

Let your
passion
be
greater
than
your fear.
-Heather Wallace

#BeBold

THE TIMID RIDER

BEGINNING BOOKS

A BEGINNER'S
GUIDE TO SELF-
PUBLISHING

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TIMIDRIDER.COM

THE BIG PICTURE

1

The IDEA

2

Writing and Editing

3

Marketing and Sales

4

Production

5

Revenue



Confessions of a Timid Rider



Why **WRITE A BOOK?**

- Improve your writing
- Include detail
- Newsletter incentive
- Reach a wider audience
- Diversify monetization
- Creates respect
- Increases areas of commendation:
awards, speaking engagements,
presentations, and book signings.

The idea of writing a book can be intimidating but chances are you have the material right in front of you- your blog.

Start by answering these 3 questions:

What story do you have to tell?

What is your main focus?

Who is your audience?



UNDERSTAND YOUR AUDIENCE

- Without readers we cannot sell books or make an income.
- Don't just consider your current readers.
- Consider how you can reach a wider audience for your book, which will then draw attention back to your other projects.





DEFINE YOUR AUDIENCE

- Start with your experience. What have you written. What is your background?.
- Google Analytics and social media platforms will allow you to search your demographics.
- Define your current audience. Gender, geographical location, interests. If you haven't done this already, do it now!




EXPAND YOUR AUDIENCE

- Widen age range.
- Widen geographical range.
- Whom else would benefit?

Targeted marketing.

Tailor it for your INTENDED audience, then start building relationships and buzz BEFORE it's published.



Social media/Blog
= specific
Book = detailed

*Writing isn't about making money,
getting famous, getting dates, getting
laid, or making friends. In the end, it's
about enriching the lives of those who
will read your work, and enriching your
own life, as well.*

— Stephen King



WRITING

- You may already have the material.
- Think of a blog post like a single chapter.
- Formulate your blog posts around a central theme, i.e. look to the categories you've already published.
- Always write with your audience in mind.

DON'T limit your ideas to those on your blog!



DON'T edit your own work.

What are they?

BETA READERS

Readers in your target audience that receive a pre- publication copy of your book. Choose experts or audience members whom will provide feedback, constructive criticism, and a review!

WHERE

Facebook groups

Goodreads

Other authors in your genre

Scribofile

Wattpad

BETA READER GUIDELINES

- Ask what format they like to read.
Ebook or hard copy?
- Don't give a first draft. Give a "final draft".
- Provide a checklist or guideline.
- Provide a deadline, 3-4 weeks.
- If they love it and have a lot of positive comments, ask to include the positive comments in the beginning of the book, or share on social media to begin hyping your release.

DON'T take criticism personally.



MARKETING

Marketing is the most important factor. Without it you cannot gain an audience or make any income.

Social media

Goodreads

Amazon

Giveaways

Virtual book launch/Blog tours

Authorgraph

Author signings/ Book festivals

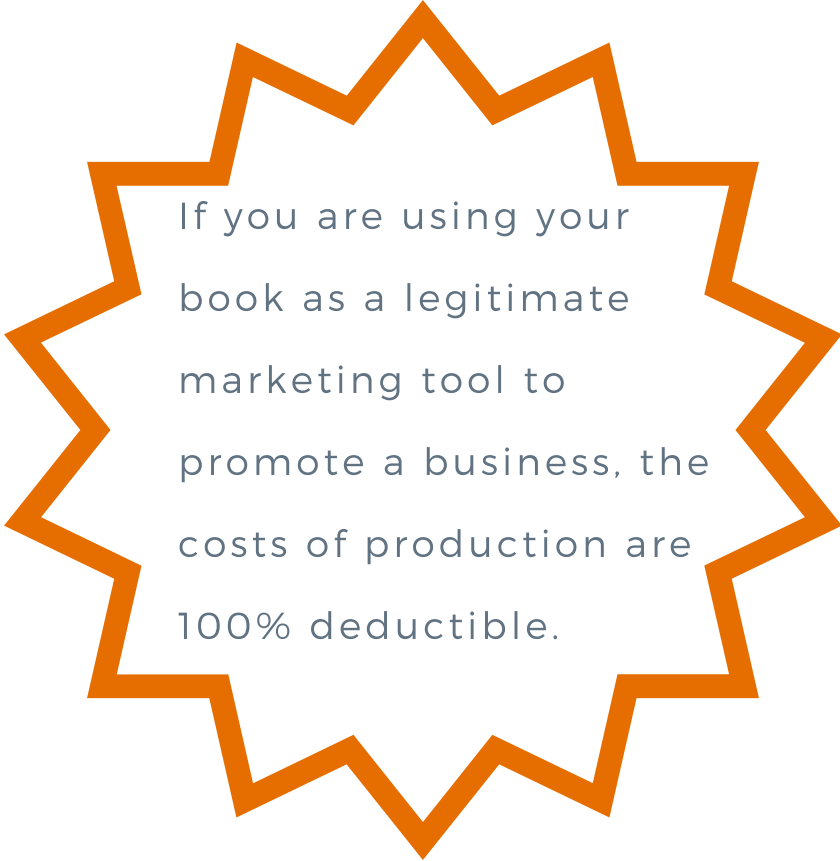
Press releases

Smashwords


Interviews

Bublish

Book and writing contests



If you are using your book as a legitimate marketing tool to promote a business, the costs of production are 100% deductible.



*“The good news about self-publishing
is you get to do everything yourself.
The bad news about self publishing is
you get to do everything yourself.”*

—Lori Lesko

S e l f P u b l i s h i n g

PRODUCTION

Pros:

Complete control

You own all the copyrights

You own all the royalties

You can sell on your own website

Cons:

Outsourcing

Marketing and promotion is on YOU

All costs are yours

EBOOKS

FORMATTING

Kindle (MOBI)

Lulu, Kobo and iBooks (EPUB)

Email Subscribers (PDF)

WRITING PROGRAMS

Microsoft Word- word processing and exports to EPUB format.

Schriener- Word processing, research, scrapbook, and formatting. Exports to multiple formats. \$40-45 one time fee.

Vellum- \$199.99 unlimited ebooks; \$249.99 unlimited ebook and paperbacks.

PUBLISHING PLATFORMS

Blurb - Bookify formatting is free, PDF files \$4.99 and ebook format \$9.99 per project. Great for photo-heavy books.

IngramSpark- \$49 ebook conversion fee and you will need to purchase an ISBN.

Lulu- Free.

KDP Publishing/ Createspace (Amazon)- Free.

Smashwords (ebooks only)- Free.



PRINT

ISBN

Blurb, Lulu, Amazon KDP, and Createspace pricing will include a free ISBN.

IngramSpark you must pay for an ISBN.

Bowker = 1 ISBN \$125. 10 for \$295.

AUTHOR COPIES

You will be required to view a printed author copy if publishing in paperback format.

These are at at-cost price.



REVENUE

DIVERSIFY YOUR REVENUE STREAM

SALES:

Your blog website (if you have one)

Your author website

Amazon

Libraries

Book stores

Book fairs

Conventions and expos

Speaking at events

Sponsored posts and brand connections

Swag!

THANK YOU!

We would like to invite you to join the Equine Author Community
to learn, support, and help promote yourself and others!

<https://www.facebook.com/groups/equineauthorcommunity/>

