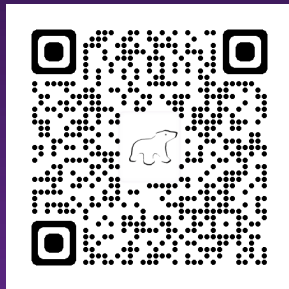


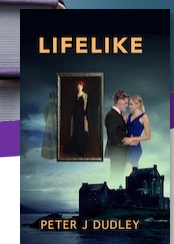
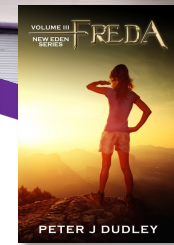
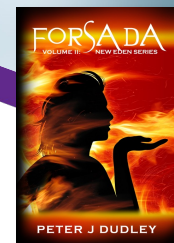
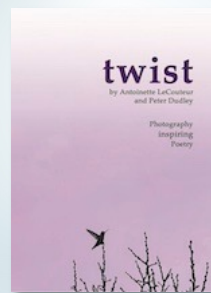
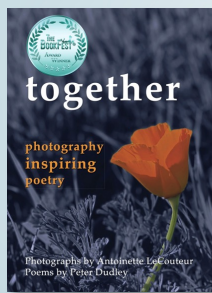
# Get Published



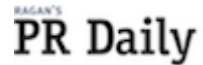
Peter Dudley, ACC  
Gray Bear Coaching LLC  
[peter@graybearcoaching.com](mailto:peter@graybearcoaching.com)

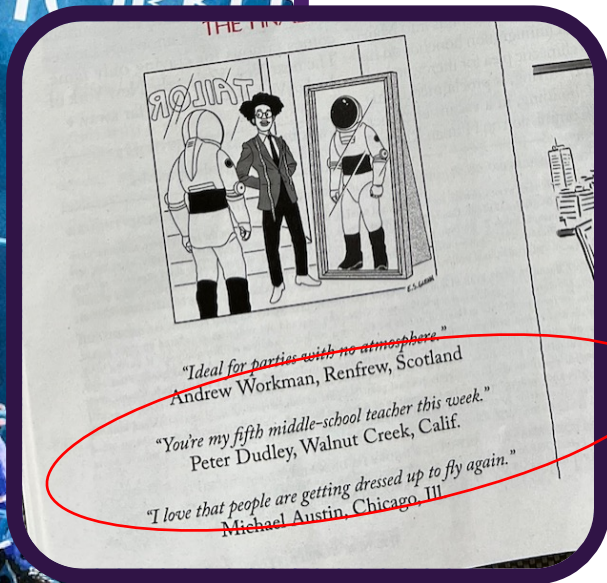
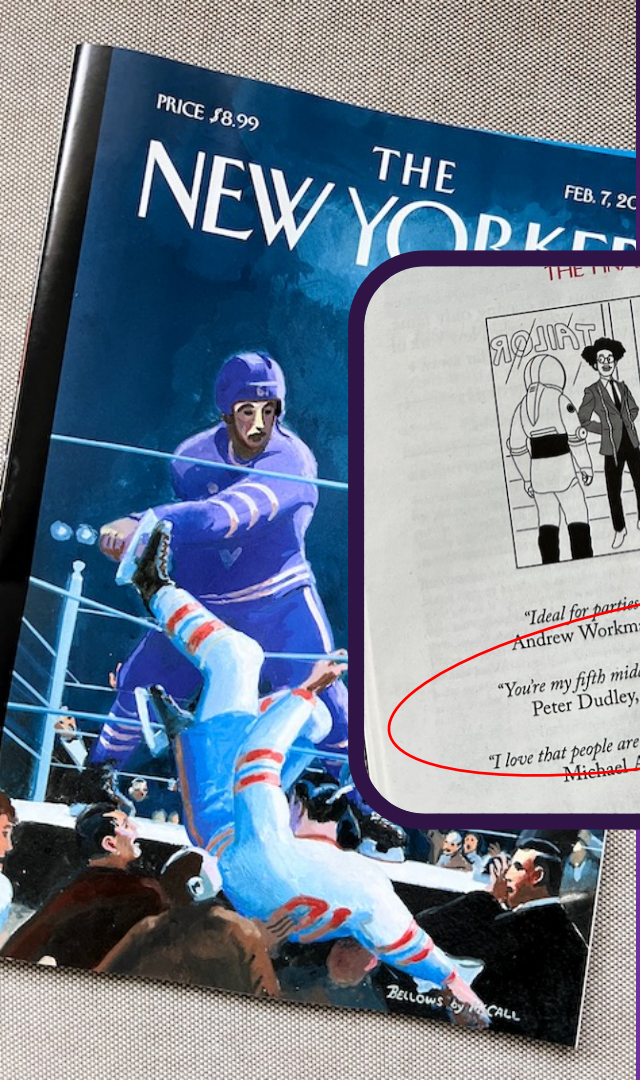
San Francisco Writers Conference Board Member





# About Peter





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NEW YORKER



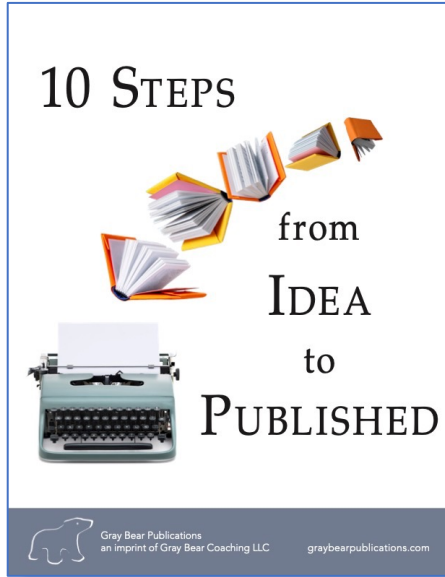
*"Ever since I can remember, paintings  
of children have given me nightmares."*  
Glen Reiser, Camarillo, Calif.

*"I know a fake smile when I see one."*  
Peter Dudley, Eugene, Ore.

*"You throw a pie, it's a joke. You throw paint, it's art."*

repeat.





## What you will receive

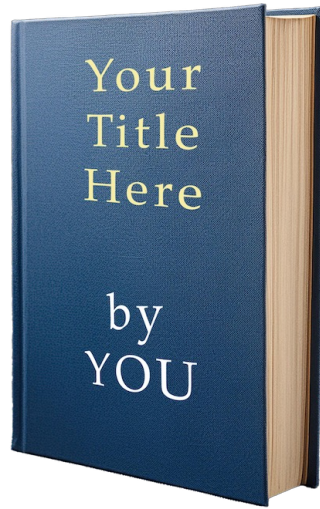
- These slides
- My "10 Steps" guide
- Red flags/green flags checklist

[graybearpublications.com/get-published](http://graybearpublications.com/get-published)



# Why are you here?

**Are you writing a book?  
Answer in the chat!**



# What we will cover:

## Getting to “I have a book”

- About publishing
- The self-publishing process
- Discussion and Q & A

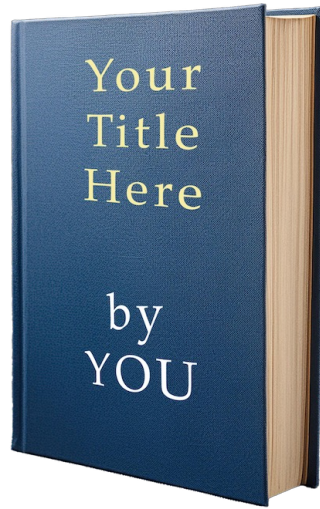




# What we will **not** cover

- An in-depth “how to”
- Audio, film, or translations
- Publicity and marketing
- How to be a “best selling author”
- How to get rich and famous

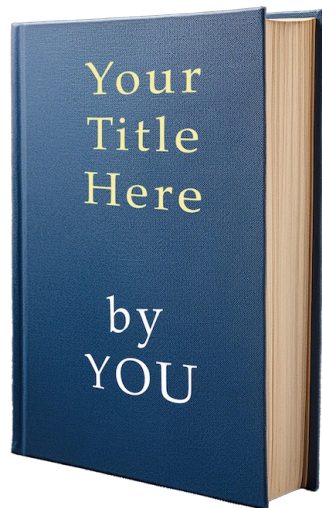




# What publishing will **not** get you

- Rich
- Famous
- Into bookstores
- New clients

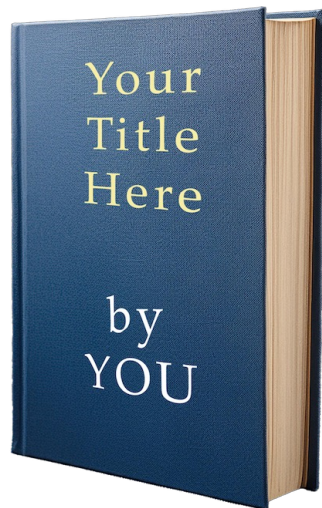
it's  
it's  
just  
not  
a  
magic  
book



# What publishing *can* get you

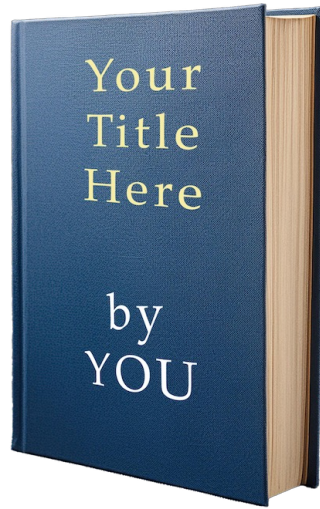
- Broader discoverability
  - Search results
  - Invited to podcasts
  - Content that can be repurposed
  - Multi-author books especially!





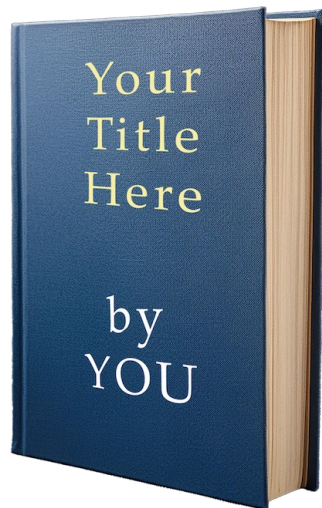
# What publishing *can* get you

- Credibility and authority
  - Be introduced as "author of..."
  - Have a book on your website
  - It says you're committed
  - More permanent than podcasts



# What publishing *can* get you

- A valuable marketing tool
  - Illustrate your expertise
  - Companion for speaking engagements
  - Giveaway to prospects and clients
  - Post it on your website



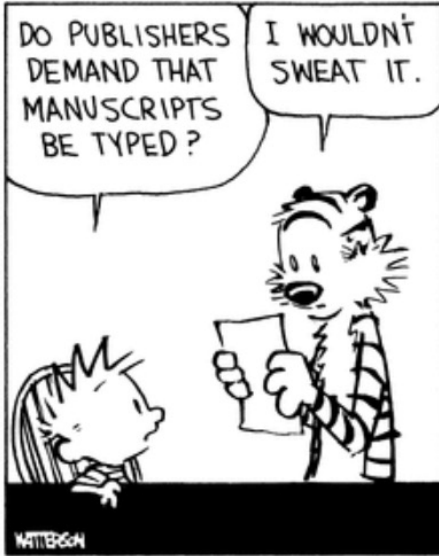
# What publishing *can* get you

- Pride and accomplishment
  - Hold the book in your hands
  - Few people actually finish
  - It's forever

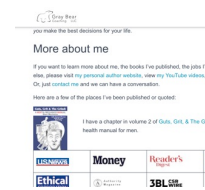
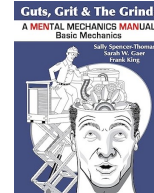
it's a  
BOOK!



# Publishing options



- ~~Vanity press~~
- Traditional publishing
- Self publishing
- Collaborative projects







# What's stopping you?

**Answer in the chat!**



# Self publishing platforms



- Amazon KDP



- IngramSpark



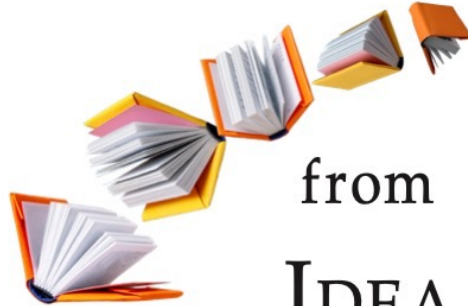
- B&N Press

- Others

- Draft2Digital
- Smashwords (ebooks only)



# 10 STEPS



from

IDEA

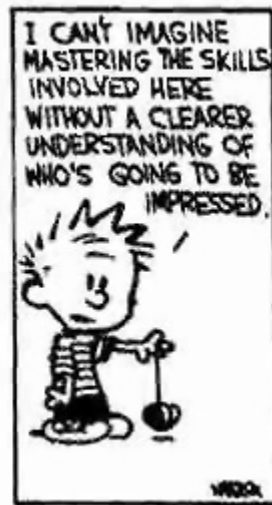
to

PUBLISHED



Gray Bear Publications  
an imprint of Gray Bear Coaching LLC

[graybearpublications.com](http://graybearpublications.com)



WEEK

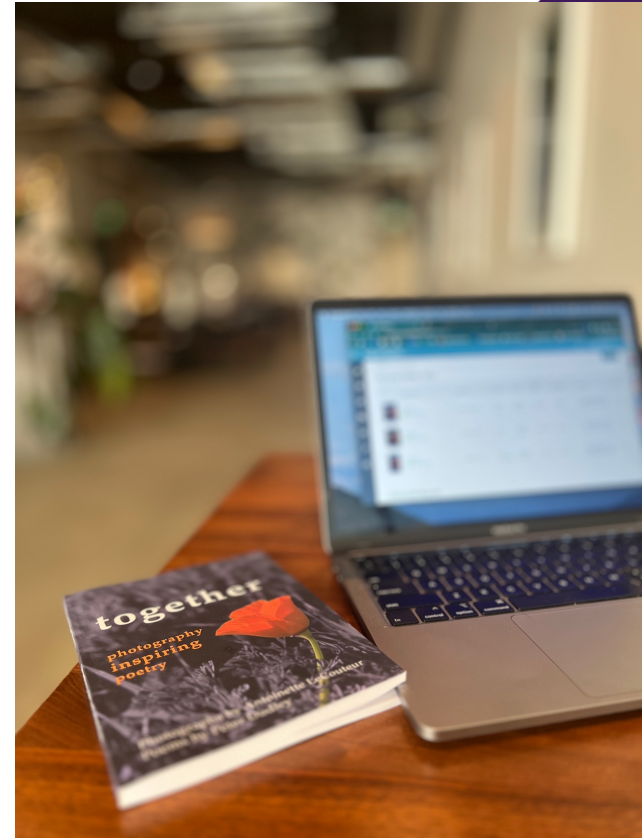
# 1. Write the @#!\$% book already

- You can't publish what isn't written
- Use accountability partners
  - Writing group or book coach 💰
- Get quality editing 💰
- Utilize beta readers



## 2. Choose your publishing platform

- IngramSpark for broad distribution
- Amazon KDP for Amazon distribution
  - KDP Select first 90 days
  - Amazon "best seller" lists





### 3. Get your ISBN

- Not the same as Amazon's ASIN
  - Amazon-only ebooks do not need an ISBN
- Free from publishing platforms
  - Platform owns the ISBN and is the publisher
- Purchase from **Bowker** 💰
- Each format needs its own ISBN



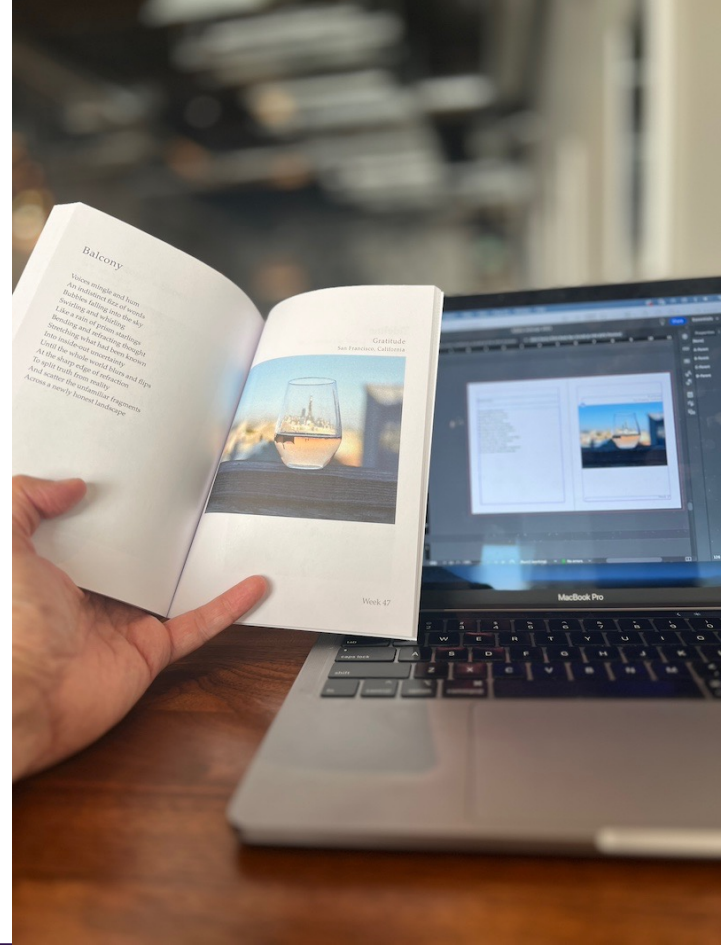
## 4. What will the book look like?

- Paperback, hardcover, or both
- Standard size or custom size
- Color or black & white interior
- Paper quality (use better for photos)
- Cover style (matte, gloss, cloth, jacket)



## 5. Format the interior files

- Use the platforms' templates
- Copyright page
- Screen color different in print
- Most platforms like PDFs
- Do it yourself or hire a **designer** 💰



## 6. Design your cover

- Use the platforms' templates
- Each format needs its own cover
- Must work as a thumbnail for online
- Do it yourself or hire a **designer** 💰
- Love it! You're going to see a lot of it!



paperback



hardcover

## 7. Create your book's metadata

- Author and illustrator names and bios
- Long and short book descriptions
- Keywords and key phrases
- BISAC codes and genre categories
- Plan in advance!



## 8. Set publication date and presale period

- Give yourself plenty of time
- Build up demand and excitement
- Gather blurbs and reviews
- Make people feel special





## 9. Pricing and distribution – distribution

- Worldwide distribution availability
- Platform exclusivity for ebooks
- Accepting print returns from bookstores
- Managing your own print inventory



## 9. Pricing and distribution – pricing

- Set your retail price
  - Cost of manufacturing
  - Retail markup (“discount”)
  - Your profit
- Use your platform’s price calculator



## 10. Proof and publish!

- Upload interior, cover, and ebook files
- Fix errors and issues, re-upload
- Approve digital proofs
- Order a printed proof and repeat
- Approve for publication!





**What will you  
commit to for 2024?**

**Answer in the chat!**





100

but  
it's  
not  
magic



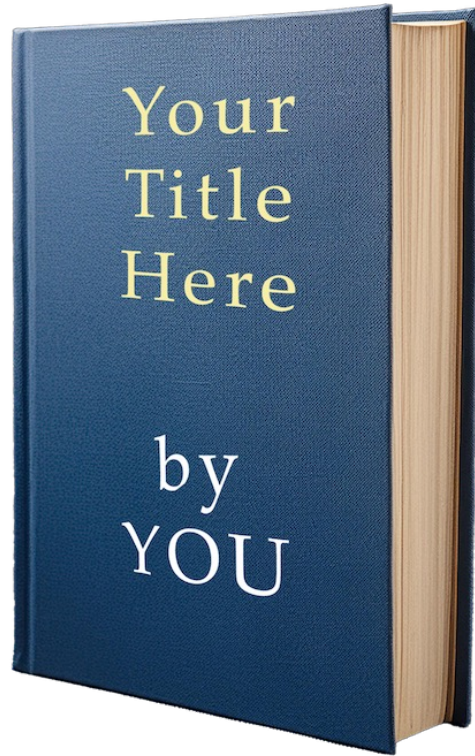


# Plan your work and work your plan



- What's your real goal?
- Take the long view
- Use a project plan approach
- Learn it yourself or hire experts
- Use the "10 Steps" guide

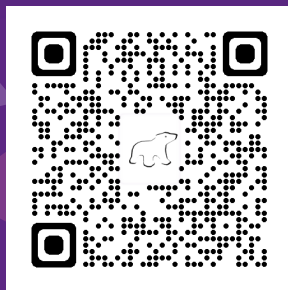




**You've  
got  
this!**



# Thank you



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Peter Dudley, ACC  
Gray Bear Coaching LLC  
[peter@graybearcoaching.com](mailto:peter@graybearcoaching.com)