Darcy Pattison, AR Literary Festival 2014 darcy@MimsHouse.com MimsHouse.com

INDIE OR SELF-PUBLISHING: Believe in Your Story

Definition: You pay. You promote. You profit.

The buck stops with you.

Your Goals? Best selling, best writing, hobby, or \_\_\_\_\_?

How Can I Get My Book to Market?

Print on Demand Companies

Createspace (createspace.com)

Lightning Source and Lightning Spark (lightningsource.com)

Ebooks Companies

Kindle (kdp.amazon.com)

Nook (nookpress.com)

Kobo (writinglife.kobobooks.com)

Apple (itunesconnect.apple.com)

Smashwords (smashwords.com)

The ePub Validator: (validator.idpf.org)

Audio Books Companies

ACX (acx.com)

Help in Production of Interiors and Covers

BookDesignTemplates.com

Building Your Book for Kindle (free book from Kindle)

InDesign – recommended software.

The Non-Designer’s Design & Type Books, by Robin Williams (Berkeley, CA: Peachpit Press 2008)

Finding Illustrators for Picture Books

Picture-Book.com

Behance.net

PictureBookArtists.org

How Can I Market My Book?

Business Plans

1. Blockbuster Business Plan. One book—or just a few books—must make all the money for you; each book must sell extremely well.

2. Long Tail Business Plan. Your income is spread out across many titles; if each title just sells a few books/month, you’ll still make your income goals.

Other Resources

Getting Your Literary Feet Wet: Wattpad

Recommended Blogs

TheCreativePenn.com

RockingSelfPublishing.com and its Podcast

AR Copy Editor

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