

What's Needed for Your First Self-Published Book
Made Available by Dr. Roger Sapp, Overseer & Publisher,
All Nations Ministries & Publications
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1. A completed manuscript. A good manuscript recommends itself.

- A. MS Word or another Word-processing program.
- B. Shorter is better than longer. Write 2 books if too much material.
- C. Testimony better than theology.
- D. Editors do well with grammar less so with style which is often a matter of preference rather than correctness. Editors are available online and elsewhere and will bid on the project. *Help an editor: Keep sentences short ... 10-12 words each... helps to avoid grammatical errors. Use less pronouns- brings better clarity. Edit as you write. Biggest problem with first manuscripts is taking too much knowledge for granted in your audience. Write as if you audience doesn't know your subject.*

2. A ready cover. Good covers sell books.

- A. Produced by a graphic artist in a suitable format. Find one online or by recommendation. (See our other Self-Publishing file entitled "Self-Publishing Resources.)
- B. A professional picture of the author for the back cover. Any professional photographer should be able to produce one for you. Be sure to get complete legal rights to duplicate the picture when you purchase it.
- C. A short biographical sketch for the back cover.
- D. A short description of the contents of the book for the back cover.
- E. Clearly communicate your message by a short title, a longer subtitle and a detailed longer description of the contents of the book on the back cover. Avoid being cute, symbolic, obscure or too spiritual.
- F. Clearly communicate your message by your cover design. Don't be overly symbolic. Someone should not question what the book is about after seeing the cover.
- G. Booklets (less than 30 pages) simply require a one page cover. Can be produced easily on a standard computer. Can be printed by an online printer. (See our other Self-Publishing file entitled "Self-Publishing Resources.) More cover copies means less cost per copy. Example: 2000 full-color covers \$500. 3000-\$600.

3. Means of publication: Chose one that fits the circumstances.

- A. **Standard paperback book printer:** lots of book printers available. All will bid on your project. Need to know how many pages and

how many copies approximately. More copies means less cost per copy. You invest more but make more money over time.

B. On-demand Printer: Many found online. This is a good way to get started without putting a lot of money into the project. Prints one-book at a time and may provide a website presence to help market books. www.lulu.com . You can order as many copies as you want but are not as inexpensive as a standard printer would print.

C. Vanity-Publisher: You pay them to do the things that you can do for yourself much cheaper. However, may have some marketing ability that you can't produce for yourself but be careful.

D. Agent-found Publisher. Agent promotes your book to a publishing house. The publishing house prints and promote your book and obtains most of the profits. They pay you a small royalty per book. Don't hold your breath about getting one of these contracts. Near impossible to break into this if you are an unknown author and ***you actually may not benefit much from it.*** Write some books, prove their marketability and then "acquisitions" from some publishing houses will be seeking you. If it happens that way, you are in the best position to negotiate.

4. Marketing & Means of Distribution:

A. Cost per book determines how you sell them.

B. Traveling ministry- books promote ministry and support your ministry financially. They follow-up and recommend your ministry elsewhere. Can sell books at retail price while traveling. Able to take 50 lbs. of books in a suitcase or box while traveling by air.

D. TV & Radio Interviews: They sell your books to support their ministries. Need to be able to discount them by half of retail price.

E. Website sales. Shopping Cart online programs allow for retail and discounted larger amount sales online. Also allow for distribution of specific information about your ministry such as itinerary or new books, etc. Requires purchase of programs, setup fees and monthly fees for hosting websites. Still probably the best and cheapest way to market today. Estimate \$1,000 to \$2000 initial cost and \$40-\$50 monthly.

F. Direct Marketing by magazine ads and mailouts. Probably the most expensive way to market and is no more effective than other ways in our experience.

5. Other Concerns:

A. ISBN: a number that identifies your book. You can become your own publishing house and obtain a block of these numbers for use for your publications. Contact info@Bowker.com www.bowker.com

B. Copyright: All works are automatically copyrighted without registration. However, you will want to register each book that you write so

if there is ever a question you have the paperwork to prove that you wrote the book. Copyrights are obtained from government's Copyright office. It's a simple one-page form. www.copyright.gov