Course Title: How to Self-Publish Your Book: New Opportunities 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. By the end of the workshop, you will have a clear roadmap as to how to publish your own book.

Please see course page for additional details.

Grade Options:
• No Grade Requested (NGR)
  o As this is a one-day workshop, no work will be required outside of class, and no credit shall be received. Proof of attendance will be provided at the end of the workshop.

Please Note: Courses taken for NGR will not appear on official transcripts or grade reports.

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:
  o ebooks
  o print-on-demand books (softcover and hardcover)
  o short-run projects
  o audiobooks

Please contact the Stanford Continuing Studies office with any questions
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• 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 Ingram Spark
  o Bookbaby
  o ACX
  o others
• Devilish details:
  o pricing your book
  o ISBN numbers
  o subject (BISAC) codes
  o barcodes
  o royalties
  o permissions and rights issues
  o distribution options
• Difficulties in distributing to bookstores
• Strategies for promoting a self-published book:
  o soliciting testimonials
  o getting reviews
  o using Amazon to full advantage
  o extending your reach through social media marketing