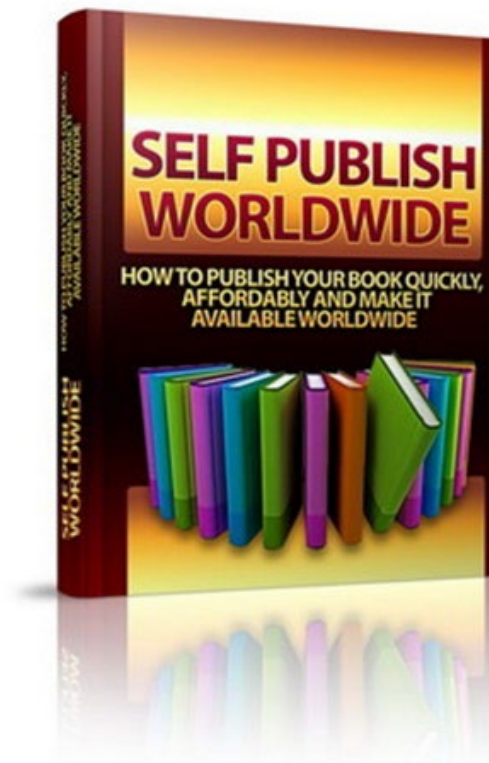


Self Publish Worldwide



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Welcome to this self publishing report which I hope you find useful as well as inspirational.

My aim is for you to enjoy reading this report as well as finding all the information you need to start working as a self published author of many books.

I began publishing all my own books over 10 years ago and back then it wasn't easy. POD publishing had just been invented and formatting manuscripts to fit the tight specifications of print-sizes wasn't easy.

Also getting a book cover wasn't easy either.

Not only that, but back then indie authors like me were scorned, ridiculed and accused of being "not a proper writer." But while the haters continued to hate, I got on with writing and publishing and worked my way up from hobbyist writer to full-time author.

I was pumped.

Now, of course, everything's changed. Not only is it easier to self publish a book, but attitudes have changed too. Indie authors are now championed as the heroes of publishing.

There are now more self published authors than traditionally published authors, and there's no sign of it slowing down any time soon.

So if you want to self publish all your own books, there's never been a better time to start. Or if you've already self published a book or two, now is a great time to do it more.

If you've ever dreamed of working as an author, don't be put off any longer. There's nothing worse than living with regret. Self publishing is free so there really is no excuse to put off starting your dream life as a published author.

There are already millions of self published authors in the world, and more joining them all the time. Plus there are thousands of online writing communities, so you'll never feel alone.

The problem with being a writer, is that most people will tell you you'll never make it. And even if you do, they don't want to know about it. This is something I've had to endure during my writing life.

But proving them all wrong is a bonus of becoming a successful writer, and by successful, I mean it's how I earn all my income.

Being free to publish every book you write means that if you want to be a professional writer, you're not stuck writing for someone else or being stuck doing writing you don't want to do.

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Instead, you can write and publish as many books as you want, and they can all go on earning you money for years.

Don't settle for whatever life hands you. Go out and fulfill your self publishing dream.

If you've already written a book you can publish it today. It really can be that quick.

And even if you haven't written a book, you can start today.

This report you're reading right now is something I wrote and published in just two days. And once it was written and formatted, it only took me a couple of minutes to upload and publish it.

And I'm not a fast writer. I do all my writing by hand, so even when I've finished writing, I still have to do the typing, proofing and formatting. Yet I still get it all done in 48 hours.

I've also written whole book manuscripts and published them in a week. I show how I did it in my eBook [The 7 Day Ebook Writing and Publishing System](#).

As long as you know how and where you're going to self publish your book, it's fast and simple to do. We'll be looking at this in more detail later.

To get faster at writing, all you have to do is write more. It doesn't matter what it is, just write.

Sometimes, if I want to learn something, I borrow a book from the library (or buy one) and I study it. I sit and read through it and take notes.

This not only helps me to learn something, but also gets me into a regular writing habit which make it so easy to sit down and write every day.

If you don't know what to write a book about, I have another eBook that you can download instantly, called 'Goodbye Writers Block.' This eBook is short and to the point and not only shows you how easy it is to find ideas to write about, but if you follow the advice, you'll have idea-overload.

Read more about it at <https://ruthiswriting.com/books/WB.html>.

So you can see that once you know how to self publish a book, you'll have so many ideas you'll never be able to use them all, plus you can write a book in as little as 7 days, so you'll soon be living your writing and publishing dream.

And because it won't cost you anything to start, you can begin straight away. Even if you have a full-time job and other responsibilities, you'll still be able to do it in your spare time until you're able to earn enough money to work less or not at all.

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I began as a part-time writer and a full-time worker, but I didn't quit my job until I was earning more money from my writing.

And you shouldn't either.

I was fortunate that I had plenty of free brain-time at work so I could plot out my next book on company time while earning money doing work for them.

Plus, I was determined to make it as a writer, so I didn't let anything stand in my way.

So, if you're as determined as I was, let's get going.

Know Your Categories.

Whether your book is already written or not, it's imperative that you know the category or categories it fits into.

If it's categorised correctly, more readers will find it. This is so important because you don't want to miss out on sales because readers didn't see your book.

You'll also be able to look at other books in the same categories (genres) to see the type of readers they market to and how they do it to give you more ideas.

Choosing as many categories for your book as you can means it will show up on more pages of online book stores.

It also means you'll get more reviewers interested in it.

Most books fit into more than one category, which means that if you only pick one, you'll drastically restrict your audience because most readers won't even see it when they're searching for a book by category.

When you self publish a book and you get to the category section, choose as many as you can that are appropriate.

For example, say you've written a horror novel, but it has a romance in it all the way through. You could put it in the Horror category as well as the Romance category. You could also list it in the subcategory of Romantic Horror.

Each category usually has subcategories. Romance has more subcategories than any other genre. For instance, there's paranormal romance, young adult romance, historical romance, contemporary romance, erotic romance and romantic suspense.

Plus, it has many more subgenres of the subgenres. As an example, contemporary romance has a subcategory of interracial romance and multicultural romance.

So it's easy to see how you can have many more than just one category for your book.

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It's the same for non-fiction books too. A book listed under 'self-help' could also be under a subcategory of 'new-age' or 'self-esteem.'

To find categories and subcategories search online book stores, library catalogues and even publishers' websites

If you see a book listed like yours, see what other categories it is listed under to see if they're suitable for your book too.

If you haven't already written your book, see if there's a way you could aim your book at a group of readers you've never considered before.

Don't overwhelm yourself with it too much if there seems to be dozens of categories your book could fit into, choose the best and most appropriate ones, the categories where serious readers would be looking for a book like yours.

Getting your book listed in as many categories as you can, will really help you make more sales.

There's the saying that if you build it, they will come. But that's not true.

No matter what you build (publish) if no one knows it's there, they won't buy it.

So get it in front of as many readers as you can.

Just don't go too crazy and put it in inappropriate categories. You don't want to annoy people by suggesting that your book is suitable for them if it's not.

Just because someone bleeds in your horror novel doesn't mean you should list it under 'gore-fest.'

Aim at the right target.

Writing Your Sales Blurb

No matter what your book is about, no matter if it's fiction or non-fiction, you still have to write a sales page.

It might be a short blurb for the back cover, or a description for an online book store, or a sales page on your blog or website.

You may even need to write all three.

But, one thing is sure, you have to write it.

A great sales blurb can be the difference between no sales and plenty of sales.

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If people aren't interested in your sales pitch they're not going to buy your book.

Once they buy your book and like it, they'll probably want to read more books from you.

Readers are extremely loyal to authors they like.

On the other hand, if your sales pitch promises them things your book doesn't deliver, they'll never trust you again – worse, they'll tell others not to trust you either.

So you need to write a sales pitch (blurb) that entices people to read your book.

But believe it or not, they're not really interested in what you've written. They only want to know what's in it for them? How will it make them feel? How will it improve their life?

If you've written fiction, they want to know the emotion they'll feel. Scared? Sad? Puzzled?

If you've written a non-fiction book, they want to know how your book will help them. So if you've written a book about how to train a dog, they don't want to learn how to do that, they just want a well-behaved dog. So that's what your sales pitch will tell them about.

With fiction they're looking for emotion. Novels are places people go to when they have to stay where they are. They want an emotional journey to go on.

Make sure you're selling them the benefits of reading your book.

There's a saying in marketing that you don't sell features, you sell benefits. So when an oven is advertised, all they show are beautiful meals, smiling people, and pristine kitchens, because that's what people want.

Don't oversell it. Make a list of the benefits of reading your book, and then write it up hypnotically. If your book is fiction, write your sales pitch as a story that draws them in.

Read your own sales blurb and think, "would I want to read this book?" If it doesn't sound good to you, it won't sound good to anyone else.

You already know how good your book is, so let everyone else know too.

Write it as though you're actually saying it face to face to just one person.

That way, when one person reads it, they'll feel like you're talking directly to them.

Where To Self Publish Your Book.

Sometimes, the hardest decision about self publishing a book, is where to do it.

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Naturally, you want as many people as possible to buy your book, so you want it to be available worldwide.

It's a wonderful feeling to see your book advertised in hundreds of different book stores online.

When you've chosen how you want to self publish it and you've been through the process once, it's easier and faster to do it again.

It also leaves you free to write your next book.

I've found that the more books I write and publish, the more sales I make. And it's not because I have more books available, but because the same readers will buy more books from me. Also, because I have more books turning up in more categories.

And it starts with choosing the right self publishing company.

The best known of these is Amazon.

Using their Kindle Digital Publishing (KDP) platform, you can self publish your book as an eBook or a print book, or both, and they even provide free book cover template software.

They make self publishing easy, and once your manuscript and book cover are uploaded, your book is available in every Amazon store in just a few days, or often, just a few hours.

The drawback to this is that your book cannot be bought from anywhere except Amazon, so no bricks and mortar book stores can order a copy, and neither can libraries which can provide many sales once your book is in a library catalogue. We'll be looking at that more later.

But that's not to say that your book won't be successful if you only publish it on Amazon. Many authors prefer to self publish this way because it leaves them free to concentrate on their writing.

Author John Locke began self publishing this way and was so successful that he went on to write the book "[How I sold a Million Books in 5 Months](#)"

There are others authors who prefer to use other self publishing companies so that there are books available in all online book stores. Whichever you choose, the choice is a purely personal one and how you feel most comfortable.

If you're more interested in writing rather than publishing, then using Amazon may be the way to go. If you plan on writing dozens of books, no doubt readers will find them even if they are only available through one company. Once they buy one of your books from Amazon it's also easy for them to go back and buy another one.

I began by publishing through Amazon exclusively, but eventually I wasn't happy being so restricted to where I could sell my books.

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But if you're just starting out, it's not a bad place to start.

Amazon also has an affiliate program, so other people can sell your books from their website or blog for commission.

And so can you. Use your own affiliate link to earn commission from selling your own books.

Unless Amazon change their policy, it's not illegal to do.

And any extra income, even from a small commission, is welcome.

Library Sales

Not all, but some self publishing companies, make your books available to libraries and library supply companies.

Libraries are great for book sales because they create bulk purchases.

There are thousands of libraries all over the world so having your book listed in their catalogue can increase sales dramatically.

If someone reads your book for free in a library, they may buy other books from you too.

I find that libraries only stock some books from each author, not all of them, so if readers are eager to read more from their favourite author, they have to buy copies themselves.

The first time I saw a copy of one of my books in a library, I couldn't stop smiling for days. It felt so good to know that people were reading my book and discovering me as an author.

Libraries use library supply companies to order their books. If the supply company can't order it, the library can't buy it.

This is why it's important to market your books to these companies. Once your book is listed in their catalogues, the libraries can order it.

There are self publishing companies who make your books and eBooks available to library supply companies, and I talk about some of them in my book, [Self Publish Worldwide](#).

Amazon, as I stated previously, don't help you sell your book from anywhere except Amazon. But it's easy to find companies that will make your books available almost everywhere.

When you look at the potential book sales to libraries, it's staggering.

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In Australia alone, there are over 14,000 libraries. If only half of these bought a copy of all my books, I'd be ecstatic. Not to mention the amount of libraries in other countries.

But these sales numbers aren't guaranteed, but it doesn't hurt to try. And it's not difficult to find the names of the library supply companies. I list a few of them in my book Self Publish Worldwide.

Marketing Your Book

You can't sell copies of your book if no one knows it's for sale. This is why marketing is important. You need to let as many people know about your book as you can.

Marketing is completely in your control. Lazy marketers make less sales. Don't be a lazy marketer.

The effort you put into marketing will determine the success of your book. But that's not a bad thing.

If you've written a book it's because you're creative. And if you can pour your creative genius into your marketing as much as you did for your book, then you really can't fail.

You need to get your book known to as many people as possible. Never stop letting people know about your book.

Some authors even add it to their email signature so that every message ends with –

My Name
Author of My Book

Marketing is more important than writing the book. Marketing creates sales. It's not the actual writing of the book that makes sales, it's marketing.

So you need to begin by understanding who would want to read your book, and why?

Once you know who that is, what is it that they would type into the search engines to find a book like yours?

Do an online search to what other questions it prompts.

For instance, for my book, Self Publish Worldwide, I started with questions like 'How can I publish my own books.' From there I found dozens of similar questions. If your book is fiction, try things like, 'scariest ghost story' or 'romance story that makes people cry' or 'best selling sci-fi book.'

This is SEO (Search Engine Optimisation) 101. Finding out what people are searching for and offering your book as a solution.

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Once you have the questions, write articles to answer them and post them on your blog or website and in article directories like Medium, or LinkedIn.

Use social media to talk about it. Write guest posts for other blogs and mention your book in your bio.

You can even offer free excerpts with a link to where they can buy a copy of your book, or where they can download a copy of your eBook so they can carry on reading immediately.

Many authors, if they've written a series of books, advertise the next one in the series at the back of the one before, with a link to download an eBook copy straight away.

Never miss a marketing opportunity. But make sure you're offering useful information and not just boring everyone by telling them to buy your book.

Roadblocks That Can Kill Your Self Publishing Dream

Talking about roadblocks doesn't sound important, but if you don't look out for them, they can be deadly.

They are things that can sneak up on you without you even realizing they're there.

If you have a dream to be a published author of many books and you haven't achieved it yet, then this is a message for you.

There are so many would-be authors who watch others as they write and publish one book after another and enjoy phenomenal success and wish they could do it too.

But it never happens.

You wouldn't believe the amount of people who tell me they wish they could do what I do and work from home as a writer.

When I ask them why they don't, they have dozens of excuses. Not one is legitimate.

There is no reason why someone who wants to write, doesn't do it. It costs nothing to write and publish books. It just takes time.

Lack of time is not an excuse not to write. It never is.

People will prioritise things they want to do. Sadly, they usually prioritise the wrong things. And this is what you need to avoid.

The other day I saw a young mother pushing her child along in a stroller. She was oblivious to her child's presence and to where she was going. She had one hand on the stroller and the other hand was holding her phone that she was staring at. She almost pushed her child into speeding traffic and it was only a car horn blasting that alerted her.

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Whatever was on her phone was more important to her than her child's safety.

She prioritized the wrong thing. I'm sure she could have waited till she got to where she was going before she looked at her phone. It couldn't have been that important.

It's these sort of things you have to avoid too.

There is no doubt that every day you waste time on things that don't matter. How do I know? Because we all do it.

Every day, time is wasted on social media, email, gossip, TV watching and many other things.

Some people even 'busy' themselves doing things that don't matter to avoid doing what they should be doing.

Fear can also be a roadblock to publishing all your books. Fear that your work isn't good enough, or that you'll get negative reviews, or that no one will buy your books.

It doesn't matter which excuse you use to stop you from writing and self publishing – wasting time, busy work, or fear – if you don't take control of your time, your dream will always be just that, a dream.

Instead, you need to take control of your life and your time and focus on publishing your books.

Expect friends and family to kick back against it because they will. Friends don't like it when you tell them you don't want to go out drinking with them because you've got a book to publish.

But you have to do what's best for you instead of what's best for them.

In the end, in a year from now, you can have 12 books written and published while your friends have wasted their time and money and have acquired a bad drinking habit.

Move on with your life as a published author and don't let any roadblocks get in your way.

Success Needs Confidence

If you want to self publish every book you write, then you need to have confidence in what you do. You don't have to have confidence in the outcome (although that can help), but in your ability and willingness to do what needs doing.

When you look around online and in magazines, you'll see that there are thousands of people all over the world writing and publishing all their own books. To achieve the same, you have to do the same.

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Once you self publish your first book, you'll not only be able to do it again, but it feels amazing to see your book listed for sale in online book stores all over the world. You just need to have the confidence to do it regardless of how many sales you might make.

Don't worry if your first book doesn't have high sales. It doesn't matter. You're a first-time author with only one book.

As more people come across it, sales will increase, but you can't expect it to be a best-seller.

Instead, you need the confidence to write and publish you're next book. And then just keep repeating the process.

I enjoy writing, so whenever I publish a book, I do some marketing and then I get on with my next book. I just want to write. I let the book sales take care of themselves because I know that my marketing efforts will go on working for years, while I carry on writing and self publishing.

To me, that's all that matters.

Increase Sales Automatically

I enjoy the fact that while I'm writing (and I do write every day), I'm earning a passive income from my previous self published books.

That's the beauty of publishing your own books is that you can leave them for years and they keep on selling.

Readers like to find an author they like and when they enjoy one book, they're happy to try another by the same author.

This loyalty can be multiplied by writing and publishing a series of books.

If you write non-fiction you can write and publish several books on one topic.

If you write fiction, you can write a series of books based on one character.

I did this with my The 12 Month Writing Challenge Series. It's four books about four ways to earn money writing in 12 months. This series is designed to get people writing and earning money fast, plus shows them how to keep going for a whole year. Together these four eBooks represent four years of non-stop writing income.

The final book in this series is The One Month Author, which takes you through writing and publishing 12 books in a year.

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You can read more about this series at ruthiswriting.com/books/MCWS1.html.

When you have an idea for a book or an idea for a character in a novel, think series.

And at the end of one book, mention the next in the series.

The Time To Self Publish is Now

There has never been an easier time to self publish anything – blog posts, articles, stories, books – get out of your comfort zone, your mediocre life, and start writing and publishing.

If you've never self published before, try it.

If you have self published before, do more.

If you don't do anything, nothing changes. Don't let another year slide by.

If you need more motivation, read John Locke's book, [How I sold a Million Books in 5 Months](#). Or read James Scott Bell's book, [How To Write Pulp Fiction](#), and read about how the pulp fiction writers used to earn a living writing up to a million words a year.

And with the pulp fiction era now going digital, you can do the same.

For more inspiration, read Dean Wesley Smith's book, [Writing Into The Dark](#), which shows you how to have unlimited ideas for writing, and write them 'into the dark' with no outline, just writing, and publishing.

Feel inspired and join the self publishing revolution.

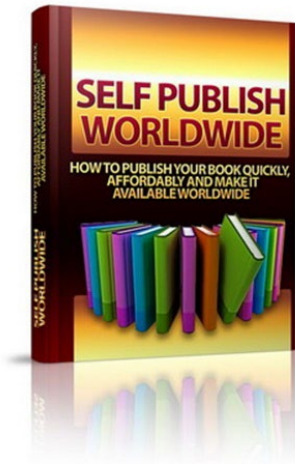
I started years ago and have never looked back.

So many things have happened in my life during this time, but no matter what, my writing and self publishing stayed constant.

Start your own self publishing journey with my book, Self Publish Worldwide.

It's all you need to publish every book you write.

Self Publish Worldwide



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Find more free eBooks at:

<https://ruthiswriting.com/free-ebooks.html>