



Introduction to Self-Publishing Masterclass for Editors B.C.

Alexandra Amor

The Self-Publishing Coach



What we'll cover

1. Part One: Overview of self-publishing
2. Part Two: How to self-publish
3. Part Three: Live Q&A

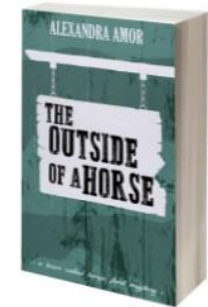
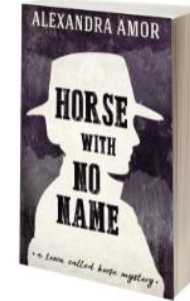
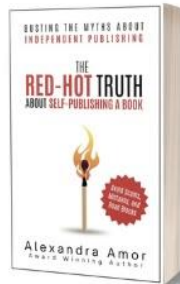


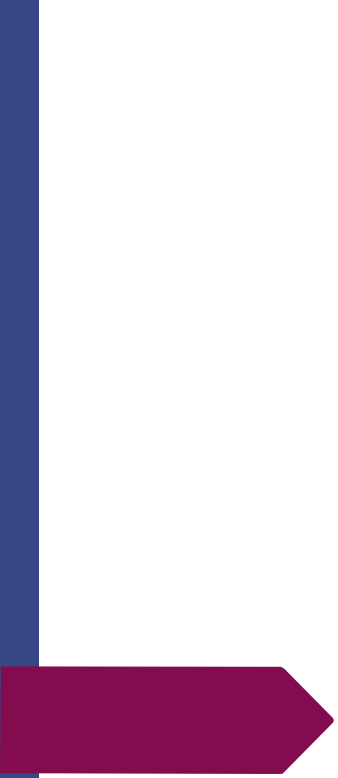
Warping Reality: Inside the Psychology of Cults

Wind Goodfriend, PhD Professor, Buena Vista University

Cou

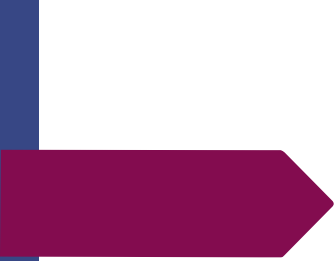
Yellow





Part One

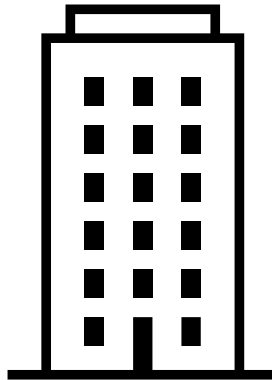
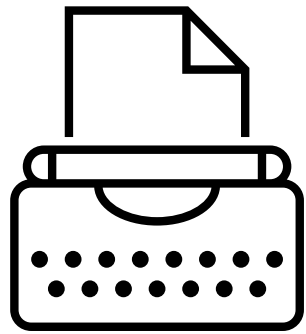
Overview of Self-Publishing / Independent Publishing



There's no right or wrong way to
publish a book.

What matters is what works for the
individual artist at a given time.

Traditional Publishing

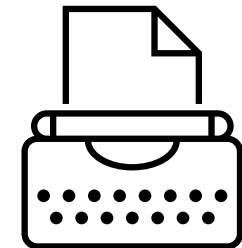


quality

packaging

distribution

marketing



\$

Independent Publishing





It's a trade off (Why self-publish?)

Traditional publishing

- No cost to the writer/artist
- Publisher is responsible for the book's quality/presentation/marketing
- Writer receives ~10% royalties
- Less control
- Less responsibility
- Lower royalties

Independent publishing

- Writer bears all the costs
- Writer is responsible for the book's quality/presentation/marketing
- Writer retains 70% of royalties
- More control
- More responsibility
- Higher royalties



Four Inventions

- The internet
 - Amazon.com
- eReaders
- Print-on-Demand



eReaders

- Technology improved enough that reading on a screen was comfortable
- Kindle was first mainstream eReader
- Now there are others (Kobo, Apple iPad using apps etc.)
- Kindle is still dominant because Amazon is dominant
- Good for readers with visual impairment
- Good for voracious readers



What eReaders Meant For Authors

- Amazon CreateSpace (currently Kindle Direct Publishing or KDP) enabled authors to publish ebooks fast and inexpensively
- Romance (and other) authors with large back lists *that they owned the rights to*
- Kindle Gold Rush (circa 2008/2009)



Advantages of eBooks

- Books are available to readers instantly
- Authors can sell ebooks **globally**
- Monthly subscription programs like Kindle Unlimited (KU) and Kobo Plus mean that voracious readers can get their reading needs met
- Ebooks are typically more affordable than print
- The reader controls the size of the font and the background etc. which makes reading easier, more comfortable for those with vision issues
- Travel is much easier



Print-on-Demand (POD)

- Printing technology advanced
- This was married to Amazon CreateSpace
- CreateSpace (now KDP):
 - print ONE copy of a book
 - wrap it in a cardboard sleeve, and
 - mail it directly to the customer
- Prior to this, authors had to print 1000s of books in order to bring the cost per book down far enough that the price of an individual book was reasonable
- The quality of a POD book is indistinguishable from a traditionally published book



Advantages of POD

- Authors do not have to spend thousands of dollars having thousands of books printed
- They don't have to manage all that inventory
- They don't have to go to the post office and mail a book every time someone buys one
- They don't have to spend time (and money) selling their books at craft fairs and library events etc., unless they want to
- They don't have to figure out what to do with hundreds of unsold copies of books. (i.e., fewer books going to the landfill)
- All of this is automated by print-on-demand
- As with ebooks, authors can now reach a global audience
- Books can be sold to libraries and available in bookstores (more on this in a minute)



Present Day in Independent Publishing

Authors can publish in any or all of the following formats:

- Ebook
- Paperback
- Hardback
- Large print
- Audiobook

Authors can sell their books:

- At the online retailers
- From their own website
- At streaming sites
- And from the trunk of their car / farmers' markets / events etc.



Three Distinct Skills

Writing (The Artist)

- Focus on this first
- You can't publish what isn't written
- This step is entirely on the author to complete

Publishing (The Office Manager)

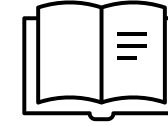
- Many ways to publish
- Traditional, use a publishing service, DIY
- Tip: publish in as many formats as possible, i.e., print, ebook, large print, even audiobook

Marketing (The Promoter)

- Paid marketing (ads), social media, indirect (podcast), back of the room sales for speakers, local brick-and-mortar stores, direct sales from a website, etc.

Three Ways to Self-Publish

(broadly speaking)



1. DIY

- ▶ the author organizes all the various pieces of the puzzle and bears the cost of things like editing, cover design and formatting the interior files
- ▶ author keeps the rights to the book
- ▶ least expensive option
- ▶ most for the author to do
- ▶ author retains all income from sales

2. Assisted or Full-service

- ▶ service company bundles together a package with editing, formatting, etc.
- ▶ pricing varies wildly
- ▶ author keeps the rights to the book
- ▶ medium to high expensive
- ▶ very little for the author to do
- ▶ author retains all income from sales

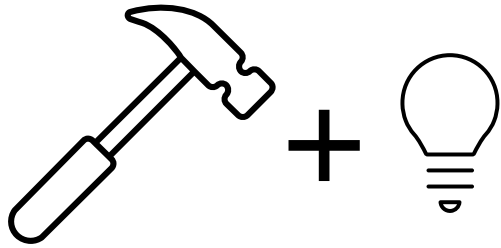
3. Hybrid

- ▶ better royalties than if you published traditionally, but you'll earn less than if you do it yourself
- ▶ author signs a contract and sells their rights
- ▶ pricing/packages vary wildly
- ▶ usually includes some distribution/marketing support
- ▶ expensive
- ▶ very little for the author to do
- ▶ author retains a portion of the income from sales

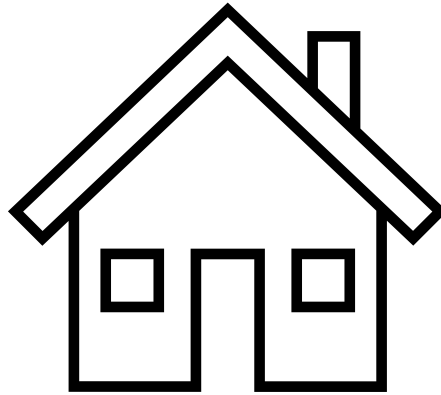
Three Ways to Self-Publish

(broadly speaking)

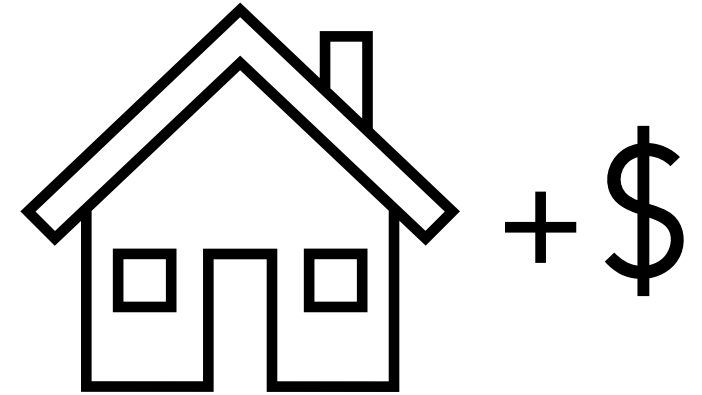
1. DIY

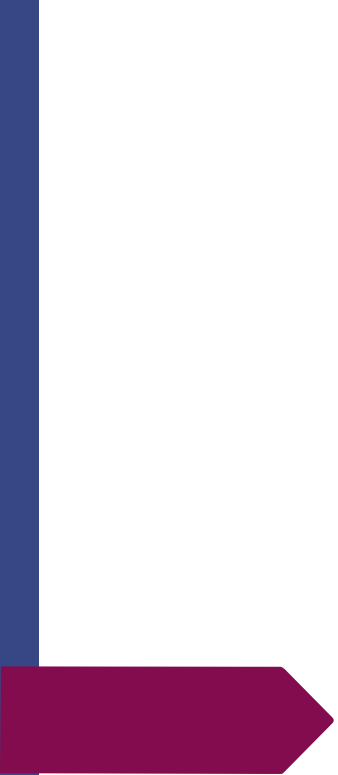


2. Assisted or Full-service



3. Hybrid





Part Two

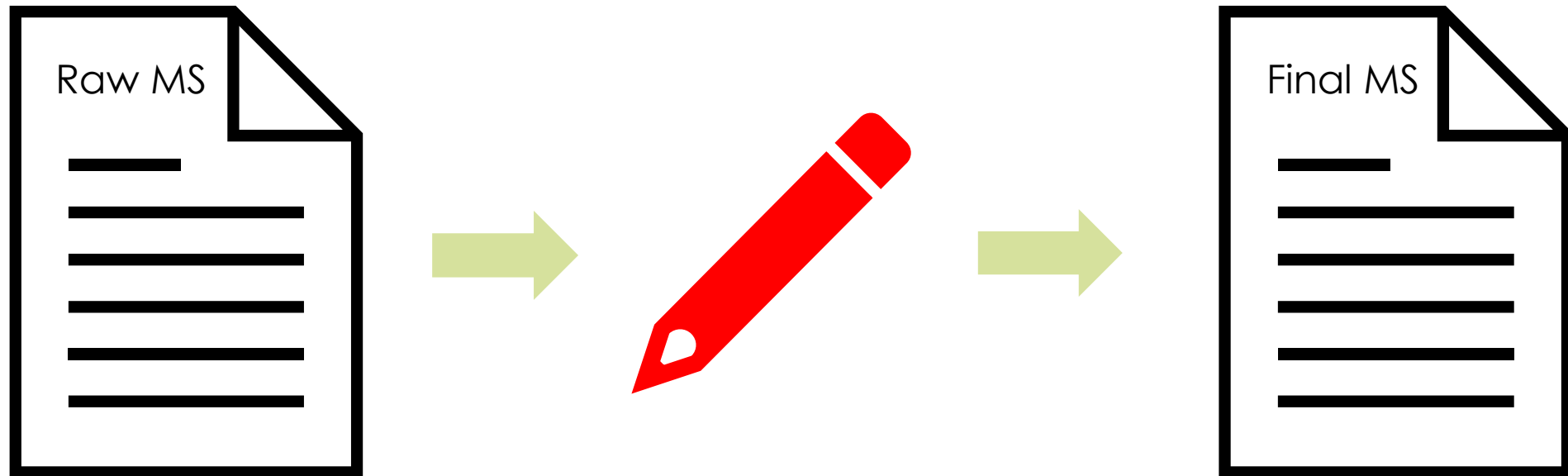
How to Self-Publish



Self-Publishing Goal

To make a self-published book
indistinguishable from a
traditionally published book

From Raw Manuscript to Final





Front and Back Matter

Front Matter

- Title and subtitle
- Copyright
 - Can find examples online or in books on your shelf
 - May include an ISBN
- Dedication
- Map
- Table of contents
- Author's note

Back Matter

- Acknowledgements
- About the author
 - Links to website and socials
- Also by the author
- Author photo



Covers

Ebook

- Digital file
- Ebook covers are a standard minimum size
- They are digital so they shrink or expand, depending on where you see them
- There's no back or spine on an ebook cover

Paperback

- PDF file
- Print covers are a set 'trim size'
- The trim size is the measurement of the book when it's closed
- Cover includes front, back and spine
- Spine width is calculated based on the number of pages in the book



Interior Files

Ebook file = EPUB

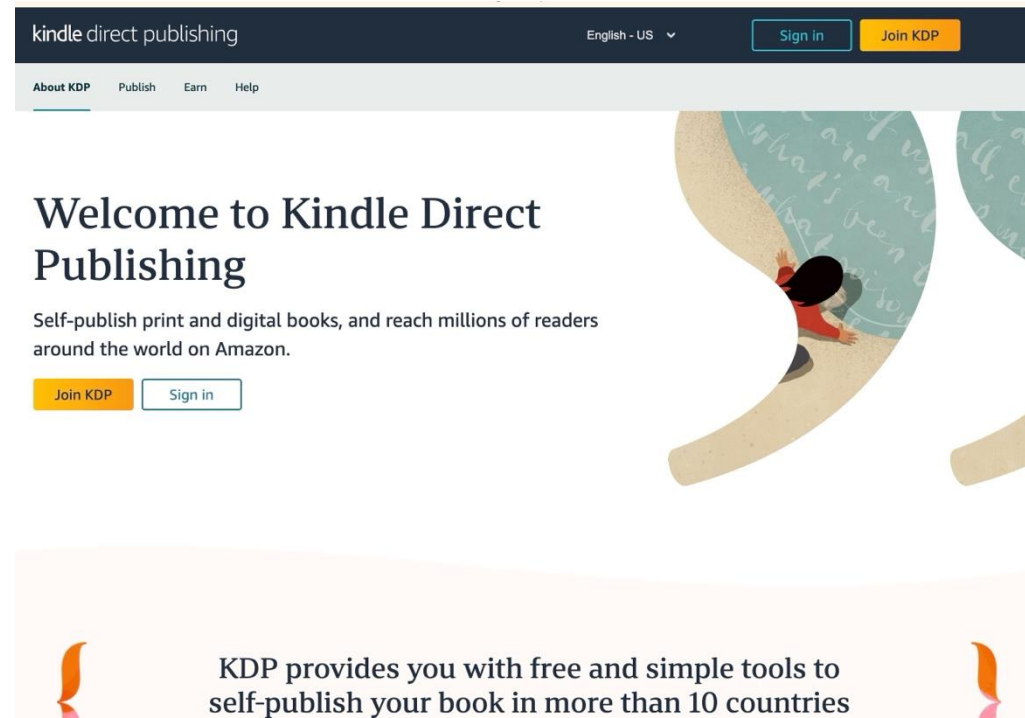
- The ebook file is like a website in that it can grow or shrink depending on settings the *reader* has in their device
- The reader can change the font size and the font type
- It can contain hyperlinks to your website etc.
- Does not have page numbers

Print file = PDF

- The print file is laid out to match your trim size
- It has page numbers, headings at the top and bottom of the page etc.
- You (and your formatter) have full control over what this looks like

The Publishing Process

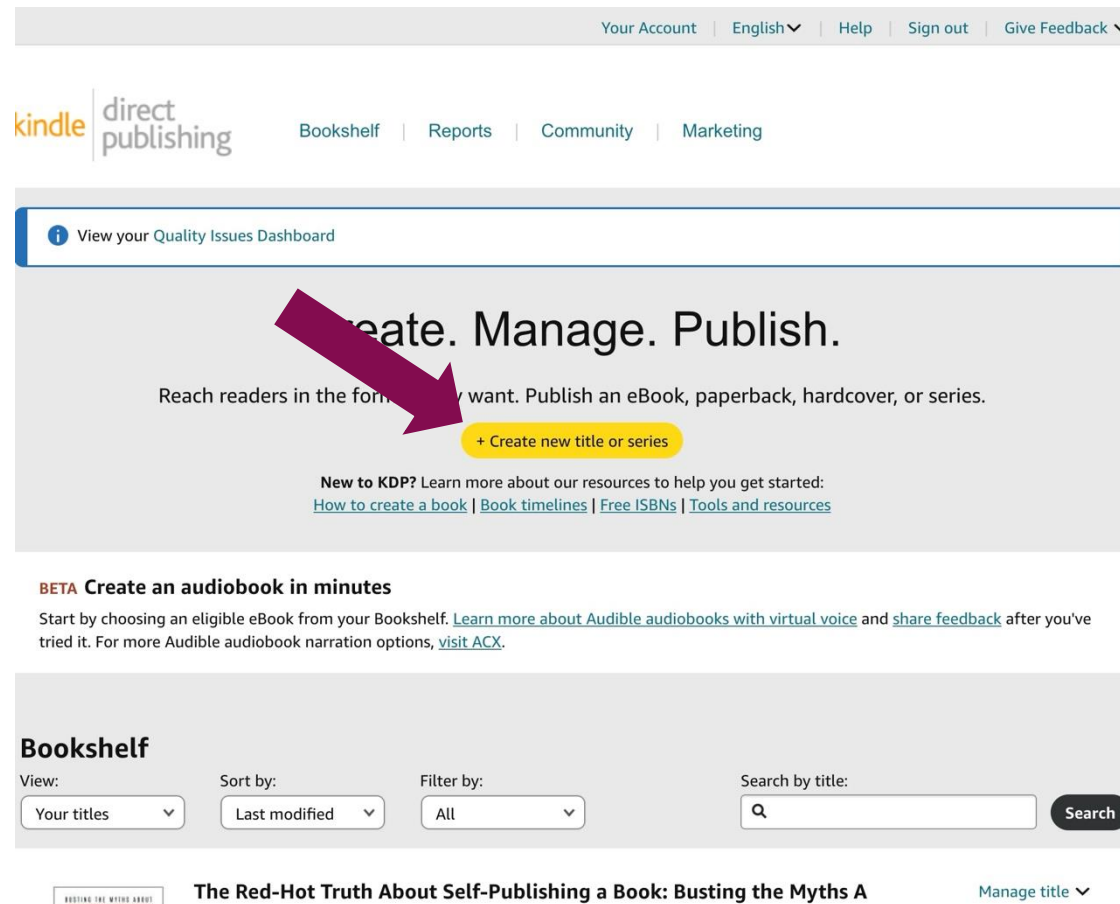
Create an Account at Amazon KDP



Address: kdp.amazon.com

The Publishing Process

Start the Upload Process



The screenshot shows the KDP dashboard interface. At the top, there's a navigation bar with links for 'Your Account', 'English', 'Help', 'Sign out', and 'Give Feedback'. Below this is the 'kindle direct publishing' logo and a secondary navigation bar with 'Bookshelf', 'Reports', 'Community', and 'Marketing'. A blue box at the top left contains a link to 'View your Quality Issues Dashboard'. The main content area features a large heading 'Create. Manage. Publish.' with a subtext 'Reach readers in the format you want. Publish an eBook, paperback, hardcover, or series.' A prominent purple arrow points to a yellow button labeled '+ Create new title or series'. Below this button, there's a section for 'New to KDP?' with links to 'How to create a book', 'Book timelines', 'Free ISBNs', and 'Tools and resources'. Further down, a 'BETA Create an audiobook in minutes' section provides instructions on how to create an audiobook from an existing eBook. At the bottom, the 'Bookshelf' section includes filters for 'View' (set to 'Your titles'), 'Sort by' (set to 'Last modified'), and 'Filter by' (set to 'All'). There's also a search bar with the placeholder 'Search by title:' and a 'Search' button. The bottom of the page shows a book cover for 'The Red-Hot Truth About Self-Publishing a Book: Busting the Myths A' with a 'Manage title' link.

Your Account | English | Help | Sign out | Give Feedback

kindle direct publishing | Bookshelf | Reports | Community | Marketing

View your Quality Issues Dashboard

Create. Manage. Publish.

Reach readers in the format you want. Publish an eBook, paperback, hardcover, or series.

[+ Create new title or series](#)

New to KDP? Learn more about our resources to help you get started:
[How to create a book](#) | [Book timelines](#) | [Free ISBNs](#) | [Tools and resources](#)

BETA Create an audiobook in minutes

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Bookshelf

View: Your titles | Sort by: Last modified | Filter by: All | Search by title: Search

 **The Red-Hot Truth About Self-Publishing a Book: Busting the Myths A** [Manage title](#)

The Publishing Process

Start with one format

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 [Bookshelf](#) | [Reports](#) | [Community](#) | [Marketing](#)

[Bookshelf](#) > [Create New](#)

What would you like to create?

Pick an option and we'll get you started. You can save your progress as you go.

[Learn about the publishing process](#) ▼



Kindle eBook

Publish digitally to Kindle and other hand-held devices. Includes comics and manga.

Create eBook



Paperback

Make your title available in print and ship around the world.

Create paperback



Hardcover

Bind your book in hardcover and ship around the world.

Create hardcover



The Publishing Process

Uploading your files

- The dashboard is going to walk the author through, step-by-step, asking them to upload each item or add information about the book
- There are 3 pages of information, which includes everything from pricing to the language the book is in to the author name and title etc.
- This is called 'metadata' which is a fancy word for 'all the information about your book'
- The work can be saved at any time and the author can come back to it
 - When they do this the book will be in draft form
 - If they upload the wrong file, they can reupload the right one
- When the author presses publish it will take 24 to 48 hours for the book to be approved
- Go through the process again with the other book format

The Publishing Process

Uploading your files

Bookshelf

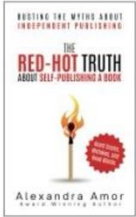
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The Red-Hot Truth About Self-Publishing a Book: Busting the Myths About Independent Publishing
by Alexandra Amor

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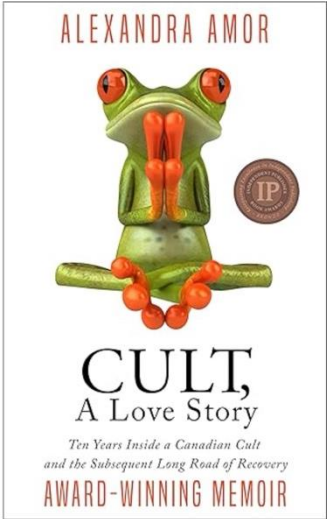
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The Publishing Process

How it looks on Amazon

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by [Alexandra Amor](#) (Author) | Format: Kindle Edition

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For fans of Educated, Captive, and Beyond Belief comes the gripping true-life story of one young woman's accidental journey into a cult. And her escape a decade later.

It's rarely obvious when a group is a cult. Most cults don't advertise themselves as such: they are groups of people who look and act just like you and me. Not dangerous. Not deranged. At least, not at first.

The slide toward complete control of your personality, your thoughts, and your life is slow and virtually unnoticeable. Until it's too late.

In this award-winning memoir, Alexandra Amor shines a light on cults so that others might learn from her [Read more](#)

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Amazon automatically groups the different formats of your book together on one sales page.



The Publishing Process

What does it cost?

- It costs nothing to upload a book to Amazon (more info next 2 slides)
- The retailer takes a small percentage of each book sold

Royalty example:

- Ebook priced at \$4.99
- Royalty rate of 70% (that means the author/publisher receives 70% of the ebook price)
- 70% of \$4.99 is \$3.49
- Less an electronic delivery fee of \$0.19 (based on the size of the ebook file)
- **Author receives \$3.30**

Royalty rates are lower for print books:

- Plus there is the printing cost
- Price the book accordingly
- Most independent authors make most of their money from ebook sales, not print sales



What does it cost?

More info about retailers

Amazon	Kobo	Draft2Digital	IngramSpark	Google Play
Print & Ebook	Ebook	Ebook	Print	Ebook
Free	Free	One-time sign-up fee US\$20. If sales are <\$100/year, US\$12 m'ship	Free	Free
			Formerly US\$25/book	



What does it cost?

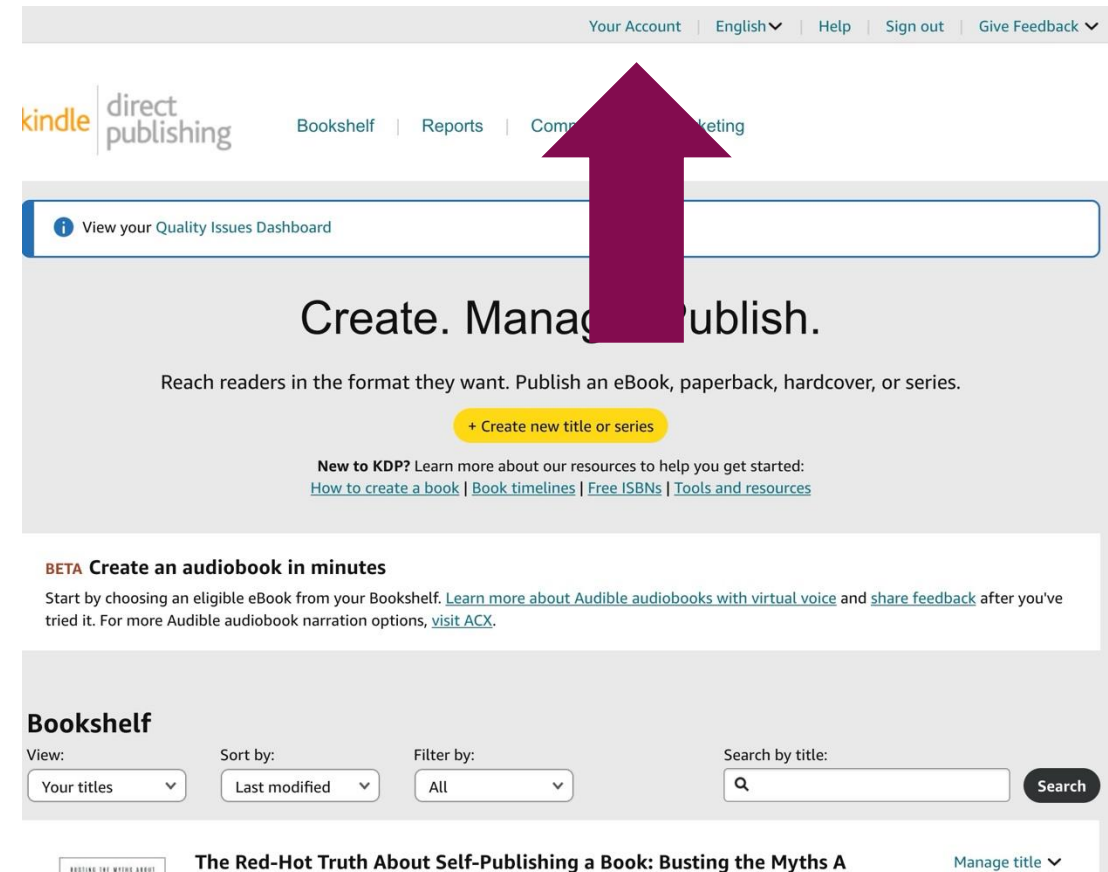
Other considerations

1. Editing/proofreading
2. Book cover design
 - Custom design
 - Pre-made covers
3. Formatting
 - Vellum (Vellum.pub – Mac only or use MacInCloud)
 - Atticus (Atticus.io)

The Publishing Process

How does an author get paid?

- In the 'Your Account' area of the KDP dashboard the author will link the KDP account to a bank account
- Note that Amazon pays 60 days after a book has sold
- So if a book is sold on 7 October that royalty payment will arrive at the end of December



The screenshot shows the Amazon KDP dashboard. At the top, there is a navigation bar with links: 'Your Account', 'English', 'Help', 'Sign out', and 'Give Feedback'. Below this, the 'kindle direct publishing' logo is visible, followed by 'Bookshelf', 'Reports', 'Com', and 'Marketing'. A large purple arrow points from the bottom towards the 'Your Account' link. The main content area has a header 'Create. Manage. Publish.' and a sub-header 'Reach readers in the format they want. Publish an eBook, paperback, hardcover, or series.' Below this is a yellow button '+ Create new title or series'. Further down, there is a section 'New to KDP?' with links: 'How to create a book', 'Book timelines', 'Free ISBNs', and 'Tools and resources'. Below that is a 'BETA Create an audiobook in minutes' section with a paragraph of text and a link 'visit ACX'. At the bottom, there is a 'Bookshelf' section with filters for 'View' (set to 'Your titles'), 'Sort by' (set to 'Last modified'), and 'Filter by' (set to 'All'). There is also a search bar with the text 'Search by title:' and a 'Search' button. At the very bottom, there is a book cover for 'The Red-Hot Truth About Self-Publishing a Book: Busting the Myths A' with a 'Manage title' link.

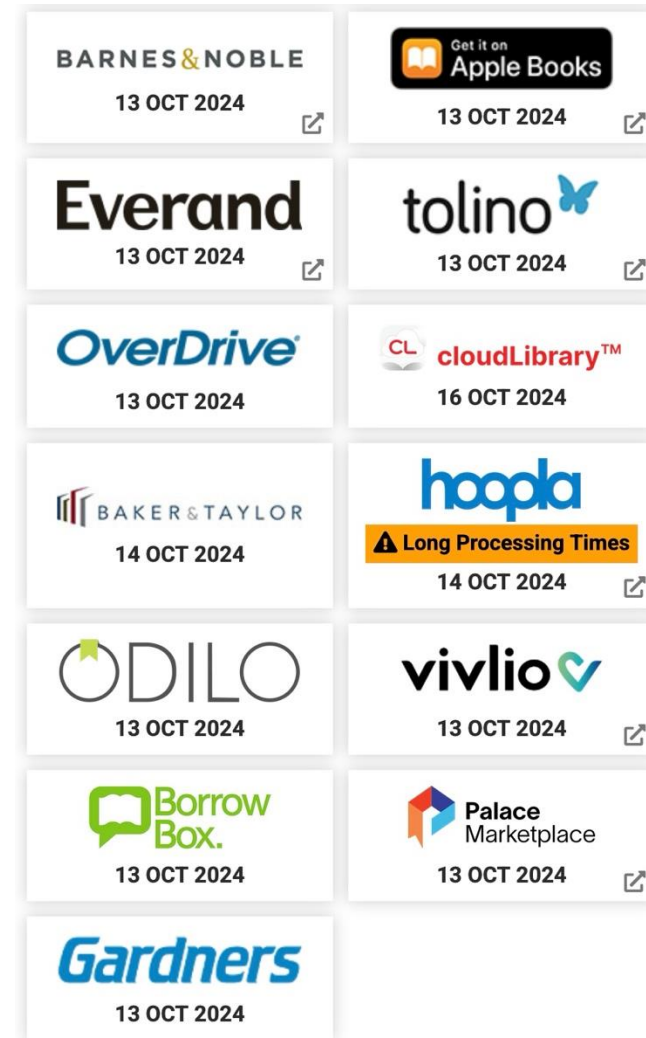


Publishing to Other Retailers

- Amazon is not the only retailer in the world (!)
- Authors can be exclusive to Amazon if they wish, but there are many reasons to go 'wide' including that an Amazon account can be terminated without notice
- Authors can sell ebooks and audiobooks at:
 - Kobo
 - Barnes & Noble
 - Apple books
 - Google Play
 - Other small ebook retailers

Publishing to Other Retailers

- Rather than having dozens of dashboards for all these retailers use an aggregator like Draft2Digital
- draft2digital.com
- Upload the book once and then it gets distributed to all these retailers
- The upload process is similar
- Draft2Digital takes their percentage





Libraries and Bookstores

- Libraries and bookstores WILL NOT order a book from Amazon
- Authors can make a print book available for libraries and bookstores to order via IngramSpark
- IngramSpark is a distributor and will fulfill orders - from libraries, bookstores - for 1 book or 5000
- Use the same cover and interior files
- Don't upload an ebook here - that can be distributed by Draft2Digital to libraries



Book Marketing

- It's not one size fits all
 - Authors need to be educated and strategic
 - Every person only has so much energy and so many hours in the day
- Have a rock-solid Book Marketing Foundation
 - The book has been edited professionally (!)
 - Cover that SCREAMS the genre the book belongs to
 - Captivating description
 - Appropriate pricing
 - More than 15 reviews

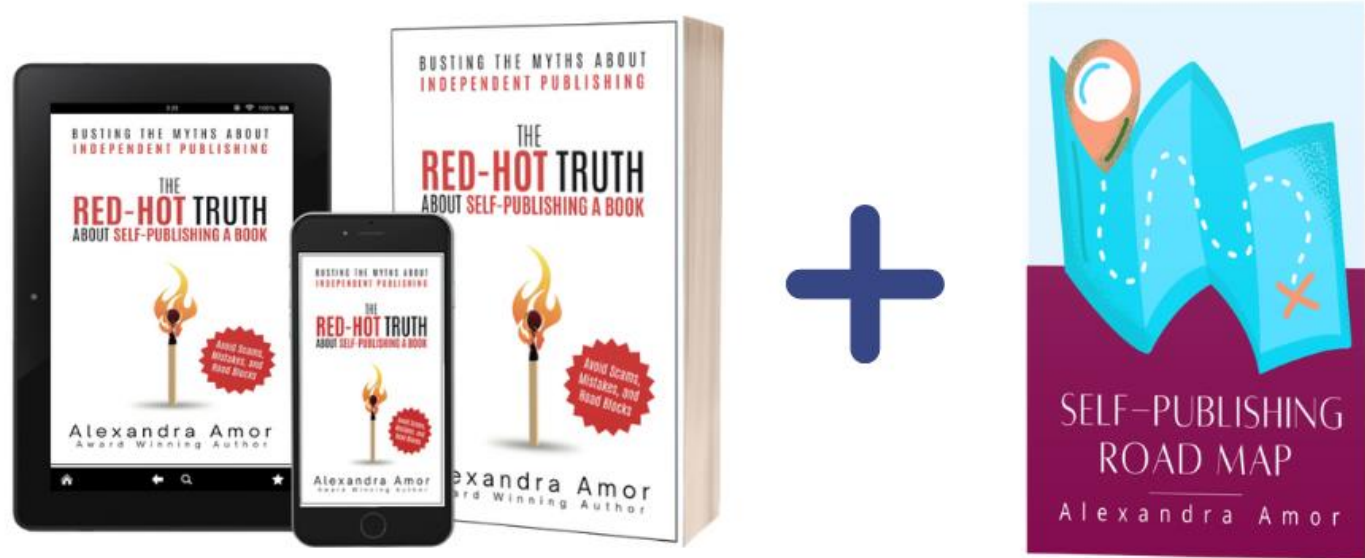
Beware of Sharks

Authors should be **extremely** wary of the companies that offer self-publishing services and support. Do research on any service:

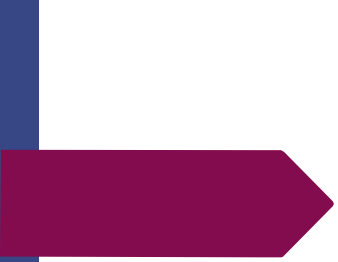
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Questions and Answers