

SELF-PUBLISHING
**IS IT FOR
YOU?**



AN ULTIMATE
Q&A GUIDE FOR
CHILDREN'S
AUTHORS

BEGIN.

AM I EVEN READY?

I'm going to borrow Marie Forleo's signature catchphrase here, and tell you that I believe everything is 'figureoutable'.

Even if you think you have no business even WRITING a book, never mind PUBLISHING one, let me share a little secret with you. Everyone starts out the same way. Full of questions and **doubt**.

I can't help you with your doubt, but I WILL answer your questions!

THERE IS NO 'ONE' WAY

If publishing a book is something that you've always wanted to do and you will always want to do it, then you should **do it**, as simple as that.

We know you want to, now we just need to know if you're READY!



Before moving on, let me tell you that I FIRMLY believe that there are MANY ways to publish a book. There are a variety of paths all leading to the same destination: a published book.

I won't ever tell you THIS IS THE ONLY WAY, I'll just tell you your options and let you choose for yourself.

Deal?

HOW MUCH PUBLISHING KNOWLEDGE DO I NEED TO SELF-PUBLISH?

Short answer: NONE, I had a smidgeon.

Long answer: As with anything, the more the better. However if you wait around until you know all the things, you'll be waiting forever and in the meantime, most of the 'things' will have changed!

Brief history lesson: In 2007 the Kindle was first available for purchase. The big traditional publishers weren't convinced ebooks would ever fly, largely ignored the kindles, kobos, etc, and still mostly do.

Writers picked up on something quite quickly that the publishers did not. With a click of a button, they could upload files and someone ANYWHERE in the world could BUY them and READ them, just like a real book!! **Say what!?**

Prior to the Kindle, traditional publishers were the ultimate gatekeepers. They decided which manuscripts were good enough to make it through the publishing gates, and into the world of bookstores and libraries, and homes everywhere. The advent of the Kindle created one writer-entrepreneur after another, and excited creatives who couldn't wait to release their book-babies into the world, without anyone telling them NO.



Can you guess what happened next?

Amazon happened.

Lots of people don't remember that Amazon started out as an online bookstore.

First came Jeff Bezos, selling books online from his garage, next came the Kindle, and the publishing world was forever changed from there.

Now Amazon sells about 80% of the books in the world, and self-published authors are often making a lot more \$ than traditional ones.

I AM AWFUL AT DECISION MAKING, DREAD IT AND AVOID IT AT ALL COSTS. IS THAT OKAY?

Short A: Self-publishing might not be for you.

Long A: When you self-publish, you are in charge. And while that is great news, because you get to be the boss, some people just don't like to be the boss!

And that's okay, it's a good thing to know about yourself.

If making decisions gives you a rash and you think you'll end up making bad choices because you're so itchy, then it might be best to leave the decision making to someone else.

Is there someone in your life that you can collaborate with? You can be the creative force, but discuss things with your partner, a sibling or a parent potentially.

If there isn't anyone around that could work with you, I recommend you look for an agent to represent you, instead. They will give you their best advice (ie. help you make decisions!) on how to proceed in your quest to be published. (they do this for a % of your earnings)

Want help to find an agent? [Try this book.](#)



Agent - A literary agent is someone who represents writers in business dealings.

Literary agents work on behalf of their clients to promote and represent their interests, and will typically handle the majority of all interactions between their client and publishers.

Publisher: Their aim is to attract good authors and publish books that achieve commercial success. Depending on the size of the publishing company, the book publisher may carry out all aspects of publication, or may delegate part of the work to editors, designers and marketing specialists.



HOW MUCH DO I NEED TO LEARN?

Short A: Loads and loads, scads and scads, what's another word for a **LOT**?!

Long A: Still lots. But the good news is (a) you don't have to learn it all at once, (b) there is tons of info available in FB groups or courses to make it much easier, and (c) nothing is hard, it all just takes time and effort.

Short A: No one is, you're not alone.

Long A: Try these things before going forward, to make sure it is good, and that it conveys the message you want it to.

-ask friends to read it and give you feedback

-read it to kids and see how they like it!

--get someone to record themselves reading your book out loud -- this is SO helpful!

WHAT IF I'M NOT SURE IF MY BOOK IS ANY GOOD?



I WORK FULL-TIME AND HAVE A SOCIAL LIFE, YO'!

Short A: You get out what you put in. (Eek! I sound like my Dad - sorry)

Long A: It's totally doable. If you can give even 1/2 hour a day, you'll be okay.

Fair warning though, your 'determination' might turn into 'obsession' as soon as you start selling books! That first royalty payment is magical.

Short A: Yes!

Long A: Yes of course, everything is 'figureoutable', remember? Unless you are an artist or a graphic designer, you will have to pay for illustrations for your book.

But that is the ONLY 'HAVE TO' payment, and there are a few options for how to do it. (payment plan or a crowdfunding campaign)

Everything else you can learn how to do for free.

I HAVE LESS THAN NO MONEY. CAN I STILL SELF-PUBLISH?



I'VE WRITTEN A BOOK, NOW WHAT DO I DO?

1. Decide if you want to pursue traditional or self publishing.
(If you want to go the traditional route, pop back to page 4 and make sure to get that book I mention!)

2. If you want to do it yourself, follow these steps.

- ✓ ask for feedback on your story OR hire an editor (see page 5!)
- ✓ research illustrators and reach out to them
- ✓ get an ISBN
- ✓ start telling people that you are going to be putting out a BOOK!!
- ✓ create your account on kdp.amazon.com
- ✓ PUBLISH your book!

FOLLOW THE
'WRITER'S WAY'
PODCAST TO
HEAR HOW
OTHER
CHILDREN'S
AUTHORS HAVE
DONE IT!



#amiready

- I understand the information provided here
- I have at least 1.2 hour a day to devote to this
- I know that there are many resources available to help me learn more, and I am willing to learn new things
- I am willing to make decisions about my writing
- I understand there will be some expenses, and I have a plan to cover them
- I have some self-doubt, but I know that everyone does!