Things to consider along the way in terms of investment (time, effort, cost) and returns on that investment:

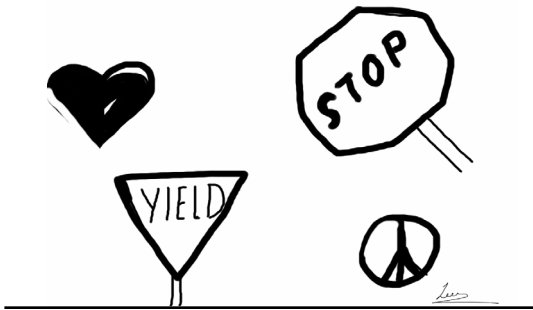Should you register as a business?

Should you get a website, a twitter account, a facebook page, etc.?

Doing everything yourself versus hiring people to do it.

Glitches: computer problems, procrastination, etc.

Resources: books, websites, experts, associations, browsing through other books...

Support System

This brochure can be downloaded at ThinkersInk.com.

This is a work-in-progress. Feel free to email feedback, questions, comments to leena@ThinkersInk.com

This brochure brought to you by **ThinkersInk.com**

publisher of:

not exactly haiku
51 haikus, 51 drawings

what is the size of
the space between your dreams
and your realities

iT felt Like A kiss
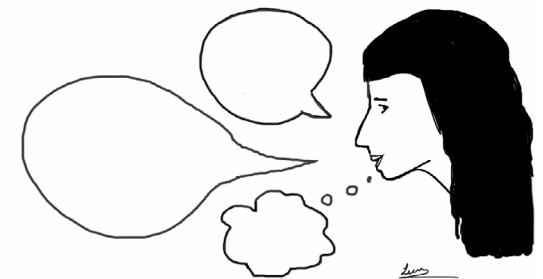***photo-journal of art in the Mission***

'Preciously held, and publicly owned,' are the words that come to mind as I leaf through this colorful book. This photo-journal of murals and art of the Mission District is not long at less than 60 pages, but is rich in impact, impression and narrative. This is the sort of book that can be opened at any page in any order and there is something worth seeing or thinking about.

--Floyd Logan
Synchronous Chaos magazine.

Self-Publishing
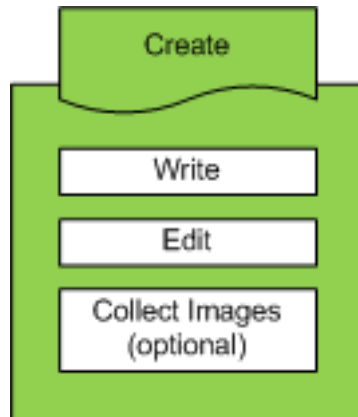FREE tips-n-tricks

Be the change that you wish to see in the world.

--Mahatma Gandhi

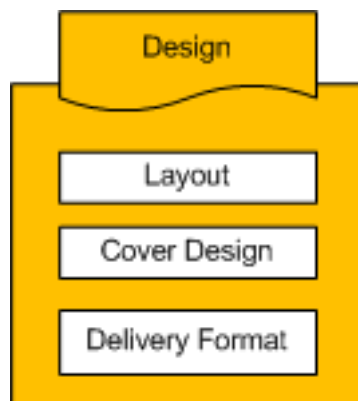There are many things to consider if you self-publish. This is an overview of some of the important items.

1. Obviously, you have to create the product. The first step is to decide on the topic AND the size of it in terms of content and image space.

Use books, websites, classes... anything you need to fine-tune your writing and editing skills.

Create
- Write
- Edit
- Collect Images (optional)

2. You can do this yourself or hire someone. There are many self-publishing sites that provide design service. You'll need to plan for the money and/or time required for this part of the process.

Decide whether to design a book, an e-book, or both. Then use the necessary resources to develop a professional layout.
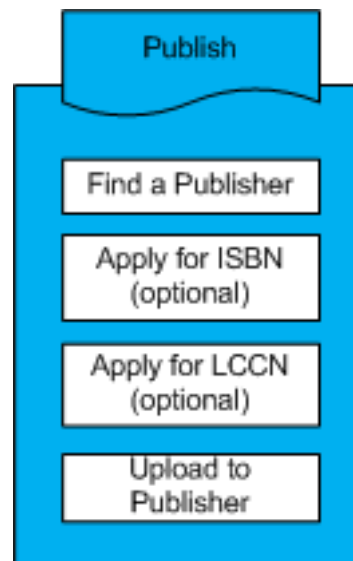
Design
- Layout
- Cover Design
- Delivery Format

3. There are dozens of self-publishing websites. Experiment with what they have and pick one that you works for you. (I use amazon.com's CreateSpace.com.)

Many self-publishing companies will provide an ISBN number but that means that they'll be listed as the publisher. If you want your own imprint as the publishing company, you'll need to obtain an ISBN by going to isbn.org.

If you want your book in the library of congress, you also need to obtain a Library of Congress Control Number (LCCN). You can pay the publisher for this service or obtain it yourself at http://pcn.loc.gov/.

Once you add the ISBN and LCCN to your book, you are ready to upload your book to publishers.
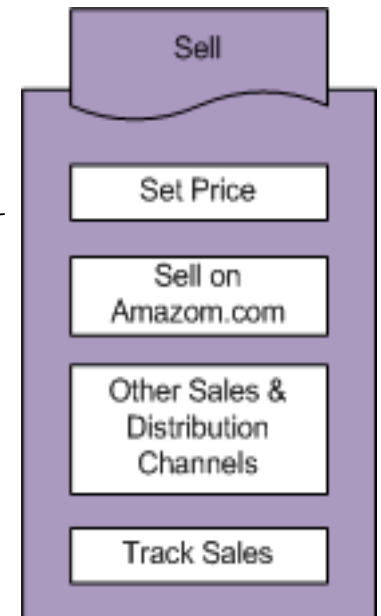
After you upload and the book is approved, you can request a proof copy. You might have to go through a few rounds of editing and proofing before your book is ready to be sold.

Publish
- Find a Publisher
- Apply for ISBN (optional)
- Apply for LCCN (optional)
- Upload to Publisher

4. Finally, your book is ready! Research similar books and set your price and work with your self-publishing company to get your book to the distribution channels.

Don't forget accounting: who sold how many books when, sales tax responsibility (some channels will require a Sellers Permit), etc.

Sell
- Set Price
- Sell on Amazom.com
- Other Sales & Distribution Channels
- Track Sales

5. There are many advantages to self-publishing but the dis-advantage is that you have to market and sell the book yourself.

Use your social media network to get the word out. Use channels like book readings, book release party, blogs, etc... brainstorm and research creative marketing ideas to get your book to your target audience.

Market
- Social Media
- Book Release
- Readings