



HOW TO SELF-PUBLISH

BY EVE SILVER

WRITERS' HOW-TO
THE WRITERS' UNION OF CANADA
& THE LEAGUE OF CANADIAN POETS

TABLE OF CONTENTS

INTRODUCTION	3
Why self-publish?	3
What publishing options are open to you?	4
What about costs?	5
A little history	5
GET INFORMED	7
Is self-publishing right for you?	7
Traditional publishing	8
Self-publishing	9
What kind of books are you writing?	9
Print-book versus ebook sales	11
Special considerations	11
Be aware, be wary	12
BE PREPARED	15
Define your goals	15
Should you set up an imprint or publishing company?	16
Copyright	17

BE PREPARED (CONT.)

ISBN	18
Frontlist and backlist	19

PRODUCTION 21

Yes, you need an editor	21
Back-cover copy and book description	23
Cover design	26
Book interiors	28
Creating an ebook	29
Creating a print book	34

DISTRIBUTION 35

Major ebook retailers	35
Going wide versus exclusive	37

MARKETING AND PROMOTION 38

How will people discover my book?	39
How to price your ebook	39
How to price your print book	40

COSTS AND FUNDING OPPORTUNITIES 41

Hire it out	41
What does it all cost?	41
Grants	42
Crowdfunding	43

A FINAL WORD 45

Ten terrific self-publishing resources	45
--	----

ABOUT THIS PUBLICATION

HOW TO SELF-PUBLISH is part of the Writers' How-to series, which offers professional guides on a variety of topics for writers.

EVE SILVER, originally traditionally published, now follows a mixed traditional and self-published path. Accolades include the OLA White Pine Award, RT Book Reviews Reviewers' Choice Awards, and nominations for the RITA® Award, Monica Hughes Award for Science Fiction and Fantasy, the American Bookseller's Association Best Book for Children, and the Canadian Children's Book Centre Best Books for Kids and Teens. She has garnered starred reviews from *Publishers Weekly*, *Library Journal*, and *Quill & Quire*. Find Eve online at EveSilver.net.

THE WRITERS' UNION OF CANADA is the national organization of book authors. Founded in 1973 and now with over 2,000 members across the country, the Union promotes the rights, freedoms, and economic well-being of all writers.

THE LEAGUE OF CANADIAN POETS is the professional organization for established and emerging Canadian poets. Founded in 1966 to nurture the advancement of poetry in Canada and the promotion of the interests of poets, it now comprises over 700 members.

WRITERS' HOW-TO

EXPLORE ALL THE GUIDES IN THIS SERIES

All guides in the Writers' How-to series are available for purchase online at writersunion.ca/writers-how-to. Members of The Writers' Union of Canada can access the full series at no cost. Print copies are available upon request.

ANTHOLOGY RATES AND CONTRACTS provides notes on contributions to anthologies, suggests minimum rates, and provides a suggested anthology contract.

AUTHOR & EDITOR (by Rick Archbold, Doug Gibson, Dennis Lee, John Pearce, Jan Walter) describes the relationship between author and editor, including a list of dos and don'ts for both parties.

AUTHOR & LITERARY AGENT offers guidelines and responsibilities governing the relationship between the author and the literary agent.

FROM PAGE TO SCREEN is a reference guide to options and film and TV contracts for original literary works, including information on minimum and maximum rates paid.

GHOSTWRITING (by Marian Hebb) includes various details to consider when negotiating a ghost writing agreement, including a sample contract.

GLOSSARY OF PUBLISHING TERMS is a user-friendly guide for authors dealing with the book publishing industry, usually during contract negotiations.

HOW TO SELF-PUBLISH (by Eve Silver) covers the why and how — and how much — of self-publishing, from editing and design to distribution and marketing, for authors with unpublished and previously-published materials.

INCOME TAX GUIDE FOR WRITERS is a tax guide for those in the business of writing and includes details about the GST as it pertains to writers' income.

INCORPORATION FOR WRITERS covers the advantages and disadvantages of incorporation.

SELL YOUR BOOK: AN AUTHOR'S GUIDE TO PUBLICITY AND PROMOTION (by Suzanne Alyssa Andrew) provides ideas for publicity and promotional activities that work, including a blueprint for your own personal book marketing plan, and is filled with advice from authors and industry experts.

WRITERS' GUIDE TO CANADIAN PUBLISHERS is a searchable online database of publishers who currently accept unsolicited manuscripts.

WRITERS' GUIDE TO GRANTS lists grants available to Canadian writers and includes information about writing samples, types of juries and how they judge, and application procedures.

CONTRACTS SELF-HELP PACKAGE helps writers evaluate and negotiate contracts offered by publishers.

MODEL TRADE BOOK AGREEMENT is a comprehensive model contract, complete with a model royalty statement, which provides reasonable minimum terms for trade book contracts and is a useful comparative tool for evaluating your publisher's contract.

HELP YOURSELF TO A BETTER CONTRACT (by Marian Hebb) is designed to aid writers in book contract negotiations with their publishers, and includes a checklist of favourable contract provisions with advice on what to ask and what to watch for.