



BOOK WRITING & SELF-PUBLISHING COURSE

MODULE 3: SELF-PUBLISHING 101

TOPIC 11: Preparing Your Books for Online Publishing

- Introduction to online publishing platforms – Amazon, Kobo, D2D, StreetLib, etc
- How to convert your book into e-formats for online publishing

In book writing, there are different soft-wares that help you get organized and be more productive. One of them is Scrivener.

Scrivener is a word-processing program and outliner designed for authors. Scrivener provides a management system for documents, notes and metadata. This allows the user to organize notes, concepts, research, and whole documents for easy access and reference. Scrivener offers templates for screenplays, fiction, and non-fiction manuscripts. After writing a text, the user may export it for final formatting to a standard word processor, screenwriting software, or desktop publishing software.

Scrivener won't tell you how to write—it simply provides everything you need to start writing and keep writing.

Once you've completed your book: done with the editing, and designed your cover, the next thing to do is publish your book. If you are publishing on paperback, you have to design the front and back cover for your book. Your cover designer will handle that. But if you want to publish only an e-book, and then you don't need back cover design. Front cover is okay.

This topic is focused on online self-publishing; however, you may decide to go hybrid; that is publish online as well as print hard copies of your book. Whatever you choose is okay; provided it serves your purpose.

There are three versions you can publish your book online

1. E-book
2. Print-on-Demand Paperback – POD
3. Audio book

In other words, you can create three streams of income from a single book, if you know how to harness the details. This requires you to do some reading up and skilling-up.

To publish your book online, there are a number of E-book publishing soft-wares that you could use in formatting your book. To use some of them, you may have to create an account with them, or download free version of the software, or purchase premium versions, depending on the requirements. These include.

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Author Publishing Platforms

There are different online publishing platform that authors use to make their books available to their readers, worldwide. These include

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2. Lulu
3. IngramSpark
4. Apple iBooks

5. Nook
6. Barnes & Noble
7. Kobo
8. Draft2Digital
9. StreetLib
10. Google Play,
11. And more.

As you may know, Amazon has the largest online book store in the world and commands about 70% of the online book retail market. You will have to try these platforms to see the one that will best serve your interest. Nothing stops you from publishing on as many platforms as possible. That is what we mean by “Going wide” as opposed to sticking with only one platform like Amazon. Some of the platforms allow you to publish and distribute your books in the three forms: e-book, POD, and Audio, while others have limited options.

No matter which platforms you may choose to distribute your book, you must have your own home office- your website. This is important for your marketing and promotions.

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