

Course Title: How to Self-Publish a Book: A Roadmap for Entrepreneurial Writers

Course Code: WSP 102

Instructor: Holly Brady

Course Summary:

In this one-day workshop, we'll walk through the process of self-publishing step by step. We'll discuss how self-publishing differs from traditional publishing, and we'll explore the skills you need to produce a professional quality book.

**Please see course page for full description and additional details.*

Grade Options and Requirements:

Due to its short format, this workshop may not be taken for Credit or a Letter Grade. If you require proof of participation, your instructor will have Certificates of Attendance available. Please see the instructor at the end of the class. The Continuing Studies office does not issue these certificates after the workshop.

Tentative Outline:

This workshop is designed for those who want a clear roadmap for the self-publishing process—where the critical decision points are, and where the pitfalls lie. It is designed for the writer who is considering self-publishing a book—short or long, fiction or nonfiction, with illustrations or without—and who wants an overview of the steps involved. Topics include:

- Self-publishing vs. traditional publishing: how they differ
- Emerging options for writers:
 - ebooks
 - print-on-demand books (softcover and hardcover)
- Skills you need either to bring to the table yourself or to hire in order to produce a professional quality book:
 - editing: developmental, copyediting, proofing
 - cover design: front cover, back cover, spine
 - interior design and layout
 - production/printing processes
- Costs associated with self-publishing

- Vendors: how they differ, which to choose
 - Kindle Direct Publishing
 - Ingram Spark
 - ACX
 - others
- Devilish details:
 - pricing your book
 - ISBN numbers
 - subject (BISAC) codes
 - barcodes
 - royalties
 - permissions and rights issues
- Difficulties in distributing to bookstores
- Strategies for promoting a self-published book:
 - soliciting testimonials
 - getting reviews
 - using Amazon to full advantage
 - extending your reach through social media marketing