

Greater Philadelphia Christian Writer's Conference 2017
Workshop E2—Indie Publishing 101
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EXCEL ~ EXPAND ~ EXPORT ~ EXERCISE
Six Steps to Publication & Market

Introduction

Seek _____ in your writing:

- ❖ _____ your material thoroughly with strong pre-writing skills.
- ❖ _____ through your research to determine the most compelling themes to explore.
- ❖ _____ your message to your target audience needs founded firmly in God's Word.
- ❖ _____ your words with detailed attention to all aspects of quality composition, editing, and industry standards.

_____ your " _____ " building relationships:

- ❖ Research your targeted market of _____, where they are found, and what their _____ are.
- ❖ Reach out to your prospective readers in _____ building.
- ❖ Engage with your prospective readers through strategic use of _____ platforms and online presence: **BRANDING** " _____ " you are and the " _____ " of your purpose.
- ❖ _____ with other authors and speakers in your genre.

Take the _____ Building Steps necessary to _____ your book through print media:

- ❖ Open _____ and _____ accounts.
- ❖ Secure a _____ team to assist in _____ needs.
- ❖ Secure _____ and draw up a _____.
- ❖ Learn how to _____, _____, and _____ documents with software and online tools.

_____ your influence through long term book promotion:

- ❖ Design a _____ plan for pre and post book launch events and promotional materials.
- ❖ Maximize your message and ongoing book sales with _____ related to your message.
- ❖ Book _____ engagements. Coordinate _____ events.

Six Steps to Growing into Greater Things with Indie-Publishing

Step 1—Write Your _____

- ❖ Develop your manuscript for a _____.
~ Know _____ and to _____ you are writing.
- ❖ Set calendar _____ to finish your project—6 months or more “_____” season.
~ Write _____ to meet your goals for word count.
- ❖ Fine tune the total _____ for your work.
~ _____: Plot details, character development, and compelling themes
~ _____: Accurate research and study guides for greatest impact

_____ *THE BOOK!*

And this same God who takes care of me will supply all your needs from His glorious riches, which have been given to us in Christ Jesus. Philippians 4:19 NLT

- ❖ Undergird all your efforts in _____ ~ _____ God’s work in your “incubation season.”
 - ~ Cultivate _____
 - ~ Explore _____
 - ~ Increase _____
 - ~ Enjoy God’s Promised _____
- ❖ Improve your current _____ and become _____ in new publishing industry skills.
 - ~ _____ craft (grammar, publishing industry standards)

- ~ _____ literacy (MS Word, PowerPoint, Graphic Design Programs, etc.)
- ~ _____ strategy (social media platforms, advertising and promotion)
- ❖ Take informed _____—fearlessly break out of your shell and _____ into _____.

Step 2—The _____ Process

Hiring an _____ is the best investment for your manuscript if you are serious about bringing your words to print:

- ❖ Editors keep current on _____ in writing and publishing.
- ❖ Editors hone in on _____ in addition to spelling and typos.
- ❖ Editors catch _____, _____, and _____ issues to make the point and flow of your story flawless.
- ❖ Editors maintain the _____ of your _____ and _____ while _____ your manuscript to perfection.

COUNTING THE _____

_____ for your book:

- ❖ _____—Designer, fees, domain, hosting, plug-ins, graphics. Invest in a good designer to create your business _____.
- ❖ _____—Bizcards, bookmarks, brochures, e-mail, displays, ad fees, contests, freebies, ISBN, postage
- ❖ _____—Editor, graphic designer, illustrator, printing, inventory
- ❖ _____—Registration fees, professional services (accountant, lawyer), merchant materials (Square Credit Card set-up—_____.com)
- ❖ _____—Conferences, seminars, coaching, travel costs, etc.

Step 3—Illustration, Layout and _____

- ❖ _____ supply original art work for picture books, chapter books, gift books, and more.
 - ~ Find illustrators at _____
 - ~ Find illustrators online—join _____ groups like Christian _____ Writers and Illustrators, Christian _____ and _____, _____ Book Authors and Illustrators
- ❖ _____ may be necessary for a book cover, which makes or breaks the first impression of your finished book product. Always purchase original images:
 - ~ _____ .com ~ _____ .com
 - ~ Master the _____ tools in PicMonkey at _____ .com
 - ~ More _____ tools in Fotor at _____ .com
- ❖ _____ is the visual experience of your book—its artistic design for the reader in the perfect size, fonts, and formatting.
 - ~ _____: Word doc to PDF to CreateSpace and Kindle
 - ~ _____: Scrivner
- ❖ _____ complete the necessary complex technical requirements for printing of your book.
 - ~ Can design all artistic aspects of book—_____ and _____
 - ~ Can create _____ from _____ program for _____
 - ~ Can use your formatted _____ doc, transfer to _____ and _____

Step 4—Your Book in _____

- ❖ Determine book _____, cover _____, _____ quality, and _____ (POD) inventory order amount.
 - ~ ALWAYS order a _____ to review before final inventory order.
 - ~ ALWAYS order _____ amount. Processes within _____ weeks.

- ~ Both CreateSpace and IngramSpark have easy to use _____ on their websites to estimate _____.
- You decide which options will fit your _____.
- ~ IngramSpark has separate _____ for each cover and interior; _____ does not
- ❖ Both CreateSpace and IngramSpark have _____, including _____ and other bookselling outlets that are easy to set up with your _____ information.
- ❖ _____ approved final _____ to print production and global distribution via varied options:
 - ~ **CreateSpace** (_____.com—accepts Word PDF format)
 - ~ **Ingram Lightning Source** (_____.com—requires _____ PDF format)
 - ~ **KDP—Kindle Direct Publishing** (_____.com— _____ automatically formatted from uploaded PDF; may be _____ formatted for added _____ and electronic layout)
- ❖ Must be properly _____:
 - ~ **ISBN#** (_____.com) registers copyrights, metadata, and directory services for best search results for _____, _____, and _____; ALWAYS _____ your own.
 - ~ **PCN#** (_____ Library of Congress classification, _____ libraries)
 - ~ See article links on handout for what you need to know about Fair Use and Copyrights.

Step 5—Peer Support Book Launch and Marketing

- ❖ _____ are responsible for marketing their book, but need a “_____” to encourage, inform, and provide critical appraisal of current works. A “_____ foundation” to launch a book release. *Your tribe helps you market your book just like you’ll help them with theirs—* _____.
- ~ **Committed** _____ **Team Support**—use a closed _____ page to keep in touch with regular updates.

- ~ **Professional** _____: Editors ~ Publishers ~ Authors ~ Agents ~ Coaches
- ~ **Writing** _____ **Group**—meet monthly or more.
- ~ _____ **and** _____ with wisdom—discern _____ from _____
- ❖ _____ Strategy Plan:
 - ~ _____ design, development, and BUY button
 - ~ Online presence: guest posts and _____
 - ~ Amazon _____ Page—_____.com
 - ~ _____ Book Launch Party—Event Page or _____
 - ~ _____ & _____ Programs
 - ~ _____ campaigns
 - ~ Special Events: _____ Day (_____.com), _____ Shows
 - ~ Be creative & specific to your _____
 - ~ Order bizcards, bookmarks, and more from _____ .com
 - ~ Open _____ credit card processor account at _____ .com

Step 6—Develop an Author’s Platform

- ❖ Create a _____: A folder of digital files or website page of file downloads for _____ purposes—not sales copy.
 - ~ Easily accessed by _____, bookstores, and event coordinators
 - ~ Features head shot, and promotional text that is easily copied and pasted featuring an _____ written as a 3rd person news story in varied lengths:
 - _____ bio (140 characters) for Twitter
 - Short—_____ words; Medium—_____ words; Long—_____ words including: your story, tidbits from your past, humor, varied/_____ to specific audiences
 - ~ Speaker’s _____
 - ~ Book _____, book image, sample chapter, and reviews
 - ~ Interview _____ and contact info

- ❖ Establish and build your _____ using **Social Media**—Hang out where your _____ are:
 - ~ _____: Author Page, Fan Pages—post _____ daily; buy _____ (fees required; bit of a learning curve)
 - ~ _____—Follow others in your niche—post times daily
 - ~ _____ **Channel**—create and share videos
 - ~ _____
 - ~ _____—Designed for networking and professional _____
- ~ Use a **Social Media** _____ like _____ .com or _____ .com to save time. Plan ALL your posts in _____ and upload them in bulk to _____ ahead. They will post automatically. _____ to comments to stay engaged.
- ❖ Set-up _____ **List** using _____, _____, or another format.
 - ~ Plan emails in advance, both _____ and dates released.
 - ~ **BUILD YOUR LIST**—Make this a _____. You have direct access to you target _____. Offer _____ as _____ to get sign-ups.
- ❖ Create a _____ with a _____
 - ~ Easy-Peasy = _____;
 - Learning Curve = _____ (requires PLUG-INS)
 - ~ Set-up your book for sale using _____: wppugin.org/downloads/easy-paypal-shopping-cart
 - ~ Set-up email address capture using **SumoMe**—_____ .com
 - ~ Post informative content regularly to make establish you as “_____” and helpful in meeting the needs of your readers.



Family Literacy Enrichment Books
Exploring God's Story Through Story!

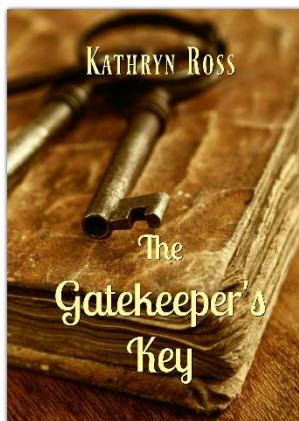
LEARN MORE about INDIE-PUBLISHING: Check out these additional workshops at GPCWC 2017!

You Can Indie-Publish and Market Your Book—Sarah Bolme—Cont. Session
Your Book Launch Game Plan—Scoti Domeij—Cont. Session
E18—*Brainstorm Your Online Book Launch Party*—Kathryn Ross
1D—*Targeting Your Reader*—Janis Whipple
1F—*Publish, Promote, Profit*—Steven Spatz
2F—*Go Viral: Social Network Marketing*—W. Terry Whalin
3E—*Go Indie with CreateSpace*—Amy Deardon
3F—*Branding for People Who Are Not Cows*—Peter Lundell
4B—*Give Purpose & Intent for Your Writing*—Terrence Clark
4F—*Creative Marketing*—Tamara Clymer
5F—*Trending Now*—Rowena Kuo
6B—*Self-Editing Strategies for Fiction*—Christy Distler
6F—*Publicity and Paid Advertising*—Larry Carpenter
6G—*Make It Your Business*—Michele Chynoweth

BONUS: Check out these articles online to learn what you need to know about Fair Use and Copyrights in your work:

<https://janefriedman.com/permissions-and-fair-use/>

<https://www.thebookdesigner.com/2010/02/what-every-writer-ought-to-know-about-fair-use-and-copyright/>



Kathryn Ross, writer, speaker, and dramatist, ignites a love of literature and learning to equip young and old towards developing a Family Literacy Lifestyle—reading together, learning together, loving together. Her works challenge families to deepen their literacy skills and grow into the greater things God has purposed for them. She’s taught in Christian and homeschool circles, trained in the Principle Approach® through the Foundation for American Christian Education. Miss Kathy owns Pageant Wagon Publishing, producing homeschool enrichment materials, devotional works, study guides, and theatrical dramas for church, school, and community production. She podcasts at TheWritersReverie.com and blogs at PageantWagonPublishing.com

Her latest publication, *The Gatekeeper's Key*, explores some of the themes in this workshop from a spiritual perspective. Using short story allegory and follow-up essays featuring excerpts from classic literature, *The Gatekeeper's Key* will challenge you to stir-up the faith necessary to unlock the portal to your potential as a writer crossing the threshold of independent publishing.

Indie Publishing 101: Unlock Your Pen's Portal to Potential, by Kathryn Ross, July 2017, ARR
Handout notes prepared for the Greater Philadelphia Christian Writers Conference 2017