The Entrepreneurial Writer: 
How to Self-Publish a Book Using Today’s New Media Tools

Course Code: WSP 102

Quarter: Summer 2014

Instructor Name: Holly Brady

Required Text(s): none

Class 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 manuscript—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:
  o ebooks
  o print-on-demand books
  o ultra-short-run projects
• Skills you need either to bring to the table yourself or to hire in order to produce a professional quality book:
  o editing: developmental, copyediting, proofing
  o cover design: front cover, back cover, spine
  o interior design and layout
  o production/printing processes
  o marketing (especially through social media)
• Costs associated with self-publishing
• Vendors: How They Differ, Which to Choose
  o CreateSpace
  o Kindle
  o Smashwords
  o Ingram Spark
  o Bookbaby
  o others
• Devilish details:
  o ISBN numbers
  o PCIP information
  o BISAC codes
  o barcodes
  o royalties
- permissions and rights issues
- distribution options

- Difficulties in distributing to bookstores
- Strategies for promoting a self-published book:
  - soliciting testimonials
  - getting reviewed
  - using Amazon to full advantage
  - extending your reach through blogs, Facebook, LinkedIn, Twitter