ❖ Break
- ❖ Part 2: PR and marketing on your own book
- ❖ Q & A
- ❖ A comprehensive **downloadable handout** will be available after the talk



# Timeline:

---

- ❖ My adventure starts in 2007 at age 34
- ❖ 15 months of travels across oceans and taking up residence in the Caribbean
- ❖ Jan - Sep 2017: I write the story
- ❖ March 2020: I hire a professional editor
- ❖ July 2021: I decide to pursue self-publishing
- ❖ June 2022: The book is released!





# Traditional Publishing

---

- ❖ Instant credibility
- ❖ Publishing house takes care of producing the book
- ❖ Publishing house will market the book with author
- ❖ Less control over content
- ❖ Less income per book sale





# Independent Publishing

---

- ❖ Less credibility
- ❖ The author is responsible of producing the book
- ❖ The author markets the book
- ❖ Full control over content, trim, cover and pricing
- ❖ More income per book sale







## 2 Shortcuts to Traditional Publishing

---

- ❖ Australian Society of Authors - ASA Literary **Speed Dating** via Zoom
- ❖ Approaching **Small Presses** rather than the big publishing houses.  
(i.e. Affirm Press, Wild Dingo Press etc.)



# Small Press versus Vanity Press

---

- ❖ Small press is a niche publisher or a smaller scale publishing house.
- ❖ A vanity press or vanity publisher is a **business** set up to assist writers to publish your book. This can be very costly and often obscure.  
Be careful, do your research and ask a lot of questions before committing



# Independent Publishing

---

- ❖ Publish your work by yourself, or with minimal help.
- ❖ Produce your book to industry standard by contracting freelancers and industry professionals.



Who am I publishing my book for?



# Cheap & cheerful:

---

- ❖ Contract an editor
- ❖ Format your text
- ❖ Create a cover design
- ❖ Upload to Amazon KDP

kindle | direct  
publishing



Self-publish eBooks and paperbacks on Kindle Direct Publishing, and reach millions of customers on Amazon.

**Get to market fast.** Publishing takes less than 5 minutes and your book is available for sale within 72 hours.

**Make more money.** Earn up to 70% royalty on sales to customers in the United States, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more. Enroll in KDP Select to make money on Kindle Unlimited and the Kindle Owners' Lending Library.



# Quick & easy

## Pros...

---

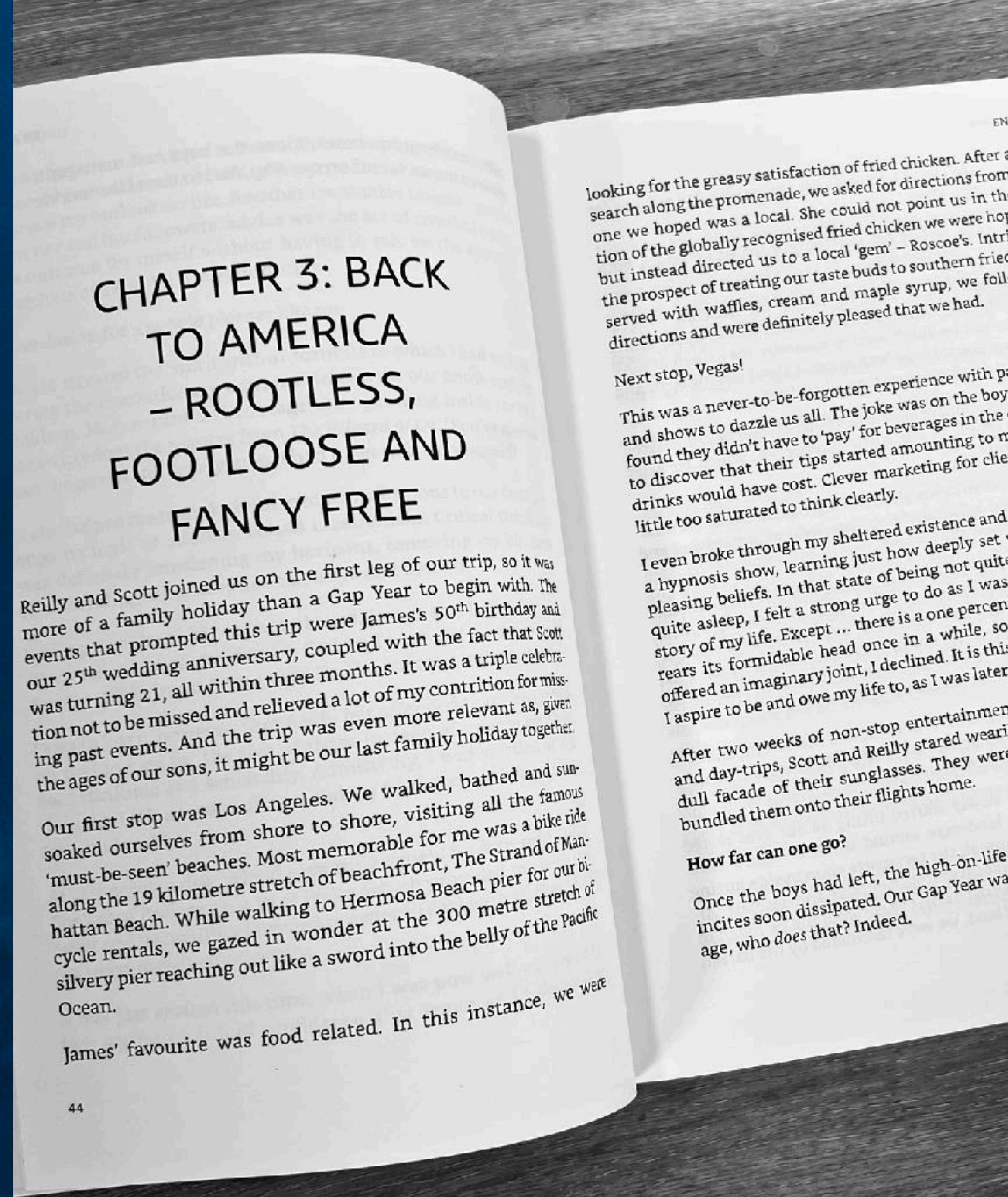
1. It's quick
2. It's cheap
3. Your published!





**& cons**

1. The book looks and feels self-published
2. If a book is **not** to **industry standard**:
  - ❖ less interest from libraries and bookshops
  - ❖ harder to promote your book
  - ❖ less chance with awards
  - ❖ negatively affects reviews and **SALES!**





# Publish to Book Industry Standard

---





# Editing

---

- ❖ **Manuscript assessment**

An appraisal of your work to structure, content, style, character development and style.

- ❖ **Copyedit**

Mainly for grammar, spelling, punctuation and highlighting inconsistencies or incorrect facts.

- ❖ **Line edit**

For quality of content, including language and writing style.

How are you communicating your story?

- ❖ **Structural or developmental edit**

Looks at structure of a manuscript, storyline and flow and tone.



# Title, subtitle & chapter headings

---

- ❖ Short, concise and on topic
- ❖ Memorable and easy to say
- ❖ Consider **keywords!**
- ❖ Hypnotic/power words  
(imagine, empower, balance, immersion etc.)



# Blurb versus Synopsis

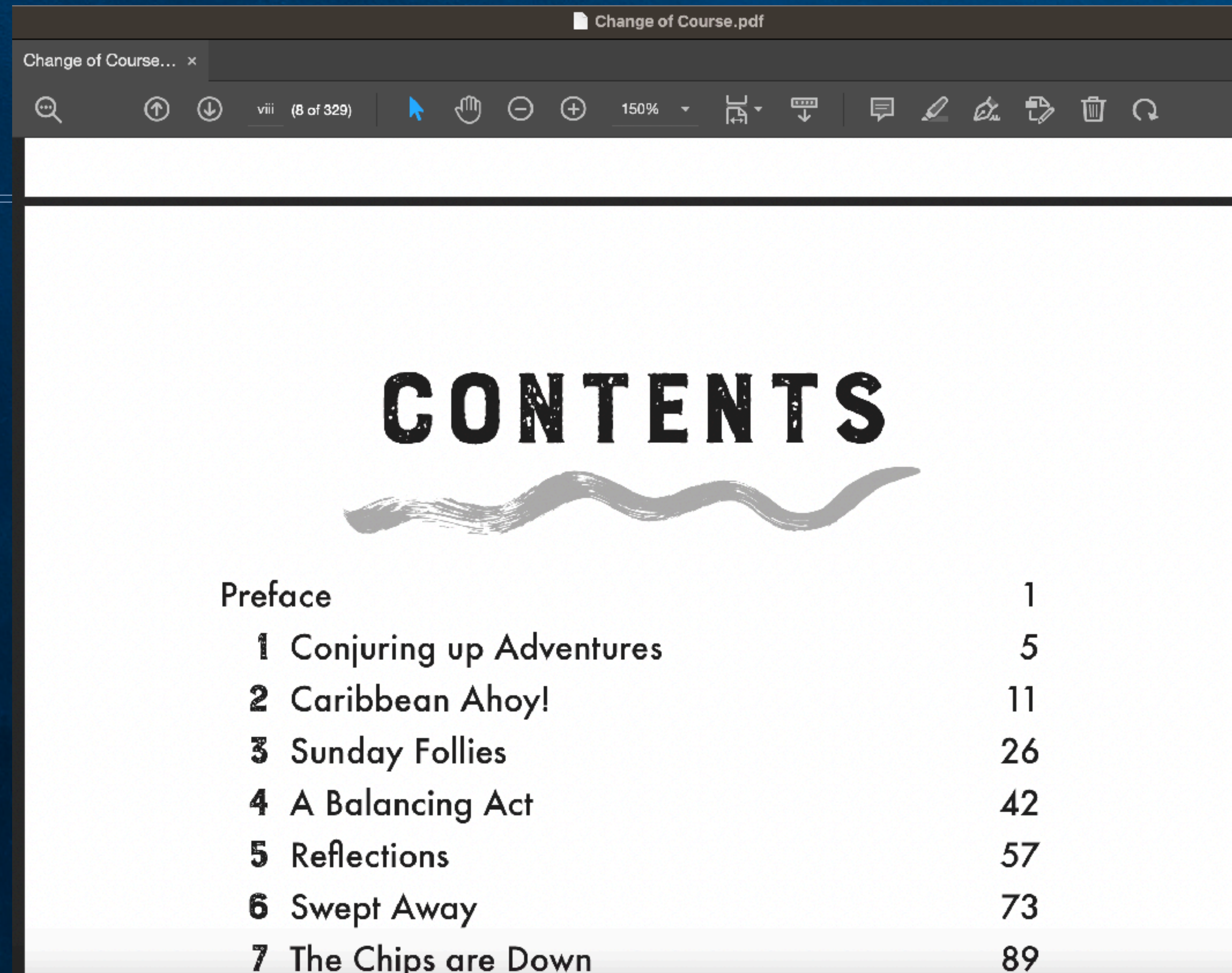
---

- ❖ A good blurb is a 2-3 paragraph **summary** and is captivating, short, concise and contains information on main characters, plot and genre.
- ❖ The synopsis is a comprehensive outline of the **full** story plot, around 300 words long. It is largely used to submit a manuscript with **publishers**.



# Additional elements

- ❖ Imprint page
- ❖ Dedication
- ❖ Author's note
- ❖ Table of Contents
- ❖ Prologue/Preface
- ❖ Epilogue
- ❖ Acknowledgements
- ❖ Landing page
- ❖ Photos & Graphics





# Landing Page & Sample Chapters

---

- ❖ Author bio
- ❖ Website info
- ❖ Social media links
- ❖ Sample chapters for other books by author







# ADVICE

Finalise all manuscript elements  
as early as possible to **include**  
them in the editing and  
proofreading process!



# Book design & Typesetting





# Cover design:

- ❖ Cover design to suit genre and theme (front & back)
- ❖ Trim:
  - to suit genre
  - print cost (POD)

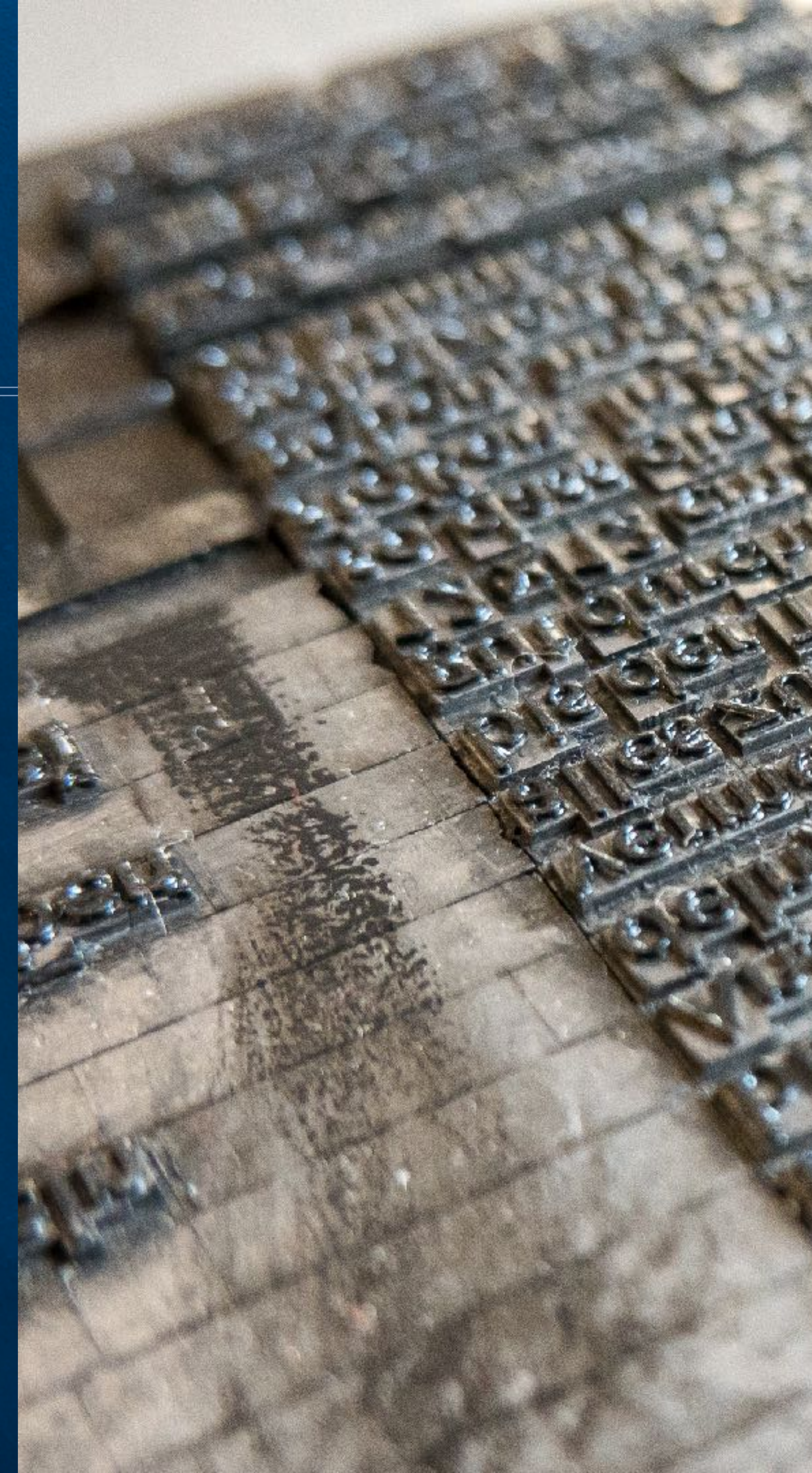




# Typesetting:

---

- ❖ DIY: Vellum, Atticus, Adobe InDesign etc.
- ❖ Typesetting includes:
  - fonts
  - page margins and layout
  - chapter headings
  - text arrangement (single lines, word stacks etc.)
  - *space!*





# Book Design & Typesetting

---

- ❖ **DIY** with software like Canva or Vellum
- ❖ Source **professionals**:  
ABDA Australian Book Designers Association
- ❖ Contract a **freelancer** on Upwork, Fiverr, Reedsy





# ADVICE

# Compare books in your genre:

- ✦ trim
- ✦ design
- ✦ typesetting
- ✦ front & back matter
- ✦ landing pages





# Proofreading

---

**Final check** before print

Checks: grammar, spelling, syntax, links, chapter headings, formatting etc.



# Metadata

---

- ❖ Title & subtitle
- ❖ Author bio (full, medium & short)
- ❖ Blurb (full & ~50 words)
- ❖ ISBN
- ❖ Publisher
- ❖ Trim size & page count
- ❖ Price: print & ebook
- ❖ Categories (genre)
- ❖ Keywords
- ❖ Editorial reviews / ARC
- ❖ *Fonts & colours*
- ❖ *Author pages (KDP, Goodreads)*
- ❖ *Book links*



# Metadata

---

=> Metadata should be **identical** across all publishing platforms!

=> Keep **one file** containing all this information for easy access!



# ISBN & Barcode

---

- ❖ Get your ISBN at Thorpe-Bowker Australia.
- ❖ Get your barcode from Thorpe-Bowker or have your book designer create one for you.  
Free barcode generator at [kindlepreneur.com](http://kindlepreneur.com)



# QR Codes

---

- ❖ Get a free QR code from a range of websites.
- ❖ Add your QR code to your landing page, event flyers, or to lead to a specific page





# Ebook conversion

---

- ❖ **DIY** with Vellum, Atticus etc.
- ❖ Ask your book designer or typesetter or contract a freelancer
- ❖ Upload your ebook well ahead of your launch date & enable it for **PRE-SALE**
- ❖ **Ebook platforms:** Amazon unlimited versus wide publishing...
- ❖ List your **author-profile** on Goodreads, Amazon, Google Books etc.



# Offset printing & Print on demand (POD)

---

- ❖ From 200 copies upward consider offset printing
- ❖ Print on demand & ebook distribution:  
Ingram Spark versus Amazon





# BREAK TIME !!

---

Download your workshop **handout**:





# Pre **launch** organisations

---





- ❖ Get advance **reviews** (ARC)
- ❖ Get your author **website** up and running!
- ❖ Add a shop to your website and include **online payment**
- ❖ Get your relevant **social media** accounts updated & post...
- ❖ Research postage fees and **shipping** contractors
- ❖ Organise **packaging** to post your book





- ❖ Get a Square reader for in-person card payments
- ❖ Do you want **merchandise**? 'Thank you' cards? Business cards?
- ❖ Keep **track** of physical book copies and sales (via spreadsheet)
- ❖ Deposit a copy your book **National eDeposit**, or the NLA and State Library
- ❖ Get an ABN or consult your accountant





# Publicity and Marketing: 1) Pre launch

---





# Social media [SM] platforms...



- ❖ Focus on your **target** audience
- ❖ Focus on what is **realistic** and viable for you
- ❖ **Videos** work better than pictures
- ❖ Keep it authentic, engaging and informative! Be **YOU!**

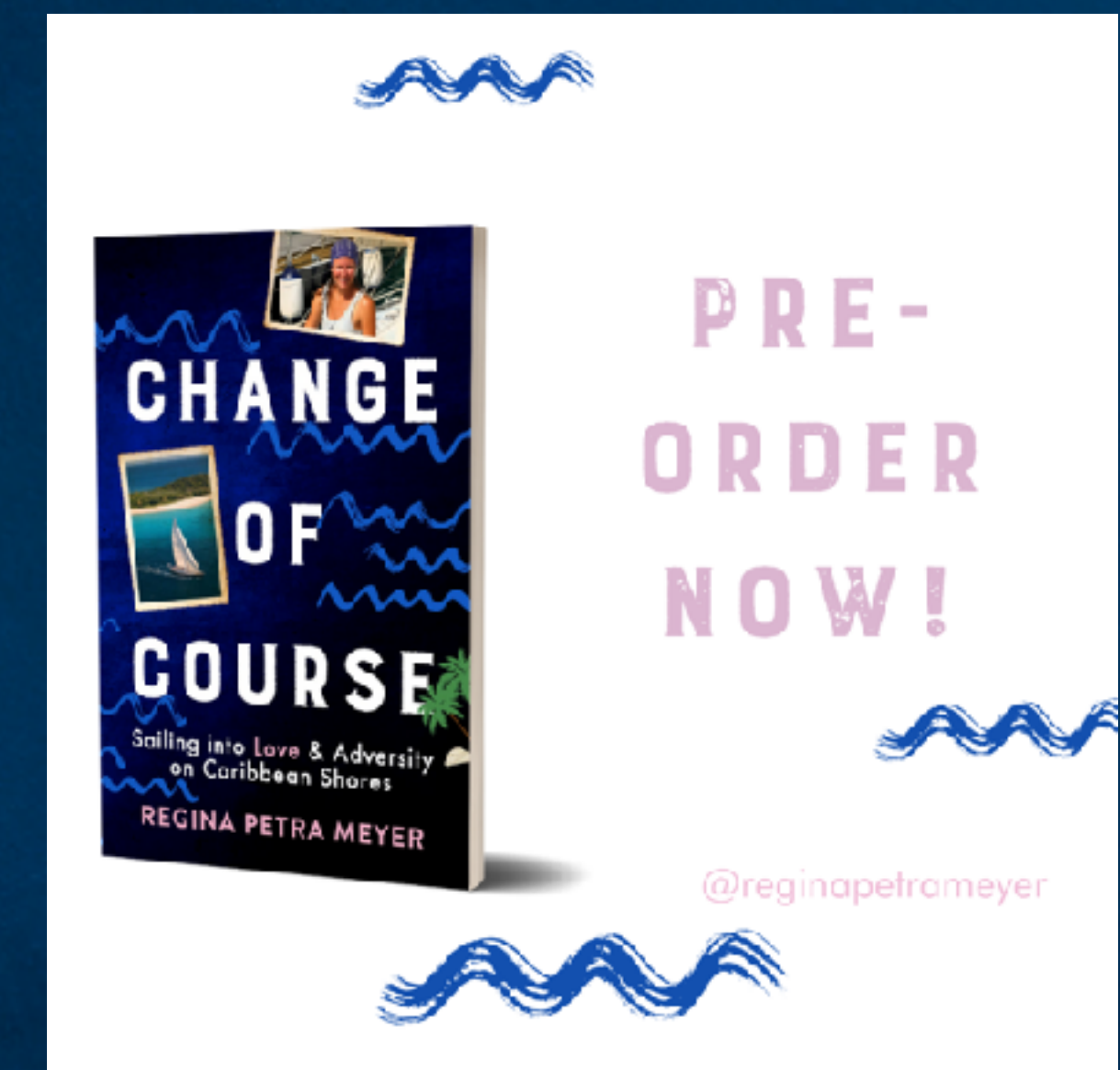


- ❖ Sign up with **Canva**:
- ❖ Create SM banners, templates and posts
- ❖ Create a short video trailer on Canva of your book
- ❖ **Regularly engage** through your SM channels.  
Countdowns to launch, cover reveals, event info etc
- ❖ Amp up the **excitement!**





# Book mock-up:







# Author brand

---

- ❖ **Consistent** fonts & colours across all platforms
- ❖ Consistent book covers (if series)
- ❖ Consistent author platforms (Goodreads, Amazon)
- ❖ Be authentic!



# Website 'musts'

- ❖ Introduction
- ❖ Books
- ❖ Media features
- ❖ SHOP
- ❖ Social links
- ❖ Newsletter form
- ❖ Contact



## Media Features



Press/Media: Access media release here.



# Get media ready...

---





- ❖ DIY or contract a freelancer to create
  - a **Media release**
  - a Title sheet
- ❖ Contract a PR/marketing specialist well before launch date
- ❖ Compile a list of **relevant media** outlets to contact
  - Print media, radio, podcasts and possibly TV
  - Depending on genre consider out-of-the-box ideas (clubs, festivals)
- ❖ Write 3 **articles** (800-1200 words) to pitch for publication
- ❖ Organise **launch** event





# Publicity and Marketing: 2) Post launch

---





# Pitching to print & online media

---

- ❖ Keep the message short. Catch & keep their attention.
- ❖ What can **you** do for **them**?  
(i.e. promote through your SM, website, leave reviews)
- ❖ Attach a sample **article**
- ❖ **Submit** your pitch to relevant media: Go wide!!







# ADVICE

## Guest posting...

---

...is a very effective way to increase your digital footprint.

This will pay off and gain momentum over time!



# Podcast & radio

---

- ❖ Pitch to relevant podcasts & radio shows
- ❖ List **past engagements**
- ❖ Highlight **your** support to them!
- ❖ Show them your **passion**
- ❖ **Don't be afraid!**





# Where do I find my media outlets???

---

- ❖ LOTS of **research** and brainstorming...
- ❖ Outlets like SourceBottle, Help-a-Reporter
- ❖ Podcasts: [podcastguests.com](http://podcastguests.com) or [podchaser.com](http://podchaser.com)
- ❖ Have a media spreadsheet to **track your pitching**.
- ❖ **Follow up** if you haven't heard back!!





# Public Speaking

---

- ❖ Take a deep breath...
- ❖ Get clear on the books core message and your target audience
- ❖ Pick 3 topics. Tell stories. Be emotive.
- ❖ Enlist a professional speaking coach





REMEMBER

Practice makes perfect!

---

*You can do it.*

You are the authority  
of your story!!



# Book Tour

---

- ❖ Approach libraries early! (6-8 months prior to visit...)
- ❖ Pitch and submit to add to the library catalogue
- ❖ List credentials (publications, media coverage, speaking etc.)
- ❖ Follow up!

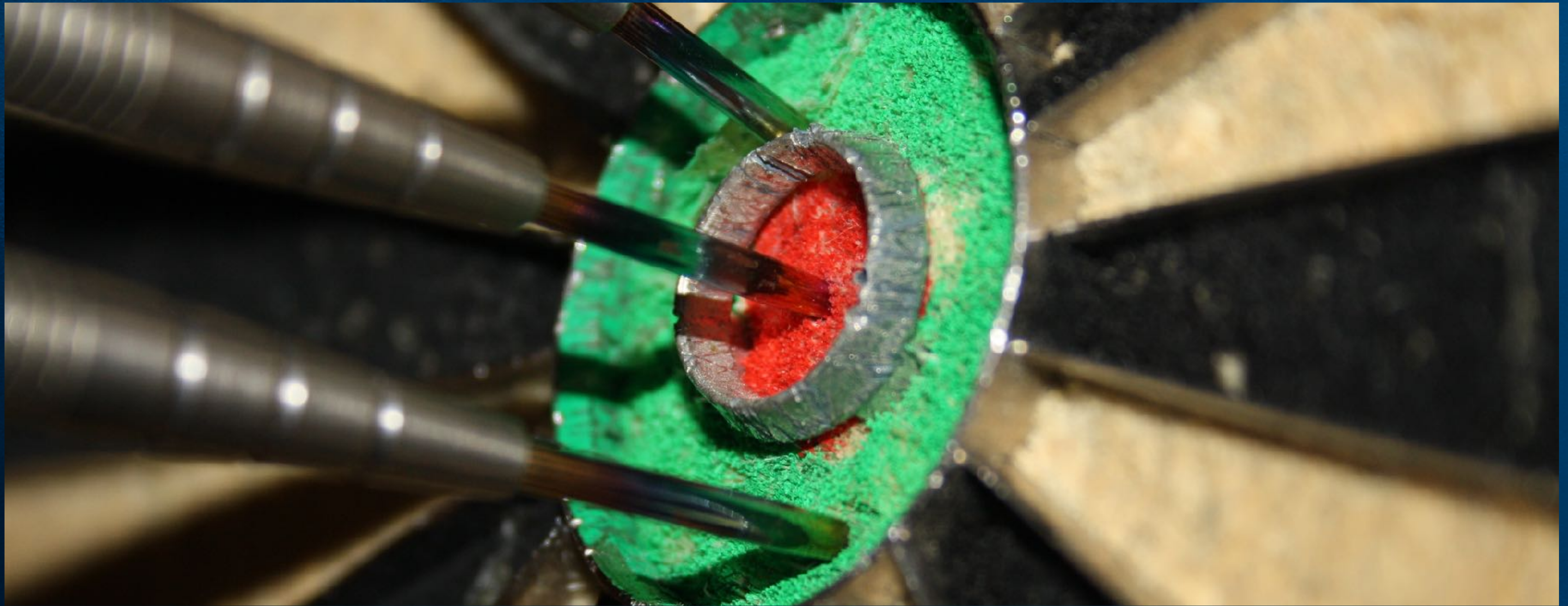


# Book Tour

---

- ❖ Allow 30-45 mins per talk.
- ❖ Add at least 30mins prior / after for set up, chats & sales.
- ❖ Give yourself down time!!
- ❖ Collect receipts for tax...





# Book awards

---



# Book Awards

- ❖ Fantastic for recognition
- ❖ Often with a free book review
- ❖ Weigh up chance versus cost...
- ❖ Go for Gold! :)

## Book Review Mini-Critique



Below you will find ratings (scale of 1-5) with general descriptions for the major parts of your book followed by your Readers' Favorite review. Although this is just a Mini-Critique, we hope it will give you an insight into how readers may view the different components of your book.

These are the opinions of your reviewer, and although they are not a literary professional, they are an avid reader of books just like yours.

**Title:** Change of Course  
**Subtitle:** Sailing into Love & Adversity on Caribbean Shores  
**Author:** Regina Petra Meyer  
**Genre:** Non-Fiction - Womens



**Appearance:** 5 The appearance of a book can make a significant impact on the experience of a reader, whose enjoyment is often enhanced by an enticing cover, an intriguing table of contents, interesting chapter headings, and when possible, eye-catching illustrations.

**Plot:** 5 The characters of a book should be well defined with strengths and flaws, and while they do not have to be likable, the reader does have to be able to form a connection with them. The tone should be consistent, the theme should be clear, and the plot should be original or told from a unique perspective. For informative books -- primarily to

These titles are in the running for the **SHORT LIST of the 2022 Hearten Book Awards** novel competition for Uplifting and Inspirational Non-Fiction!

Join us in cheering on the following authors and their works in the 2022 CIBAs.

- Bill Leone – *My Life With My Wife*
- Kerrin Margiano – *Enjoy the Gift of Childhood*
- Ed Norwood – *Be a Giant Killer: Overcoming Your Everyday Goliaths*
- Mitzi Perdue – *Mark Victor Hansen, RELENTLESS*
- Megan Whitmer – *Mom Life Versus the Everyday Apocalypse*
- Laura Whitfield – *Untethered: Faith, Failure, and Finding Solid Ground*
- Regina Petra Meyer – *Change of Course: Sailing into Love & Adversity on Caribbean Shores*
- Ann E Feldman – *Building Communities of Trust: Creative Work for Social Change*
- Randi Benator – *Awaken to Your Calling: A Guide to Discovering Your Career Path and Life Direction*



# Publishing & marketing timeline

---

- ❖ 3 months, minimum, from finalised manuscript to publishing
- ❖ 1- 2 Months from finalised book to official launch
- ❖ 6 - 12 months of PR & marketing... Pace yourself!



# A *brief* mention...

---

- ❖ Distribution
- ❖ Paid advertising
- ❖ Time management and maintaining motivation



# Money, money, money...

---







# REMEMBER

## PERSIST & ENJOY

---

Thanks to [unsplash.com](https://unsplash.com) for the amazing images!





Paperback books:  
~~RRP \$29.95~~  
Event price \$25

---

Available from Cairns Books Pop-Up-Store.

Thank you very much for your support!





*“A ship in harbour is safe,  
but this is **not** what ships are built for.”*

*- J.A. Shedd*

---

Connect with Regina:



reginapetrameyer



reginapetrameyer



reginapetrameyer.com