



MY TOP TEN TIPS FOR SUCCESSFUL SELF-PUBLISHING

1. **SHOP AROUND**

Take the time to find a good editor. Remember: “Good service, cheap, won’t be fast. Good service, fast, won’t be cheap. Fast service, cheap, won’t be good!”

2. **IT’S NEVER TOO LATE TO LEARN**

Learn about the different stages of professional editing (structural, copy-editing, proofreading) and where they fit in to the overall publishing process. Never assume that your manuscript is error-free or you’ll soon be eating humble pie!

3. **PATIENCE IS A VIRTUE**

As with traditional publishing, self-publishing takes time. Allow months rather than weeks, and do not impose too strict a deadline on yourself or your editor. Do not rush! Rushed work means sloppy work.

4. **MAKE YOUR VOICE HEARD**

Be prepared to put some work in during the editing process. Be wary of editors who suggest rewriting large chunks of your text. The story belongs to you – not to the editor – and should be presented in your voice.

5. **MAKE SURE THE PRICE IS RIGHT**

Don’t price yourself out of the market; there is far too much competition. Work to the suggested retail price advised by your self-publishing provider.

6. **GIVE THE PEOPLE WHAT THEY WANT**

Publish your novel in both paperback and e-book, to appeal to both markets, but bear in mind that they do require two separate preparation processes.

7. **LOOK AFTER THE PENNIES...**

Do not expect to make a living, or retire, from the royalties you receive from book sales. You are more likely to receive pence than pounds, but these add up over time.

8. **DON’T LET ’EM GET TO YOU**

Try to develop a thick(er) skin. Friends and family may have been kind about your creation, but the general public will be different. There will always be those who write negative reviews, however good the story and whoever you are.

9. **SELL, SELL, SELL!**

Market your work. Create a website or blog, use social media, contact local newspapers, and related magazines. Give talks, and take some books to sell privately.

10. **REAP THE REWARDS**

Finally, sit back and relax, congratulating yourself on a job well done. Ensure that your editor is on hand to amend or update your source documents, if required.