
Seven Steps to **SUCCESSFUL
SELF-PUBLISHING**

TIPS TO MAKE A PROFESSIONAL CAREER OUT OF
SELF-PUBLISHING

HALLEE
BRIDGEMAN



RUN YOUR BUSINESS...

LIKE A BUSINESS



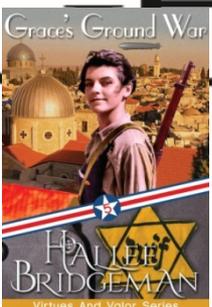
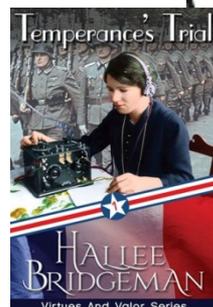
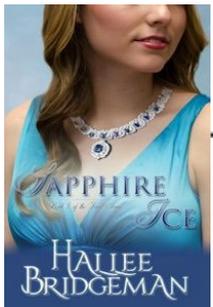
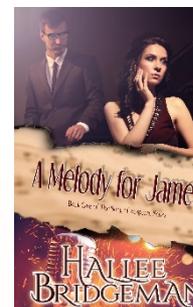
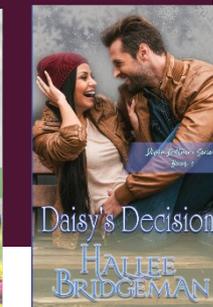
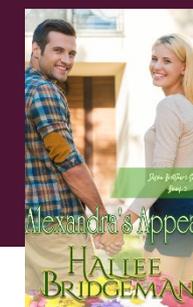
PROFESSIONALISM

- Branding
 - Some branding is visual

PROFESSIONALISM

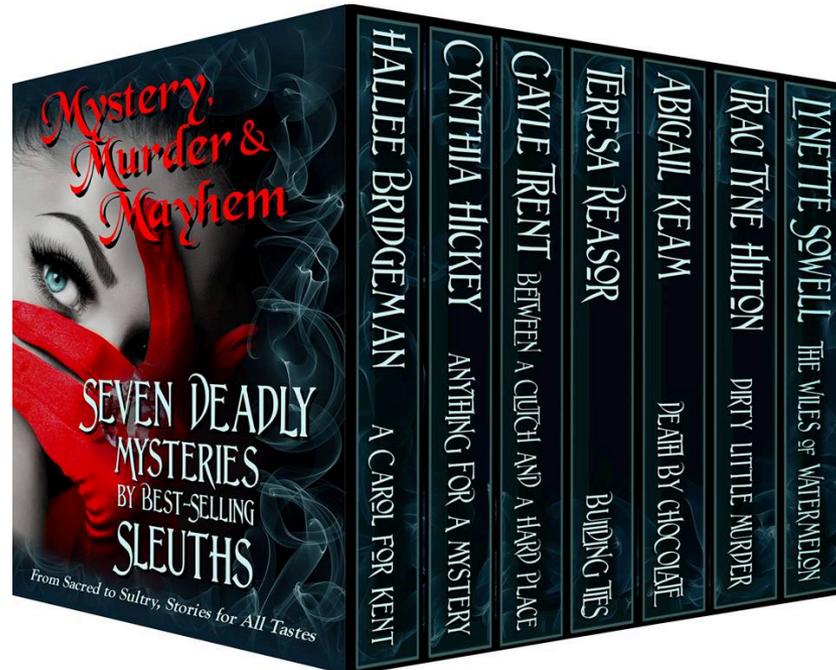
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PROFESSIONALISM



PROFESSIONALISM

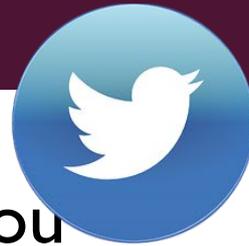
- Branding is also the perception of you
- Don't let your "brand" get watered down



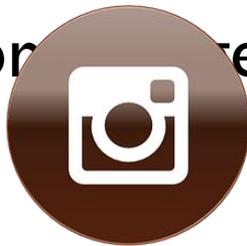
PROFESSIONALISM

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PROFESSIONALISM



◦ Branding is also the perception of you



◦ Don't let "brand" get you and d



YOU'RE A PUBLISHING BUSINESS

- Not all self published authors do this
 - Depends on intent
- Due to the need to publish rapidly, a schedule is important

Monday 28th

Yom Kippur



Tuesday 29th

Alex Release!

Wednesday 30th

Goals
Word Count 7600
Chapters 2.5

Goals
Word Count 4780
Chapters 2.5

Goals
Word Count 2969
Chapters 1.5

Goals
Word Count 489
Chapters 2

More!

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Thursday 1st October Full Moon ☾
October

Friday 2nd

Saturday 3rd

Write NR - Jord



Sundown - Do 2k more words

Sunday 4th

Bill authors for \$12 annual

Key words for 7/6

Intro letter

Prepare Newsletter

Pull CC + bank



YOU'RE A PUBLISHING BUSINESS

- Not all self published authors do this
 - Depends on intent
- Due to the need to publish rapidly, a schedule is important
- Organizations around book launches help keep details in place

Book Release Checklist

Book Name/Release Date: _____

<input type="checkbox"/>	Create:	
	Dedication	Note from the Author
	Recipes	Study
	Generate ISBN's	Contact Library of Congress for LOCN
	Generate Book Bible	Create Pretty Links
<input type="checkbox"/>	Create:	
	Website Page	Fiction Finder page
	Goodreads page	Square Store page
	Add to Bookbub Listing	Add to Bookfunnel // Paypal
<input type="checkbox"/>	Contact Christian Indie Publishers Association	
	Press release: Email the above information with the request for "Christian Retail eBlast" in your subject line to cipa@christianpublishers.net	
	Bookcrash reviews	
	Add to Publisher's Weekly Book Life	
	Submit to Book Life for review	
	Contact radio and podcast sites as listed on CIPA site: follow guidelines on site. https://cipa.podia.com/courses/list-of-over-100-radio-and-podcast-media	
	Add to Christian Indie Publishers Consumer eBlast: To reserve a spot in an upcoming Consumer eBlast, email your request with "Consumer eBlast" in your subject line to cipa@christianpublishers.net . Follow guidelines on site.	
	Submit Christian Media PR Blast: create press release via instructions on site.	
	Contact local radio station and newspaper (https://www.quickie983.com/) (https://www.thenewsenrprise.com/site/forms/)	
	Contact B&N for new release promos (need about 8 weeks lead time)	
<input type="checkbox"/>	Upload Ebook:	
	Amazon	Draft 2 Digital
	B&N	AppleBooks
	Smashwords	GooglePlay
	Kobo	PublishDrive

<input type="checkbox"/>	Upload Paperback:	
	KDP first, order draft	
	Lightning Source	
	Bookshare	
	Upload Audio	
<input type="checkbox"/>	Website	
	Cover reveal	Week after release day - What Reviewers Are Saying
	Preorder on column widget	Autographed paperback pre-order
	Coming Soon - first chapter or preview with preorder	Release Day
<input type="checkbox"/>	Social Media:	
	Hootsuite posts for the week of release	
	Create video on Ripl	
	Generate countdown headers for social media sites	
	General countdown images for Instagram	
<input type="checkbox"/>	Newsletter	
	To main group release day	
	To Allies the day before	
	Add to OKP newsletter monthly	
<input type="checkbox"/>	Allies	
	Create signup for special team	Newsletter release day - remind to share and do reviews with links to all sites
	Create group for special team	Live Facebook main group
	Live Facebook in special group	
	Update Book Bible	
	Mail copy of paperback to Library of Congress	
	Submit to Bookshare.org	
<input type="checkbox"/>	1 week out: Put book on sale \$1 off in Paypal	
	Write blog post	Send newsletter

YOU'RE A PUBLISHING BUSINESS

Keep up with information about the industry: Blogs

- [Christian Indie Publisher's Association](#)
- [Independent Publisher](#)
- [Publishers Weekly](#)
- [The Creative Penn](#)
- [Digital Book World](#)
- [The Independent Publishing Magazine](#)
- [Alliance of Independent Publishers](#)
- [Authority Pub](#)
- [Self Publishing Formula](#)
- [David Gaughran](#)
- [Successful Christian Self-Publishing](#)

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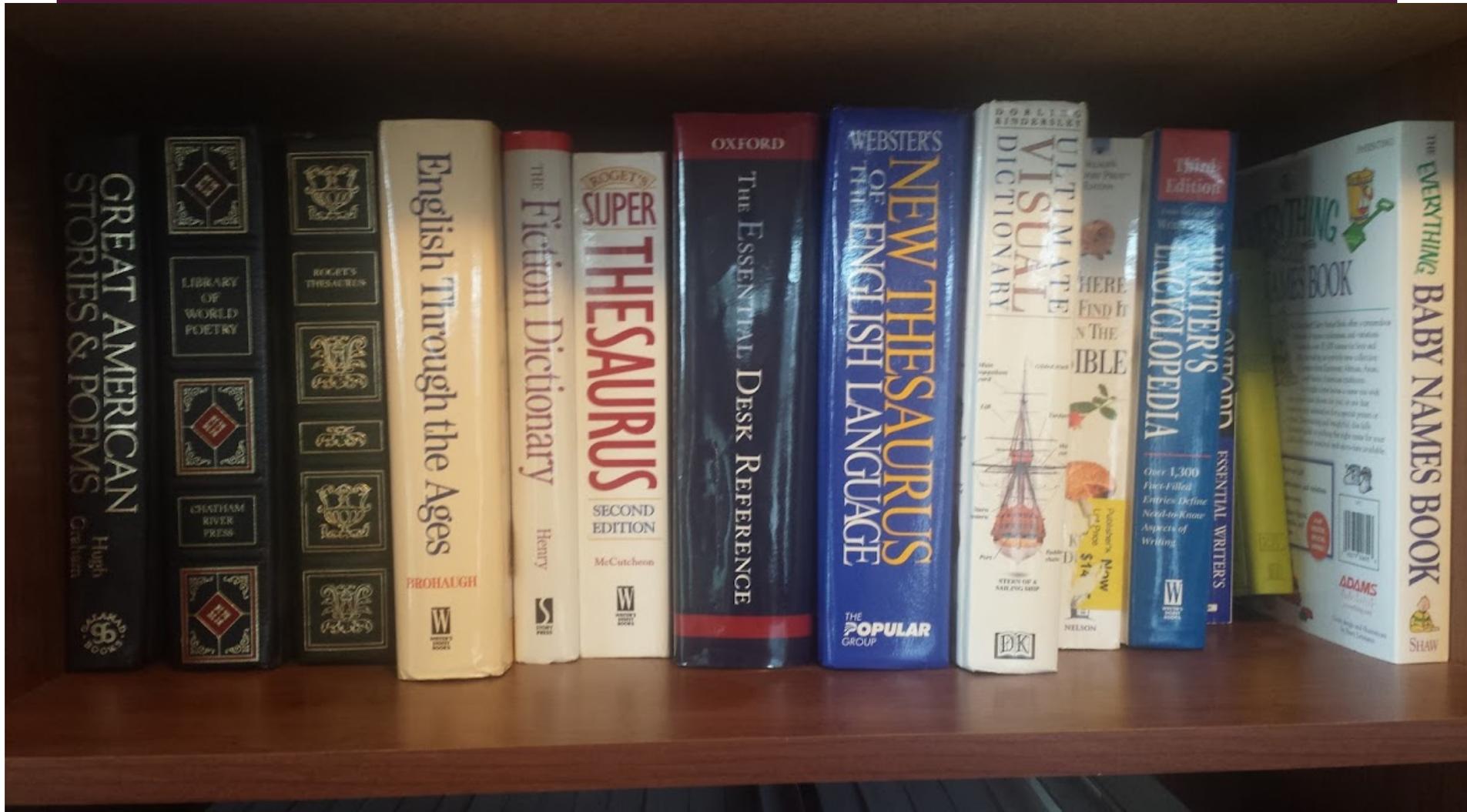
Keep up with information about the industry: Podcasts

- [Sell More Books](#)
- [Self Publishing School](#)
- [Sell More Books Show](#)
- [The Creative Penn](#)

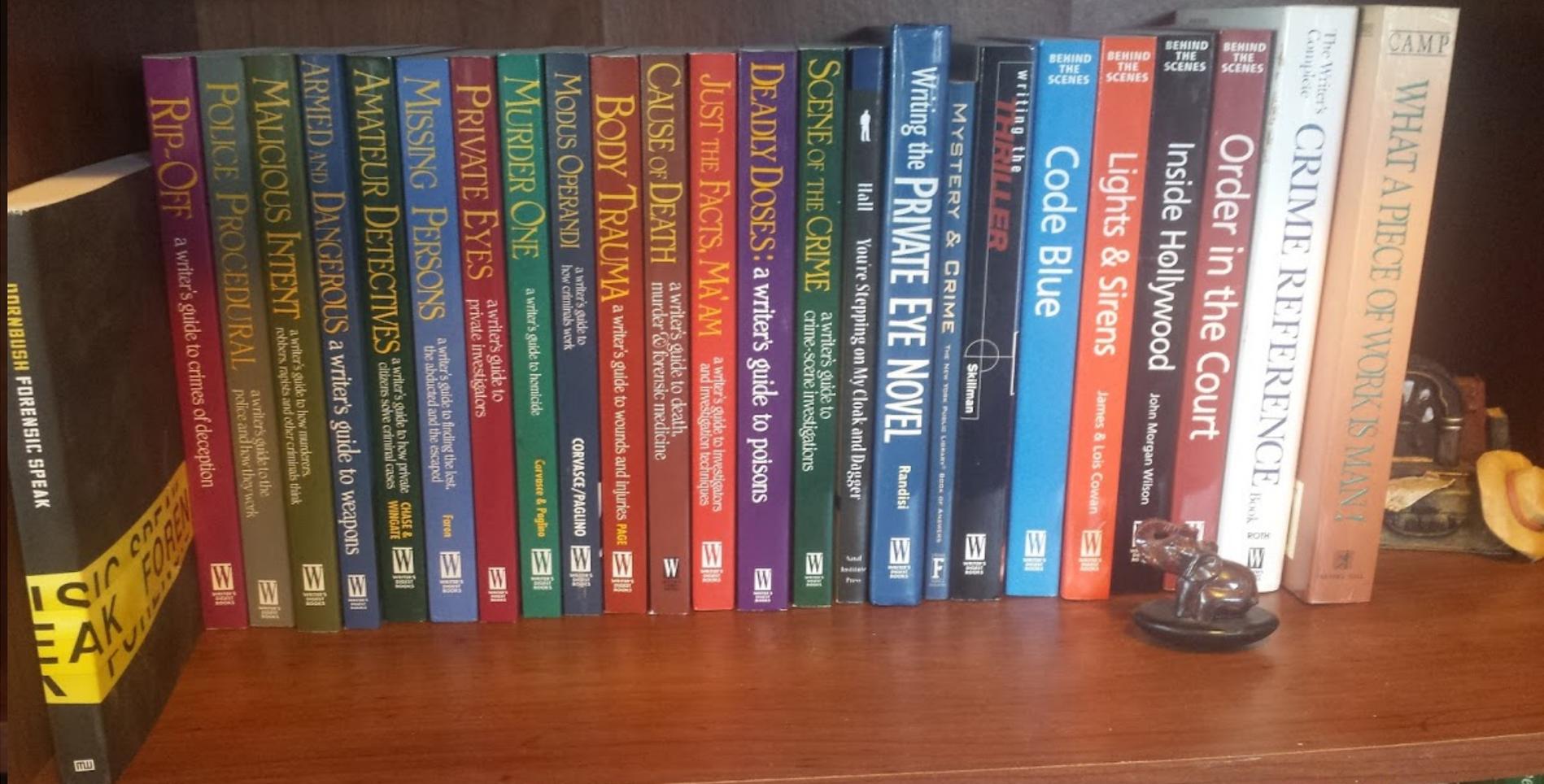
YOU'RE A PUBLISHING BUSINESS

- Start growing a collection of tools of the trade
 - Good computer programs for ease in work
 - Scrivener
 - Quickbooks
 - Microsoft Office
 - Good books for reference

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 - Scrivener
 - Quickbooks
 - Microsoft Office
 - Good books for reference
 - Tools and subscriptions to help organize/create work:
 - Promo Republic
 - Bookbrush
 - Bookfunnel

YOU'RE A PUBLISHING BUSINESS

- Write without excuses.
 - Write whether inspiration is there or not
- Schedule time for marketing that doesn't infiltrate writing time
- The best marketing for any great book is another great book

YO

- W
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- Sc
- T

“There is no rule on how to write. Sometimes it comes easily and perfectly; sometimes it's like drilling rock and then blasting it out with charges.” ~Ernest Hemingway

time
book

YOU'RE A PUBLISHING BUSINESS

- This is an ever changing market
- What worked last year doesn't work now and won't work next year
- Your best marketing is a great book. **You are the publisher.** As an author, it's your job to write the book. As a publisher, it's your job to sell the book.
- Be FANATICAL about QUALITY – the business is YOU and the quality reflects YOU

BE THE 10%



YOU'RE A PUBLISHING BUSINESS

- Set the right price for your books

What we obtain too cheaply,
we esteem too lightly; it's
dearness only that gives
everything its value.

Thomas Paine

HAS WORKED FOR ME!!!



YOU'RE A PUBLISHING BUSINESS

- Know business law for your city and state
- Seek professional counsel for taxes
 - Keep receipts
 - Understand business expenses
 - Keep good records
- Give back