

Get Published



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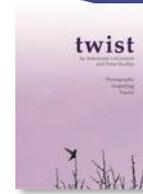
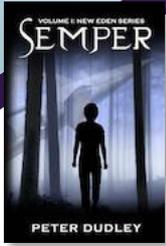
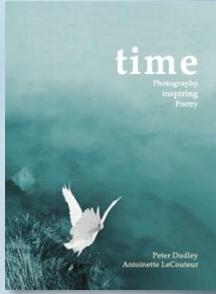
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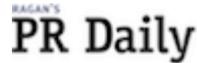
**What do
you hope
to learn?**

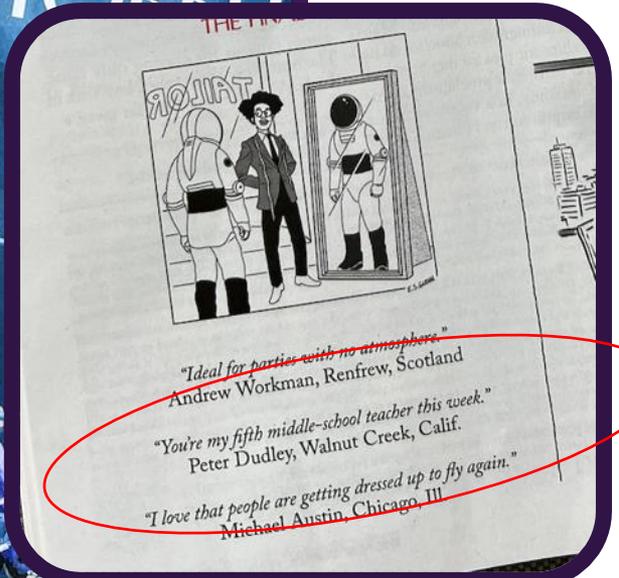
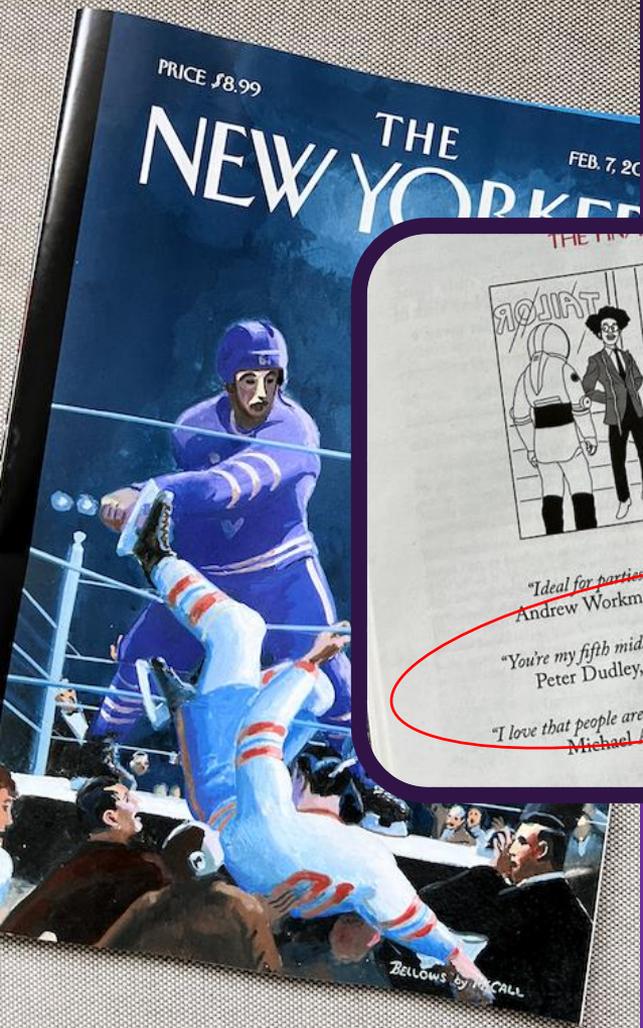




Peter's story

THE NEW YORKER





"Ideal for parties with no atmosphere."
Andrew Workman, Renfrew, Scotland

"You're my fifth middle-school teacher this week."
Peter Dudley, Walnut Creek, Calif.

"I love that people are getting dressed up to fly again."
Michael Austin, Chicago, Ill



receipt.

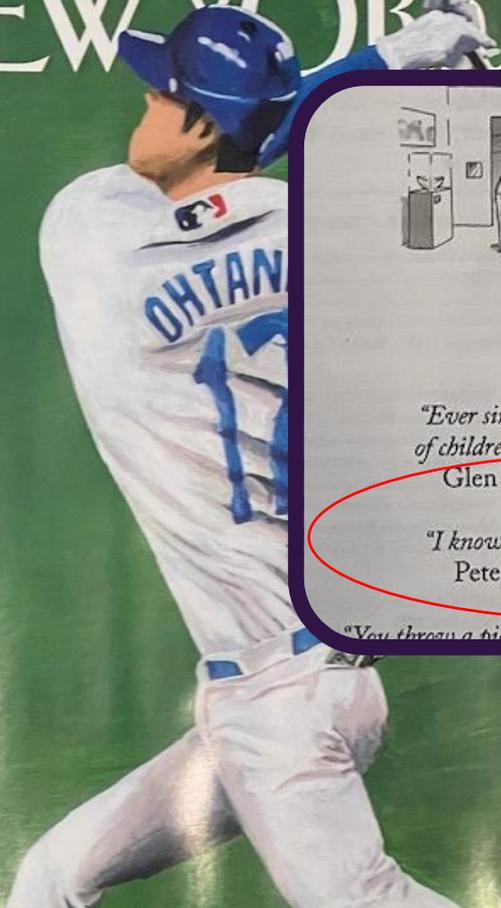


E \$8.99

THE

MAY 13, 20

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."

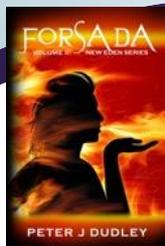


repeat.





2012



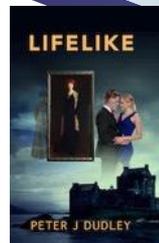
2013



2014



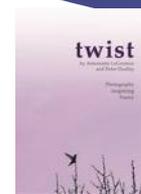
2014



2017



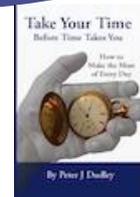
2023



2024

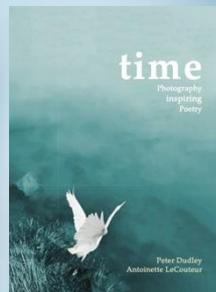


2024



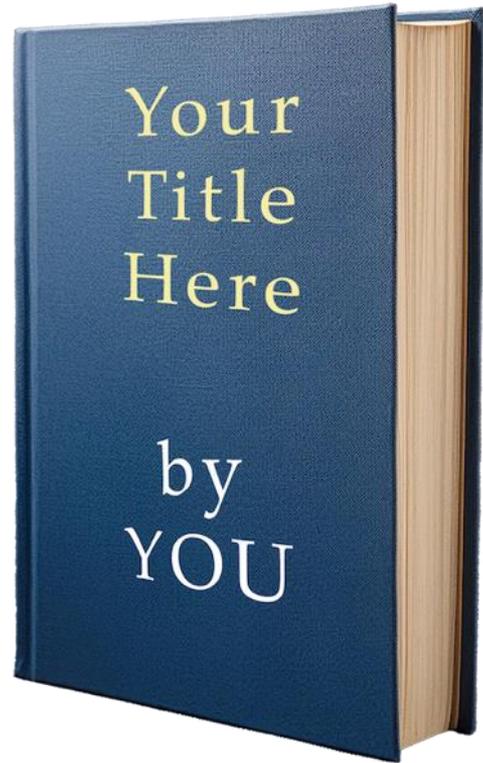
2025

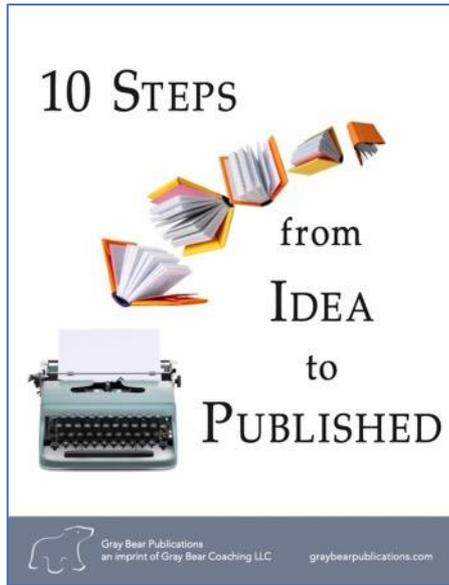
2026



it's
not
magic



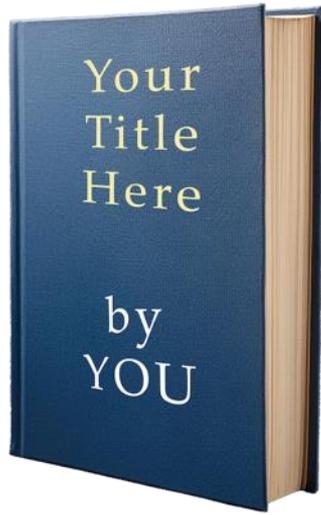




What you will receive

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

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

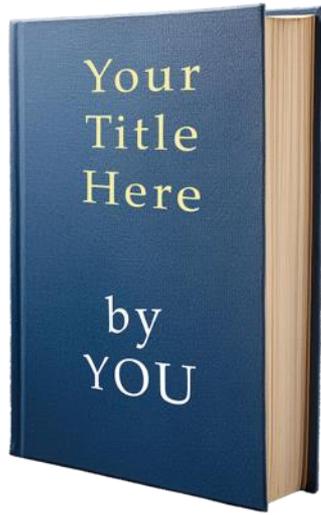
- About publishing
- The self-publishing process
- Discussion and Q & A



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





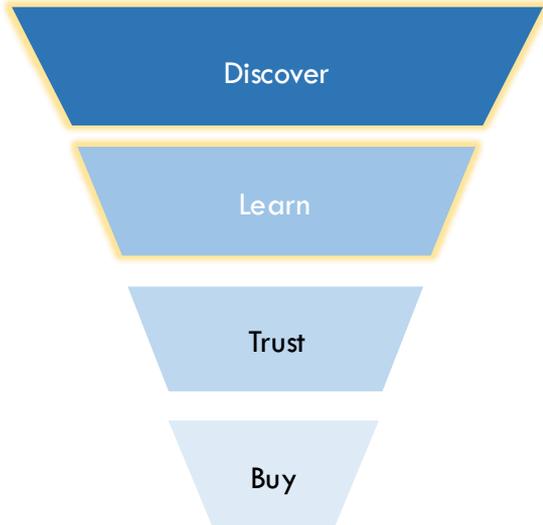
What publishing will **not** get you

- Rich
- Famous
- Into bookstores
- New clients

it's
just
magic
book

What publishing *can* get you

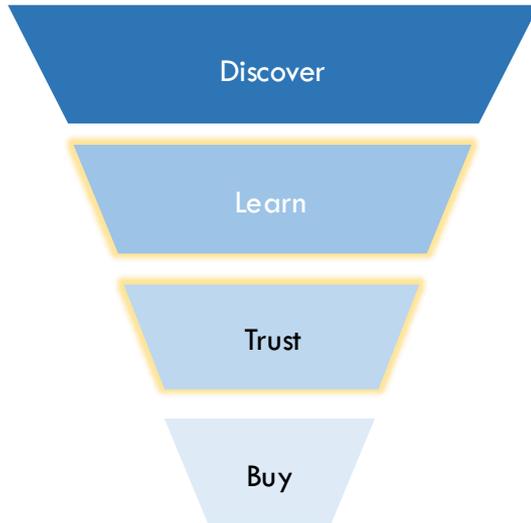
Sales Funnel



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

What publishing *can* get you

Sales Funnel

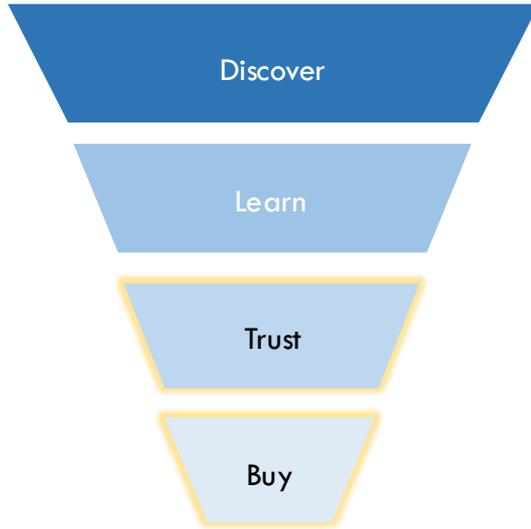


- Credibility and authority
 - Be introduced as “author of...”
 - Have a book on your website
 - It says you’re committed
 - More permanent than podcasts

Return on Investment

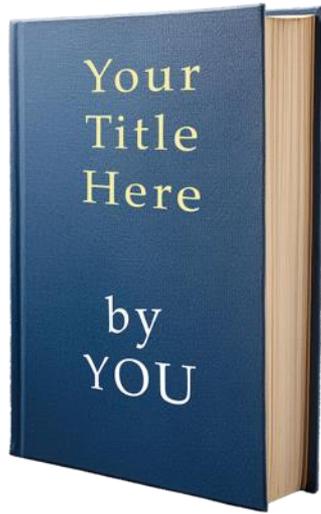
What publishing *can* get you

Sales Funnel



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

Return on Investment



What publishing *can* get you

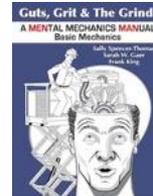
- Pride and accomplishment
 - Hold the book in your hands
 - Few people actually finish
 - It's forever

it's a
BOOK!

Publishing options



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



Self publishing platforms



- Amazon KDP



- IngramSpark



- B&N Press



- Lulu

- Others

- Draft2Digital
- Smashwords (ebooks only)



Hybrid publishing and assisted self publishing

- Check on pricing and services
- Check their catalog and track record
- Align your needs with their offering
- Use my red flags/green flags checklist





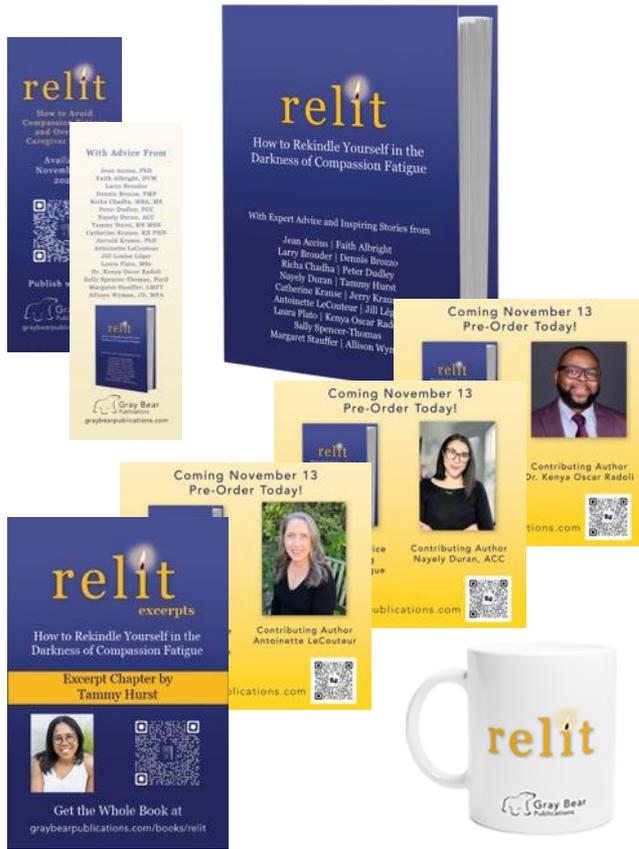
Collaborative projects - Be wary

- Pay-to-play schemes
- Who are your co-authors?
- What is the product quality?
- Do you retain rights to your work?
- Your reputation may be on the line



Collaborative project case study

- 17 contributors
- Hardcover, paperback, ebook
- #1 best seller on day one (Amazon)
- Published November 13, 2024
- Workshops, merch, and more



Pricing example



	Paperback	Hardcover
Retail Price	\$ 18.99	\$ 34.99
Retail Markup	\$ 7.60	\$ 14.00
Cost of Goods	\$ 8.66	\$ 18.20
Net to Me	\$ 2.73	\$ 2.79

- Also consider
 - Credit card and web store transaction fees
 - Tax
 - Shipping

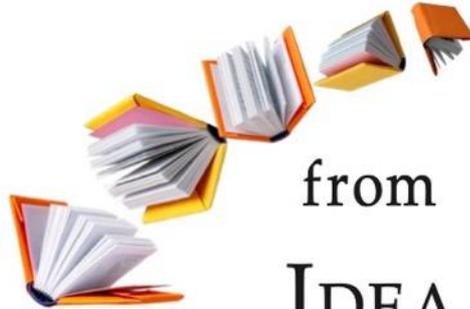


**On a scale of 1 to 5,
how are you feeling?**

5: Let's do this!

1: I'm never writing again.

10 STEPS



from

IDEA

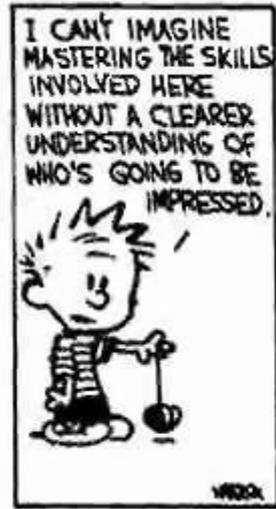
to

PUBLISHED



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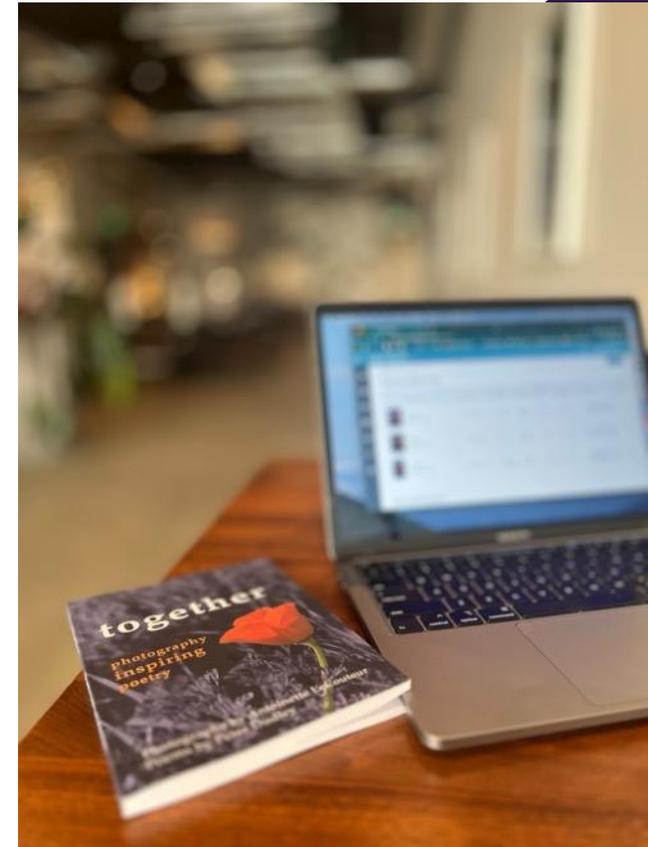
1. Write the @#!\$% book already

- 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



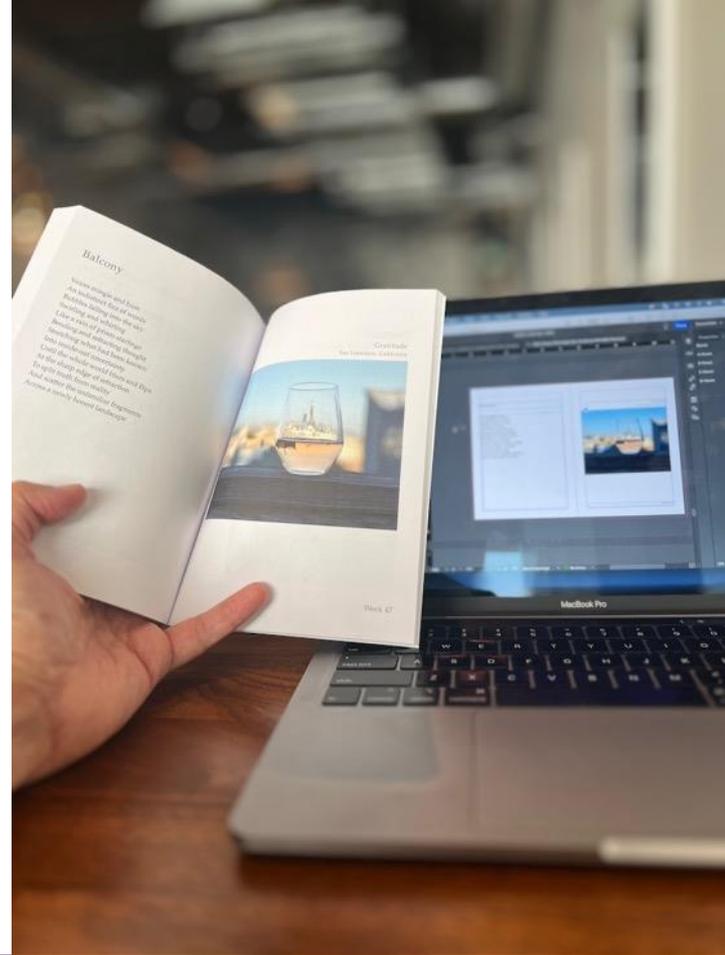
4. What will the book look like?

- 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)



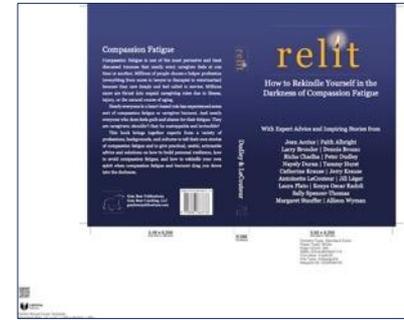
5. Format the interior files

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

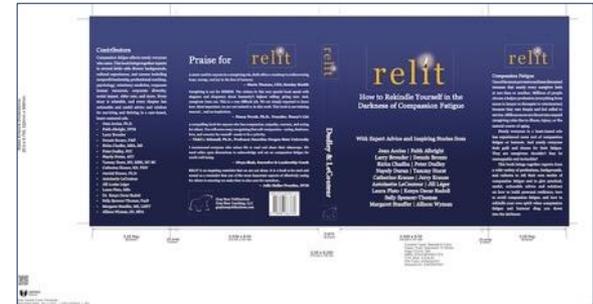


6. Design your cover

- 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



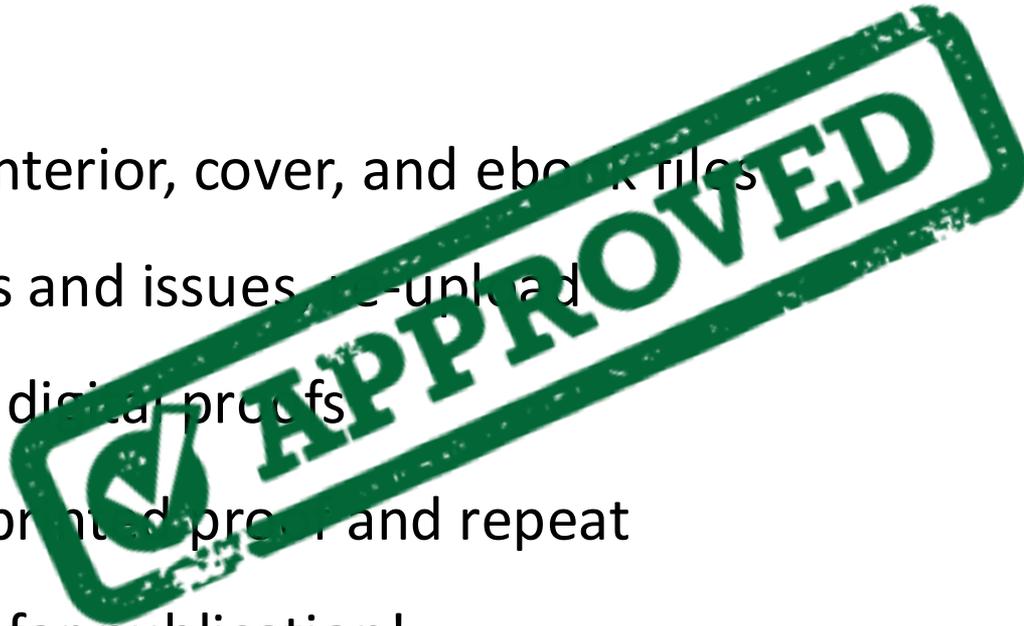
9. Pricing and distribution – pricing

- 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 actions
will you take
in 2026?**



but
it's
not
magic

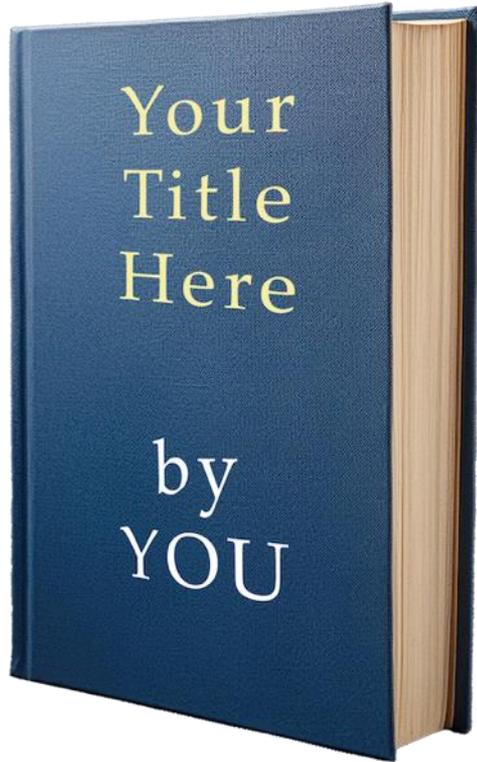


Plan your work and work your plan



- 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

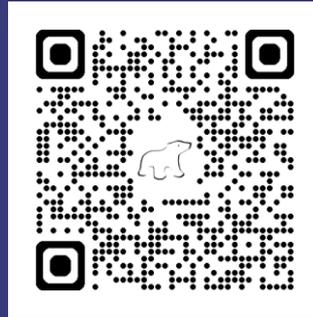




**You've
got
this!**



Thank you



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