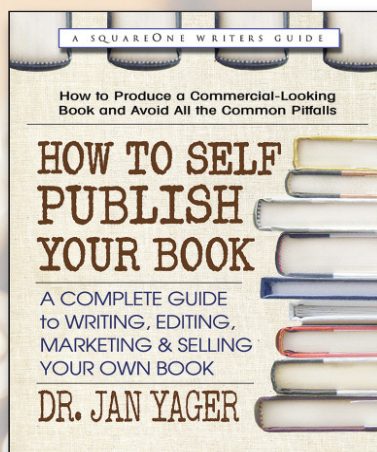


REFERENCE/WRITING



HOW TO SELF-PUBLISH YOUR BOOK

A Complete Guide to Writing, Editing, Marketing & Selling Your Own Book

Dr. Jan Yager

A new world has opened to writers who wish to have their words turned into finished books. With technological advances in typesetting, printing, distribution, and sales, self-publishing has become a reality. But while converting your writing into a commercially available title may sound relatively easy—based upon the claims of the companies that offer this service—there are many important considerations you should be aware of before going to press. Book publishing expert Dr. Jan Yager has created an easy-to-follow guide that will take you from conception to production to selling—and everywhere in between. Whether the work is fiction or nonfiction, there are many crucial decisions to be made and pitfalls to avoid. *How to Self-Publish Your Book* offers sound and proven advice at every turn.

The book is divided into three parts. Part One takes you through the initial manuscript preparation—setting your goals, writing, sequencing, editing, and proofing, as well as creating a business plan for your book's eventual release. Part Two focuses on the actual production of your book. It explains the importance of cover design and interior design, what you need to know about producing physical books and e-books, and how to turn your title into an audiobook. Part Three provides key information on how to market and sell your book—the very areas most writers understand least, even though they are essential to a title's success. Also included is a valuable resource section that you can turn to time and time again for helpful websites that offer essential information on self-publishing service providers, including freelance editors, proofreaders, book marketers, publicists, printers, and related associations.

Today, numerous workshops and lecturers charge hundreds of dollars, promising to turn self-published books into bestsellers. The fact is that to create the best book possible, you have to start at its conception, not with the finished product. Here is a complete road map to what lies ahead for the self-published author—not based on hype or wishful thinking, but based on Dr. Jan Yager's lifetime of experience in the world of publishing.

ABOUT THE AUTHOR

Dr. Jan Yager received her MA in criminal justice from Goddard College, and her PhD in sociology from the City University of New York Graduate Center. She began her publishing career at Macmillan, and then moved on to Grove Press, working directly under the company's founder, Barney Rosset. There she learned to do everything from selling foreign and subsidiary rights to acquisitions, publicity, and sales. She is the author of more than forty books and has been published by such houses as Simon & Schuster, Penguin Random House, Scribner, Wiley, and Doubleday, as well as self-published by her own company, Hannacroix Creek Books.

Dr. Yager has been featured on *The Oprah Winfrey Show*, *The View*, *Today*, *Good Morning America*, *CBS Sunday Morning*, CNN, MSNBC, and BBC television. Her award-winning titles include *Foreign Rights and Wrongs*; *Effective Business and Nonfiction Writing*; *Career Opportunities in the Publishing Industry* (with Fred Yager); *Business Protocol*; *Victims*; *When Friendship Hurts*; *Friendships*; *The Pretty One*; *Untimely Death* (with Fred Yager); *The Quiet Dog* (illustrated by Mitzi Lyman), *Work Less, Do More*; and *Put More Time on Your Side*. She and her husband, Fred, reside in Stamford, Connecticut.

