



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

**Course Code:** WSP 102

**Instructor:** Holly Brady

**Tentative Weekly Outline:**

This 5-week course 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. Preliminary course topics include:

Week 1: Self-publishing vs. traditional publishing: how they differ, why it matters; difficulties in distributing through bookstores.

Week 2: Preparing your manuscript for publication: figuring out your “hook,” honing your title & subtitle, writing descriptive copy, finding the right editor, drafting your copyright page, choosing your subject categories, setting up your publishing imprint, buying ISBNs and barcodes.

Week 3: Designing your book: what makes a good (front & back) cover, finding a cover designer, choosing your trim size, formatting an interior that doesn’t tip your hand, proofing, producing both print and ebook formats.

Week 4: Pricing, Publishing, Royalties: understanding print-on-demand technologies, pricing your book, choosing your publishing partners (e.g., KDP, Ingram Spark), understanding royalties, uploading your files, comparing the economics of ebooks vs. print books.

Week 5: Strategies for promoting your book: soliciting testimonials, getting reviews, understanding Amazon algorithms, extending your reach through social media marketing.