

How to Publish Your Book Yourself

Matthew Arnold Stern (matthew@matthewarnoldstern.com)

Decisions to make before you self-publish

What are your goals?	
What is your unique selling proposition?	
How will you produce and distribute your book?	
How much money do you have available?	
What are your costs?	
What tasks can you do, and what must you hire?	

Steps to put your self-publishing plans in motion

- Write a business plan.
- Complete any necessary paperwork.
- Produce your work at the highest possible quality.
- Execute your business plan.

Resources

Books/programs

The Complete Guide to Self-Publishing by Tom and Marilyn Ross (ISBN 1582970912)

Guerrilla Marketing for Writers by Jay Conrad Levinson, Rick Frishman, and Michael Larsen (ISBN 089879983X)

The Writer's Legal Companion by Brad Bunnin and Peter Beren (ISBN 073820031X)

The Self-Publishing Manual, How to Write, Print & Sell Your Own Book by Dan Poynter (ISBN 1568600739)

Web sites/discussion groups

Self-Publishing Yahoo! Group
<http://finance.groups.yahoo.com/group/SelfPublishing/>

Dan Poynter's Para Publishing Web Site
<http://www.parapub.com>

Publishers Lunch (latest industry news)
<http://www.publishersmarketplace.com/lunch/free/>

Organizations

PMA, the Independent Book Publishers Association
<http://www.pma-online.org>

Service providers

Lulu (print on demand publisher)
<http://www.lulu.com>

Lulu Services Marketplace (includes graphic design, marketing, and other publication services)
<http://www.lulu.com/services>

Look for more resources at my Web site: http://www.matthewarnoldstern.com
--

Visit my Web site for downloads, updates, and more information:
<http://www.matthewarnoldstern.com>