

Reflection Questions

Why Publish?

What is your idea for a project?

Who is your audience?

Why do you want to publish these materials? What need do they serve?

What is your goal for publishing?

Where Are You in the Process?

If the writing process is Write, Edit, Design, Publish, Distribute, what stage are you at right now?

What do you need to move to the next stage?

Resources

What's your budget, if any?

What resources do you have now?

What resources will you need?

Where can you get those resources?

Formatting and Design

What features do you need in your project?

What book format will work for you?

How difficult will your book be to format?

Distribution

What features do you need in a distributor? (Wide distribution, Ability to buy for free, Easy to use, coupon codes, lots of control, etc.)?

Which distributors might work for you?

Summary of the Presentation

What Works Well for Self Publishing?

- Teacher resource books
- Student Resource Books
- Scholarly Works
- Reading books, workbooks, activity books
- Compilations of student work
- Student-created authentic materials

What Doesn't?

- Large, complicated textbook series
- Lots of high quality art
- DVDs, CDs or other supplemental items
- Alternative shaped items

eBook vs. Paperback: Reflowable eBook

- No control over format, pagination
- Unlimited pictures
- Widely distributed
- Harder to pirate

Fixed eBook

- Total control over format
- Embedded videos, audio, interactive
- Students can write/type
- Fewer distribution channels (TpT, PayHip, own site)

Paperback

- Total control over format, pagination
- Can include text, write-in-lines, copyable resources
- Color images get expensive

Resources You Will Need

- Writing software: Word, Notepad, Scrivener
- Art
- Editing (Content Editing/Copy Editing)
- Book Creation software
- Expertise in the software, formatting, book design
- A Cover

Distributors for Your Class

Paperback

- Amazon (CreateSpace)

- Lulu.com
- Staples/local printer

Ebook

- Smashwords
- Pronoun
- Teachers Pay Teachers
- Pay Hip

Distributors for Wider World (all of the above plus)

Paperback

- IngramSpark

Ebook

- Amazon (Kindle)
- Draft2Digital
- BookBaby

Resources

Advice

- Me: wlburns@alphabetpublishingbooks.com
- Other small publishers (Wayzgoose Press, Atam-ii Books, etc...)
- Kboards.com
- Independent Book Publishing Association
- Amazon Author Forum
- TeachersPayTeachers Seller Forum

Design

Book Design Made Simple

<http://upwork.com/>

<https://99designs.com/>

<http://www.fiverr.com>

Distributors

- Createspace.com
- Kindle: kdp.amazon.com
- Smashwords.com
- Pronoun.com
- Draft2digital.com
- Bookbaby.com
- Teacherspayteachers.com
- Payhip.com

Download a free book:

<https://www.smashwords.com/books/view/714317>
Coupon Code: MS98A (DON'T SHARE)