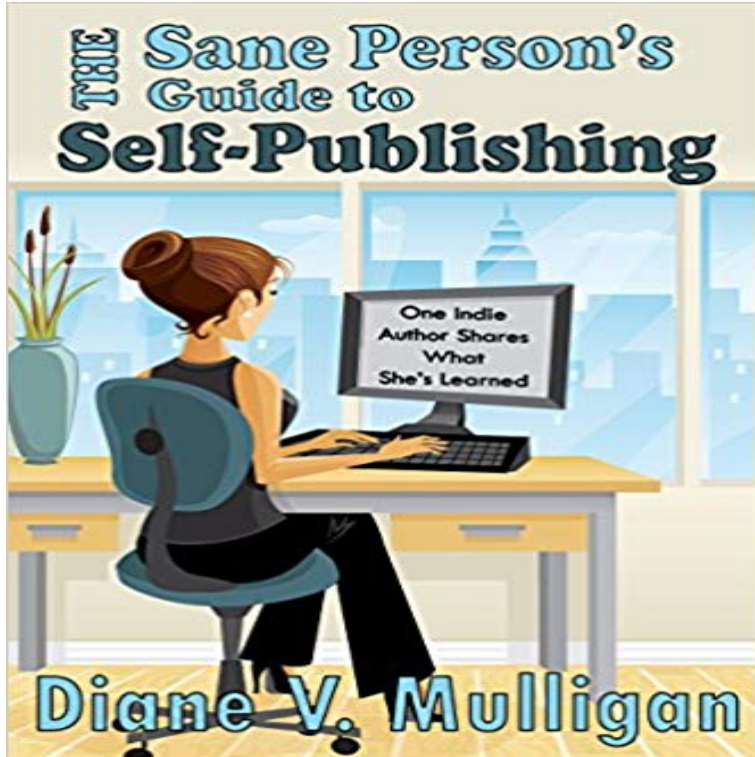


# The Sane Persons Guide to Self-Publishing: One Indie Author Shares What Shes Learned



Honest advice about writing and self-publishing from an award-winning author. Are you thinking of self-publishing your novel or collection of short stories? If you are, this book can offer you a crash course in the process. Think of it as Self-Publishing 101. Why read this book instead of the dozens of others out there? I have self-published two novels, both of which have received honors, and self-publishing has opened up many fantastic opportunities for me. But self-publishing has also been difficult, confusing, and lonely, and most of my efforts to find guidance have led me to people trying to profit from my dreams. Because of that, I have written this book, the book I wish I had had before I embarked on my own self-publishing adventure. I want to tell you all about ways you can feel proud of your books and take advantage of opportunities that being a published author will provide. Here's my promise to you: For less than the cost of a cup of coffee, I'll give you my best advice, based on my own lived experiences, in the form of a step-by-step guide to make publishing on Kindle as easy as possible. Topics this book will address: Goal Setting, Manuscript Preparation, Book Formatting, Cover Design, Distribution Channels, Planning Your Book Launch, Marketing, Getting Reviews, Dealing with Bad Reviews. If that sounds good to you, download it now. I promise to keep it brief. Your time is valuable, and I only want to help. If you write nonfiction, this book probably isn't for you, as marketing nonfiction is much more straightforward than fiction. Frankly, it's easier to find your audience and make sales in nonfiction than in fiction, which is why the majority of marketing advice available for self-publishing are geared towards nonfiction writers. My chapters on goal-setting and book-formatting might be helpful to you, but much of what I have to

say isintended for those of us trying to make a living by making stuff up. One other word of caution: A lot of people proclaiming the wonders of self-publishing are actually trying to sell authors various expensive services on the promise of making them the next best-selling, self-pub sensation. I need you to know right now that for 99% of self-publishing authors, those services are not going to yield results. You wont recoup your investment cost, youll end up frustrated, and you wont want to admit it publicly because those who speak openly about the downsides of self-publishing get bullied all over the internet. This book isnt about tricks and get-rich-quick schemes. Its about making your book available to readers and helping them find it.

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