Course Title: Self-Publishing Your Book: New Paths 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 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 see the instructor at the end of the workshop if you require proof of attendance, as it cannot be provided at a later date.

*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 audiobooks
• 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

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• interior design and layout
• production/printing processes
• 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