

Six Tips for Getting Your Book Published

1. **Select a time you want a copy of your book in your hands** - Choose a date that you want to remember for the rest of your life. It will give you a tangible goal to reach for and keep you motivated.
2. **Schedule the best time/place to meet with the publisher** - Pay attention to the time and place that allows you to share what you want to see in your book. This is an important part of the process—making sure the publisher understands your vision.
3. **Plan to accomplish something each week** – Make sure you have a schedule of getting each level/step accomplished in the publishing process. This gives the publisher a goal and pushes your agenda forward.
4. **Know exactly what you want your book to look like** – Your manuscript should resemble exactly what you want the finished product to look like. This will require an illustrator, proper editing, nice cover (or idea), quotes for the back (if possible).
5. **Develop a promotional and marketing plan for your completed book** - Writing a great book is only half the job - making sure readers know about it is equally important. It's important to promote the book even before it is finished and give the target audience motivation to buy your book. One way is through a website. For example:
 - **Traditional media relations:** The media landscape is evolving quickly with the emergence of social networking, online media outlets and blogs; however a well-placed story in the daily newspaper or a radio interview can lend your book credibility and encourage readers to give it a look.
 - **Online and viral marketing:** Every year more and more readers are making their book purchasing decisions online, so it makes a great deal of sense to market where the buyers are.
 - **Social Networking:** The emergence of these: Facebook, MySpace, LinkedIn and Twitter. Social networking can be amongst the fastest and most effective ways to keep in touch with your readers; however setting up an effective social networking platform can be confusing.
 - **Book Events:** Book readings and book signings are a great way to get your indie book title out to the reading and buying public. It's always best to start local and work your way out (think of the ripple effect created when a pebble is dropped in a pond).
6. **Celebrate the completion of your book with a book signing** - For most authors, writing and publishing a book is one of the greatest accomplishments of their lives. The library is a great place to share your accomplishments and get your book in the library.

Ask Yourself...

1. **What type of book do I want to publish?**
2. **Am I really ready to publish?**
3. **Which is the most important reason I want to publish your book?**
4. **How much money am I willing to invest in publishing this book?**
5. **How many pages is this book going to be?**

6. Who is my target audience?

Why Self-Publish?

Tens of thousands of authors each year are choosing to take alternative methods to traditional publishing when it comes to getting their books into the hands of readers. In fact, both first-time and experienced authors find this is the fastest growing publishing option for them.

What is the Advantage?

Authors who choose to forego the traditional publishing route retain control of your work and rights - and that's very important. Being able to control the destiny of your book gives you complete in the direction that your book may go. With these new options available, authors are free to negotiate any other rights or deals or sell to a traditional publisher at any time. Another clear advantage is complete control of your content and input into the design of your book. Plus publishers can help authors bring their books to market more quickly and provide higher royalties for every book sold, compared with traditional publishing.

How much do I pay to get published?

The fact is that traditional publishers are offering fewer and smaller advances. Even though you will not have to pay a traditional publisher to get your book out, unless your book sells 20,000 or more copies, you won't get much royalty. Paying up front will give you the 100% return on any book you sell later.

Since your goal is to get published, you will need the very basics to accomplish this. Most self-publishers will charge from \$1200 - \$2800 to get your book published. Martina Publishing starts off with just \$500 for the basics. Other fees like creating a website will be \$150 more.

What do I have to pay for to get published?

- All books must have an International Standardized Book Number (ISBN) to be put into distribution. Indie book publishers provide ISBN assignment as a standard service in most of their book publishing packages.
- Barcode
- Copyrights
- CreateSpace account
- Editing (first 500 pages in Premier Publishing: Package 1)
- Cover pages

Are there a variety of formats that authors have to choose from?

Yes. Your book can be published in any format you choose, including: paperback, hardcover, black and white or full color. The recent proliferation of eReaders like the Kindle and nook is helping level the playing field for indie authors. Create Space is the printer that Martina Publishing uses. This gives the author ready access to Barnes & Noble, Amazon, Ingram, and many more outlets.

What services do Martina Publishing make available to authors?

Martina Publishing will provide an array of editing, sending to the printer, design, distribution, and other services to assist authors in realizing their publishing goals. Some other services include choosing an illustrator, helping with publicity, and marketing. Authors can choose as few or as many of these services as they like, depending upon their needs.

What if I can only afford 20 - 100 copies of my completed book at first?

Not a problem. CreateSpace allows you to purchase 1 – 1,000,000 copies as you need or want them. This gives flexibility and meets you at your financial level. Martina Publishing will comply with the author's desire.

Will Martina Publishing help with distribution of my book?

No. This will solely be the author's responsibility to distribute any books that are purchased. If chosen to do so, Martina Publishing will give advice as to which markets are available. For example, online bookstores, Borders.com, and others that CreateSpace may or may not include.

How important is marketing My Book?

Savvy authors begin preparing to market their books before the book is even completed. Writing the book is only half the battle; even the best book in the world won't sell if the author doesn't market it effectively. Leading indie book publishers make available comprehensive book marketing services to help authors maximize their marketing efforts.

Is the quality of my book's cover really important?

You've heard the old adage -- do not to judge a book by its cover. In reality though, book buyers will judge your book by its cover. First impressions count, so spending more of your resources on a fantastic cover is always a prudent move.

Can Martina Publishing help me decide what should be on my cover?

Yes. We do have a graphic designer onboard that can help make your cover to reflect the style, content, mood and tone of your book. Your cover will tell half the story. If you already have an idea in mind, Martina Publishing can help make that dream a reality with professionalism.

Does Martina Publishing offer payment plans?

Yes. We will permit payments in the following manner.

1. Half to start the process and the last half when book is received.
2. Pay only the service rendered at one time.
3. Pay \$100 per week/month depending on the time frame of the author's goal.