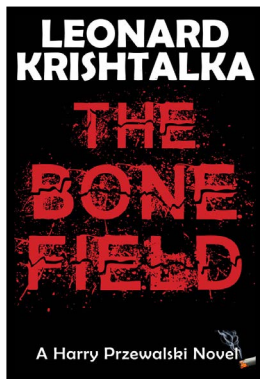
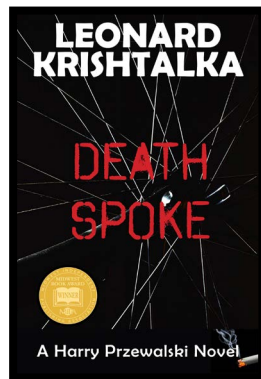


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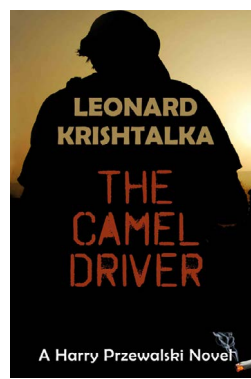
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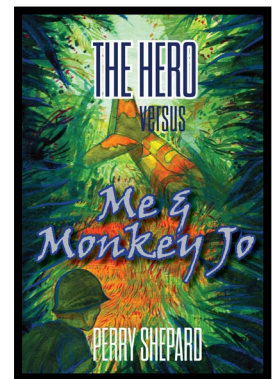
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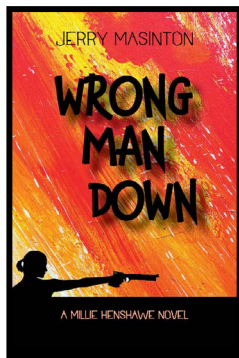
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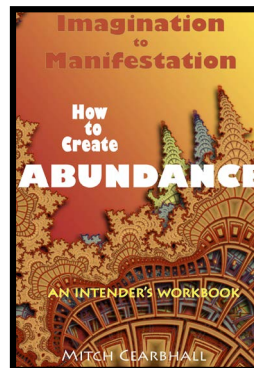
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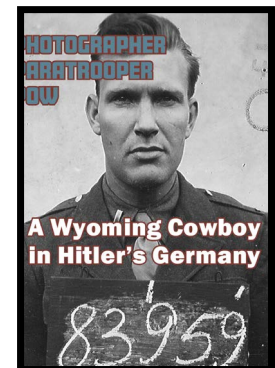
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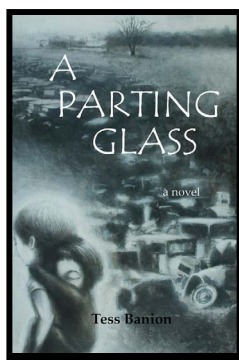
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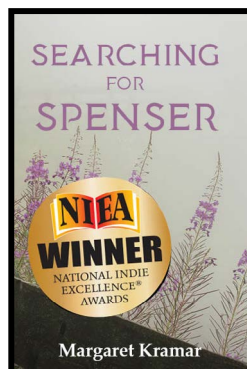
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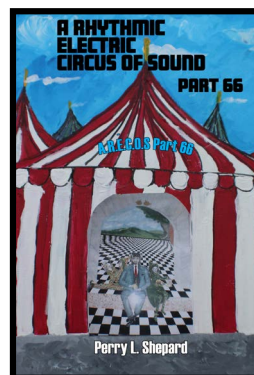
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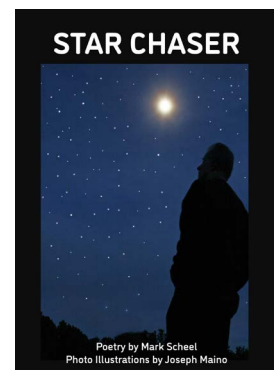
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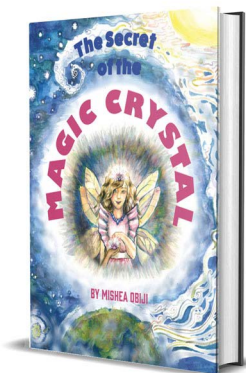
HOW TO BECOME A PUBLISHED AUTHOR

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Independent publishing today is as hot as the printing presses once were. Independent publishing is not new nor is it anything to be ashamed about. The great writer, Mark Twain, published independently; he started a publishing company to have more control over his words and to better profit from them.

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MARKETING - AN ESSENTIAL STEP

Since the goal is to distribute/sell your book, marketing is just as important as your book's creation. Effective marketing requires the efforts of both the publisher and the author working in coordination. Here are some important marketing steps that both publisher and author take together to market the book beginning up to 6 months before release:

1. "brand" the book and the author
2. select reviews for cover/interior/website (requested from beta readers, friends, editorial reviewers)
3. plan announcement and launch (press releases, book signing, notice of book release)
4. plan email advertising campaign (using combined contacts of publisher/author)
5. plan social media campaign (facebook book/author page; linkedin announcements; twitter, instagram, goodreads, pinterest, youtube)
6. create author website (cost of wordpress/wix website creation is author's responsibility)
7. create amazon author page & ensure amazon presence (author's responsibility)
8. send book for formal reviews (e.g. booklist)
9. create ads for print (cost of printing is author's responsibility)
10. create ads for email and social media (facebook, pinterest, etc. distribution)
11. create and distribute media kit containing information about book to media
12. take book to publisher events, including american library association conference
13. arrange speaking events and book signings
14. send book for awards (e.g. newbery medal)
15. more!

QUESTIONS FOR AUTHOR

1. Will this be your only book?
2. Are you a member of an authors group (KAC)?
3. Do you have a website?
4. Do you blog?
5. What forms of social media do you use?
6. Do you have one or more email contact lists you can access/share?
7. Are you interested in public speaking/book signings?
8. What memberships/organizations are you personally involved with? Will they distribute your book/author announcements?
9. Are you using Goodreads or Bookbub?
10. Can you describe your book in 100 words or less?
11. Can you describe your book in an “elevator pitch”?
12. Do you have an author bio?
13. What are your goals for this book? Hopes and wishes?

FIRST STEPS FOR NEW AUTHOR

- Provide manuscript as a word or text doc
- Provide jpeg/tff images in 300 resolution or higher (preferably 600 resolution) typically 3 X 3 or larger
- Number and caption photos and provide any other metadata: photographer, artist, date, etc.
- Provide blurbs/bio/photo of author



28 STEPS FROM MANUSCRIPT TO MARKET

	SERVICE	DESCRIPTION OF SERVICES
1	* Edit book	up to 10,000 words for 2 rounds of editing (optional - you may select your own editor)
✳		ANAMCARA PRESS DOES NOT CHARGE ITS AUTHORS TO PUBLISH
2	Assign ISBN	For each format: soft cover, hard cover, e-book, you'll need a publisher-assigned ISBN for your book to be discoverable. (Contact AC press for audio book details)
3a	Layout/design interior - Option <i>a</i> Text only without notes/biblio	Prepare the manuscript for print. No interior images up to 280 pages
3b	Layout/design interior - Option <i>b</i> up to 10 photos	up to 10 author supplied photos at correct size/resolution up to 280 pages
3c	Layout/design interior - Option <i>c</i> over 10 photos, with notes/bibliography/ children's	over 10 author supplied photos at correct size/resolution; (ask about cost for specialized elements such as footnotes, endnotes, charts, graphs, etc.)
4a	Cover layout/design (author supplies art)	Cover creation with one author supplied photo at correct size/resolution
4b	Custom cover layout/ design(including art)	Custom cover layout/design(including art); three designs to choose from & ability to tweek
5a	Upload PDF files to Distributor	Upload interior and cover PDF files to Distributors.
§		ANAMCARA PRESS PROVIDES MARKETING ASSISTANCE TO OUR AUTHORS AT THREE LEVELS: Branding , Advertising , and Promoting
7	LEVEL ONE: BRANDING	Publisher & author work together to create branding for book and author
8	Branding A	Write Ad Copy: Select BISAC Category, Keywords. description, and other language that display on your book's Amazon.com page, and everywhere else, and entices readers to buy.
9	Branding B	Create and apply "metadata" from ad copy (bits and pieces of information go in various online places to help make your book discoverable.
10	Branding C	Create media kit (Press Kit) from Ad copy and metadata.
11	Branding D	Create Print Book Release Ad from media kit
12	Branding E	Create online Release Ad from Print ad
13	Branding F	Author Webpage on publisher website dedicated to author/book
14	Branding G	Assist with Amazon Author Central page set up and Goodreads author page setup
15	Branding H	Wordpress Basic Website creation (optional but necessary in order to have bookstore or library events.)

	SERVICE	DESCRIPTION OF SERVICES
16	LEVEL TWO: ADVERTISING	Publisher & author work together to create a detailed marketing plan for title including advertising
17	Advertising A	Publisher orders & author distributes (with publisher email/letterhead) advance print copies for editorial reviews (<i>NetGalley subscription reduces this cost substantially; see "Promotion" below.</i>)
18	Advertising B	Publisher orders & distributes advance print copies to local bookstores, libraries, and media
19	Advertising C	Publisher & author distribute pre-release print ads
20	Advertising D	Publisher & author distribute pre-release social media ads
21	Advertising E	Publisher & author distribute post-release social media ads
22	Advertising F	YouTube video for book (30 seconds -1 minute)
23	Advertising G	Author interview and reading (recorded video/audio)
24	Advertising H	List book in Holiday and sales ads
25	Advertising I	List book in Publisher's catalog
24	LEVEL THREE: PROMOTION (third party promotion)	Publisher & author work together to promote book and author through third-party marketing organizations. The purpose is to help the title get discovered.
24	Promotion A	Press Release (it is recommended to do a national press release 2-3 weeks before Street Date.
25	Promotion B	NetGalley Review Subscription
26	Promotion C	Goodreads eBook promotion
27	Promotion D	BookBub promotion
28	Promotion E	Publisher will present book at trade shows book exhibit (e.g.ALA)

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