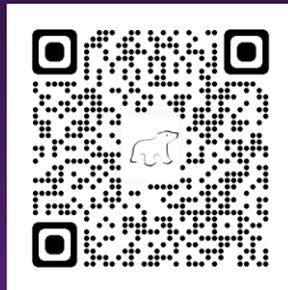


# Get Published



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

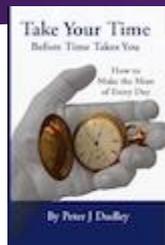
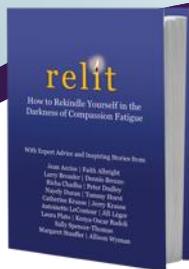
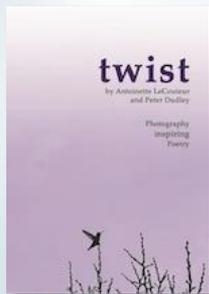
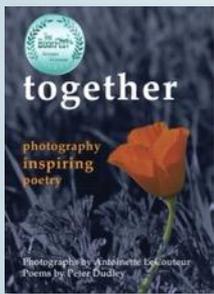
San Francisco Writers Conference Board Member

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

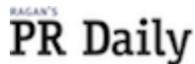


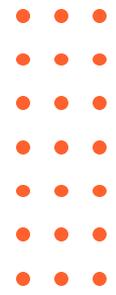
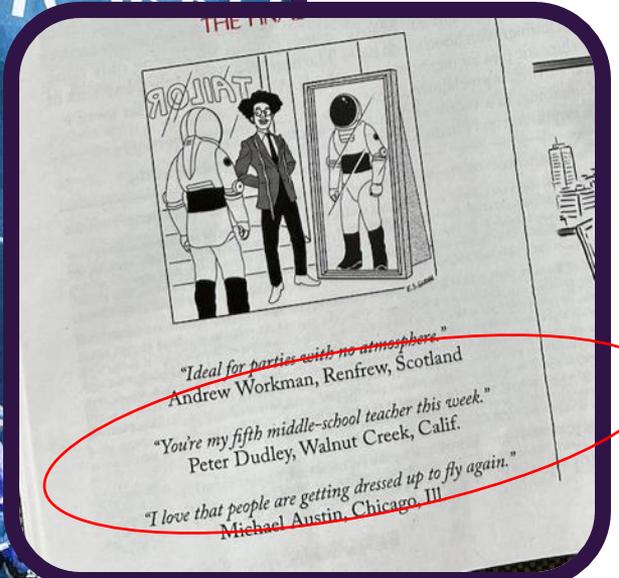
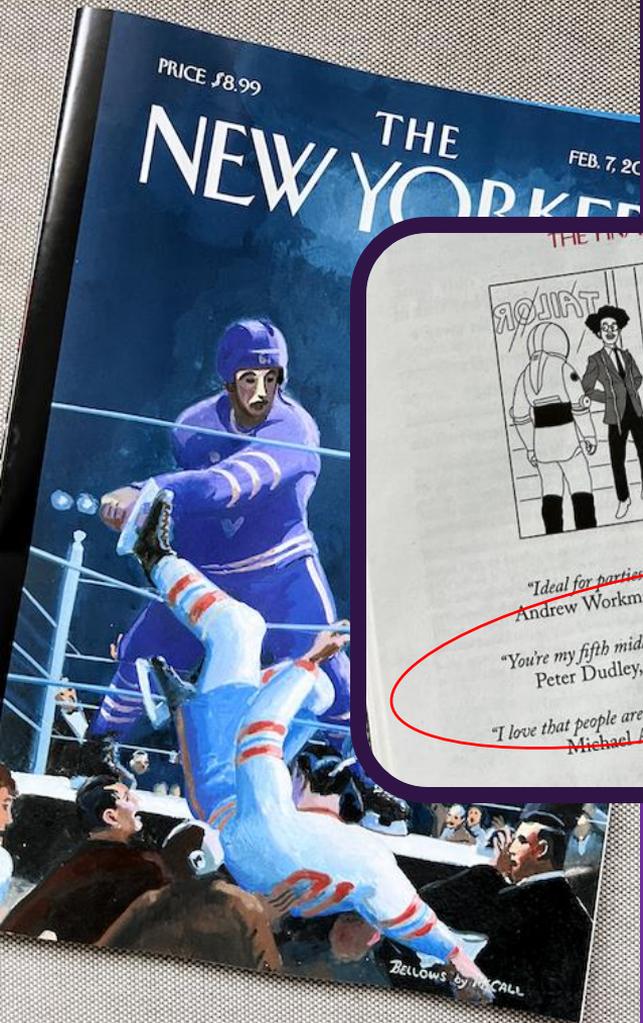


**Why are  
you here?**



# About Peter





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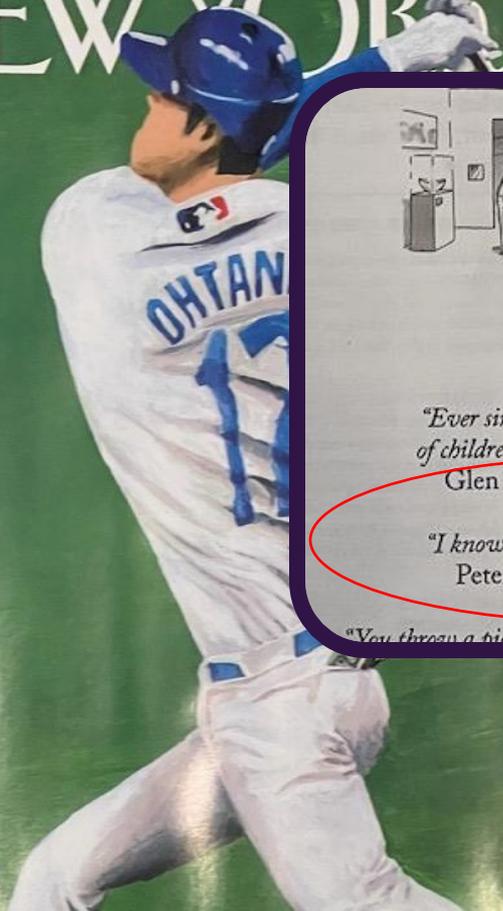


E \$8.99

THE

MAY 13, 2

NEW YORKER



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

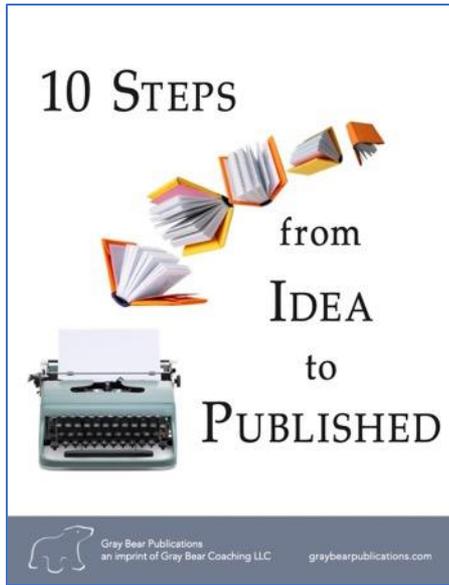
*"I know a fake smile when I see one."  
Peter Dudley, Eugene, Ore.*

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



**repeat.**

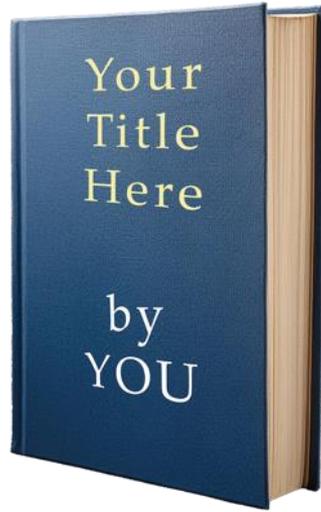




## What you will receive

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

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



# What we will cover: Getting to “I have a book”

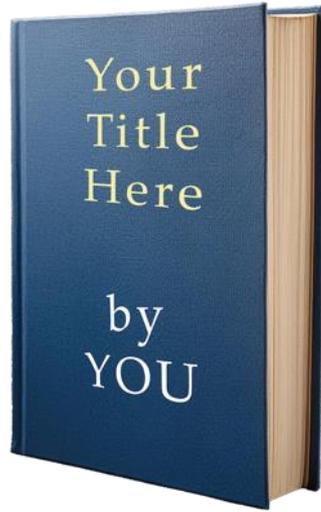
- About publishing
- The self-publishing process
- Discussion and Q & A



# 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





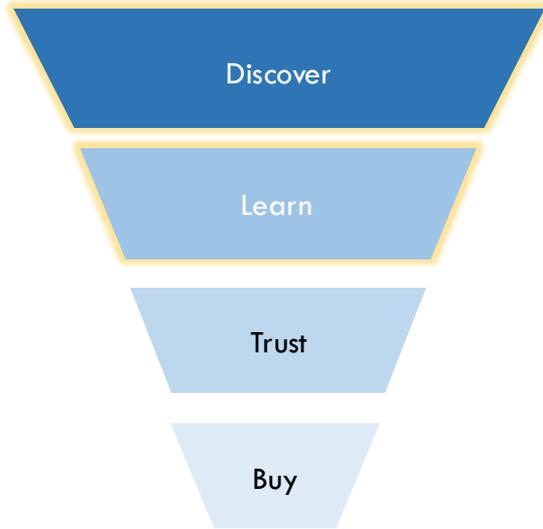
# What publishing will **not** get you

- Rich
- Famous
- Into bookstores
- New clients

it's  
it's  
just  
not  
a  
magic  
book

# What publishing *can* get you

## Sales Funnel

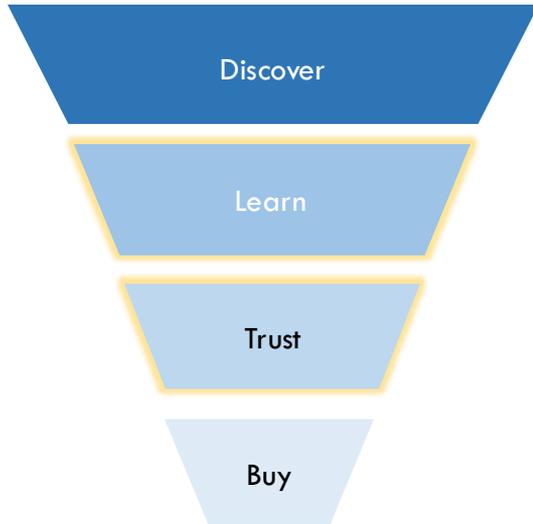


- Broader discoverability
  - Search results
  - Invited to podcasts
  - Content that can be repurposed
  - Multi-author books especially!



# What publishing *can* get you

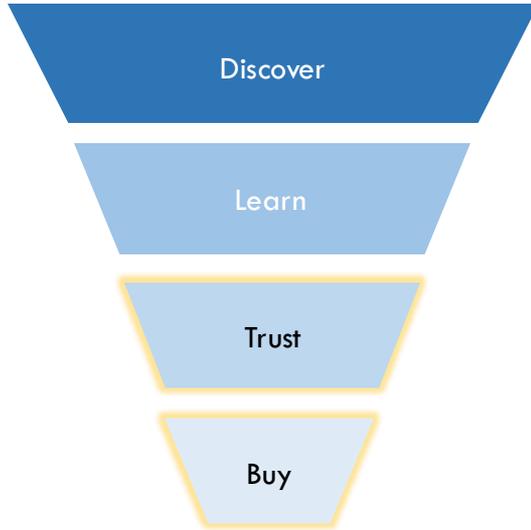
## Sales Funnel



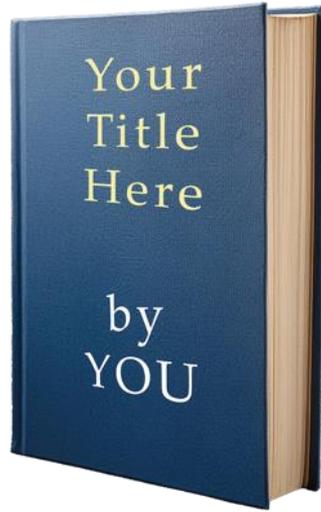
- Credibility and authority
  - Be introduced as “author of...”
  - Have a book on your website
  - It says you’re committed
  - More permanent than podcasts

# What publishing *can* get you

## Sales Funnel



- A valuable sales 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

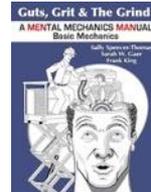
it's a  
**BOOK!**



# Publishing options

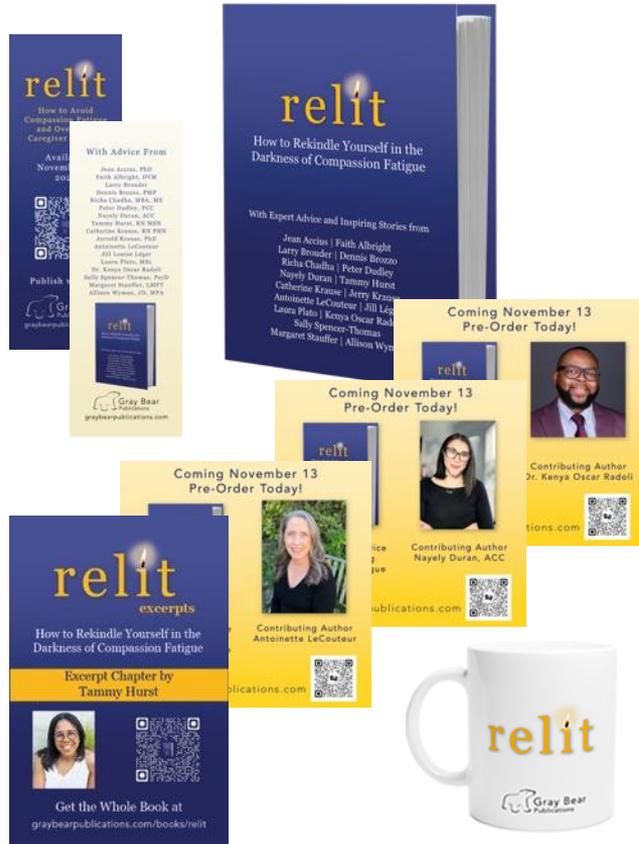


- ~~Vanity press~~
- Traditional publishing
- Self publishing
- Collaborative projects



# Collaborative project example

- 17 authors
- Hardcover, paperback, ebook
- #1 best seller on day one (Amazon)
- Published November 13, 2024
- More to come (classes, workbooks)





**What's stopping you?**



# Self publishing platforms



- Amazon KDP



- IngramSpark



- B&N Press



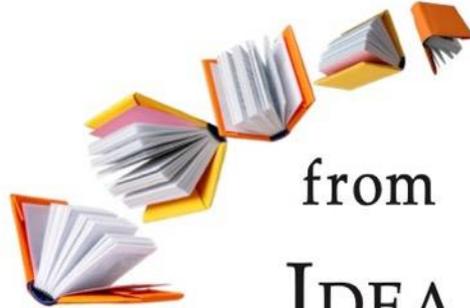
- Lulu

- Others

- Draft2Digital
- Smashwords (ebooks only)



# 10 STEPS



from

IDEA

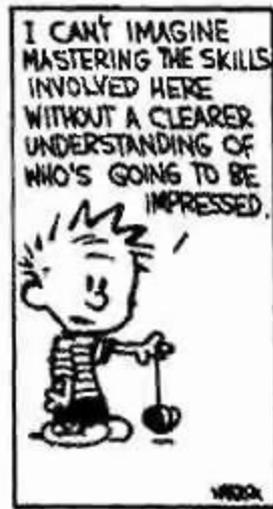
to

PUBLISHED



Gray Bear Publications  
an imprint of Gray Bear Coaching LLC

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



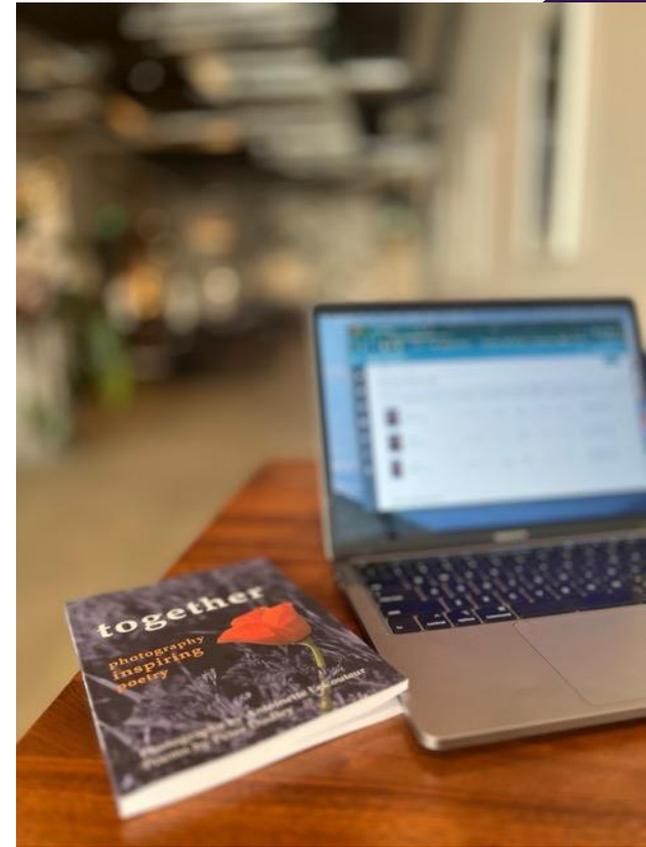
# 1. Write the @#!\$% book already

- 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
- Lulu for your website integrations
- Amazon KDP for Amazon distribution
  - KDP Select is an option
  - Amazon “best seller” lists



### 3. Get your ISBN

ISBN: 979-8-9876637-7-6

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



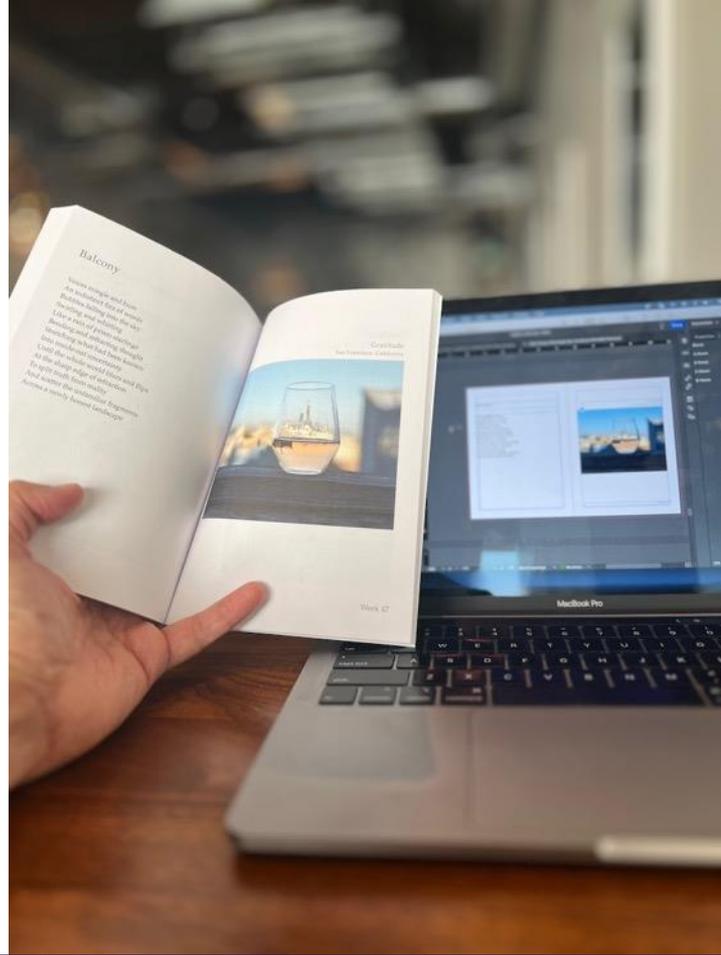
## 4. What will the book look like?

- 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)



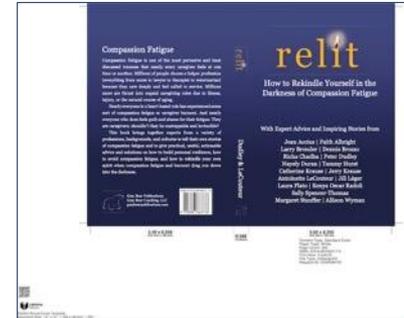
## 5. Format the interior files

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

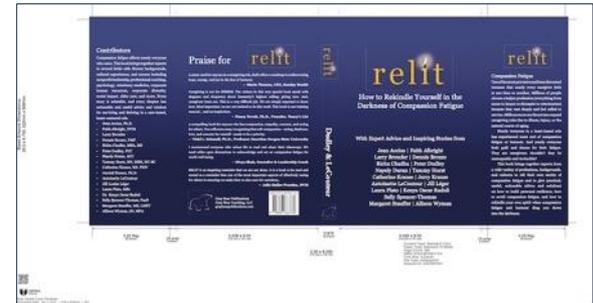


# 6. Design your cover

- 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



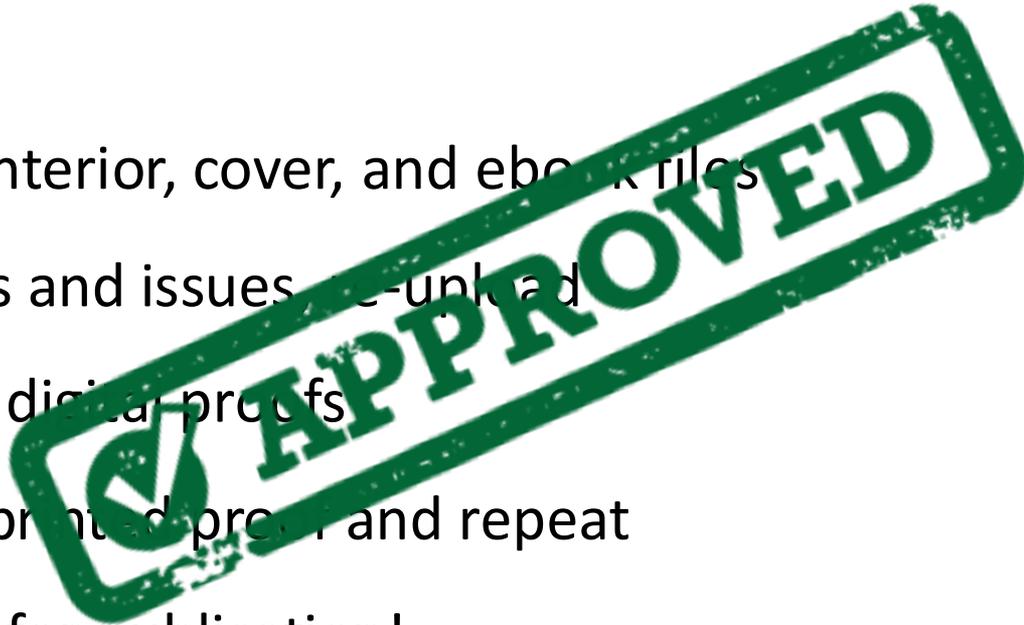
## 9. Pricing and distribution – pricing

- 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 2026?**



but  
it's  
not  
magic

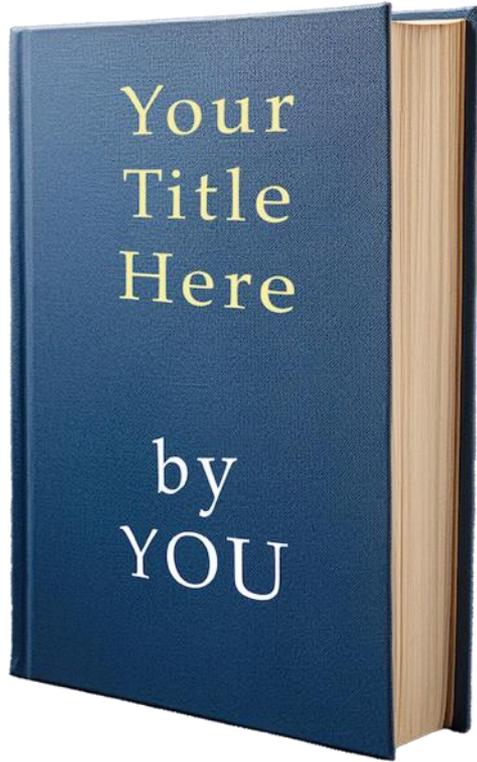


# Plan your work and work your plan



- 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

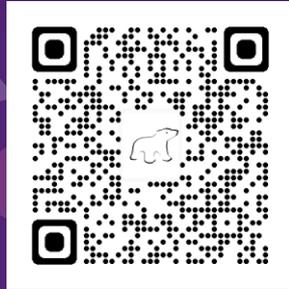




**You've  
got  
this!**



# Thank you



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

San Francisco Writers Conference Board Member

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

