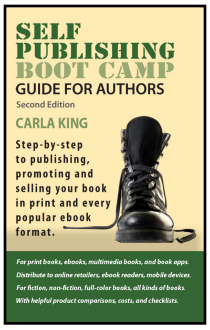
Carla King
Bonus Handout
Nonfiction Writers Conference 2013



YOUR PUBLISHING OPTIONS
Excerpted from The Self-Publishing Boot Camp Guide for Authors
www.SelfPubBootCamp.com

With triple-digit growth in self-publishing services, technologies evolving weekly, and advertising hype, it's tough for authors to figure out which vendors to choose for which services. New ones are popping up all the time, so check my resources page online for updates.

Here are the most reputable vendors and the most cost-effective solutions depending on your needs for formatting, printing, and distribution. I've separated them into the following categories.

- Ebooks
- POD books
- Full color print books
- Publishing partners

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1. Ebooks

You'll need to decide between the book formatting and distribution choices below depending on your books content, features, and how much work you want to hire out versus doing it yourself.

Text heavy books: Use a combination of Smashwords and Amazon KDP (Kindle Direct Publishing) together. BookBaby and Vook are also good options. Other do-it-yourself options include Scrivener, Pressbooks, Folium Book Studio, and Leanpub.

Image-heavy ebooks: BookBaby and Vook will convert your files to ebook formats, and optionally distribute them to resellers. Scrivener, Pressbooks, Folium Book Studio, and Leanpub can also create image-heavy books.

Multimedia ebooks: Aerbook Maker and Kwik stand out from a handful of new tools to create multimedia books and apps for distribution to the major retailers and mobile app and tablet stores. Also look to Vook, BookBaby, Scrivener, Pressbooks, and Leanpub to provide multimedia within your book.

Hiring it out: More and more independent services are cropping up who will format and/or distribute your books to the online retailers.

Text-heavy ebooks

If you have a text-heavy ebook, the fastest way to get it distributed quickly is to pair Smashwords with Amazon Kindle Direct Publishing (KDP) as described in this section. This is a do-it-yourself option that requires some Microsoft Word formatting skill or learning curve. Alternately, if you want someone to do it for you, send your book files to BookBaby or Vook. Both vendors also formats image-heavy multimedia ebooks. You might also consider using Scrivener, a writing tool that outputs to both ebook and print formats from a single file. Folium Book Studio is another do-it-yourself ebook creation tool. When you have your ebook files, you can upload them to individual resellers, or hire PigeonLab to handle distribution and accounting for you, for 10% of sales.

Smashwords

With Smashwords, your book is readable on any e-reading device, including the Amazon Kindle, the Apple iPhone/iPod Touch/iPad, the Sony Reader, the Barnes & Noble Nook, personal computers, and mobile devices. You receive 85% of the net sales proceeds from your titles (about 70% for affiliate sales), and 60% of the list price for all sales through major retailers. Though Smashwords makes your book available in the Kindle format, it does not distribute to the Kindle store, but you can upload it to the Kindle store yourself.

TIPS FOR USING SMASHWORDS

- Format the MS Word doc file in compliance with Smashwords Style Guide (they have templates), or hire someone to do it for you. (Email Smashwords for a list of formatters and book cover designers.)
- Assign a unique ISBN number to the Smashwords version of your ebook.
- Join the Smashwords Premium Catalog and agree to all the contracts.
- Submit the document. The Smashwords "meatgrinder" will generate versions of your book in all the important formats to be aggregated in most of the major online retailers.
- Once your book is successfully converted, Smashwords offers it for sale immediately on their site, and then sends it to the major ebook sellers—except the Amazon Kindle store.

Smashwords also delivers your book as individual book apps for sale to mobile device customers for Apple, Android, Windows Phone 7, and HP's WebOS.

Amazon KDP

To get your book in the Kindle store you need an Amazon KDP (Kindle Direct Publishing) account and a specially-formatted MS Word doc file which is almost identical to the Smashwords format.

TIPS FOR USING AMAZON KDP

— Make a copy of the Smashwords doc.

— Assign a different ISBN number to the KDP version of your ebook.

— Make changes as required to comply with the KDP formatting guidelines.

— Alternately, if you plan to create a POD print book with CreateSpace, you can simply pay them $69 to create a perfectly-formatted KDP file that you can upload to the Kindle store (and copy to use on Smashwords).

SMASHWORDS/KDP PROS AND CONS

By using Smashwords and Amazon KDP you reach the greatest number of ebook resellers.

The Smashwords/KDP solution is great for simple text books, but not for books with complex formatting, lots of graphics, or color. (See Vook, BookBaby, Aerbook Maker, and Kwik.)

You need two ISBN numbers: one for Smashwords, and one for Amazon KDP versions of your ebook. (See the chapter on discovery for ISBN info.)

If you have trouble doing it yourself, you can ask Smashwords for a list of people who will format your book for a reasonable price ($100 or under).

Booktango

Booktango is an Author Solutions-Penguin-Random House ebook publishing tool. It's 100% free and sells to all the major online ebook retailers, so it looks like a great deal on the surface. However, they do not allow you to assign your own ISBN, which means your book is trapped with them—you can't change services unless you retire it and start over. (See the section on discovery for details on why this is not a good thing.)

BookBrewer and FeedBrewer

BookBrewer and FeedBrewer were designed to turn content from your blog or website into ebooks and apps but Pressbooks does a much better job.

BookBrewer is for ebooks, and FeedBrewer delivers to mobile devices and tablets. You upload content from a blog or website and then edit or rearrange the document into final form. I've never been able to get either of them to work properly.

They also launched an "ePub-to-Print" solution for $60 that generates a POD book from the EPUB file. CreateSpace is arguably the better choice for POD, with more book sizes, comprehensive distribution, and it's cheaper, too.

BookBrewer and FeedBrewer charge fees starting at $19.99, and 5% of net profits when your book is sold to online retailers.

PubIt

PubIt is an EPUB book creation service owned by Barnes & Noble. They distribute to BN.com for the Nook, for the iPad, iPhone, Android, and PC. However, customers can only buy your book in the Barnes & Noble store and your royalty is 40% to 60% of the list price. Instead, I recommend a service that distributes to multiple online resellers.

Pressbooks

Pressbooks is a browser-based publishing system based on the WordPress blogging and content management platform. It's 100% free to use and publish. They do offer add-on services for a very reasonable fee. I use it and like it.

Scrivener

Scrivener is a writing and organization tool that outputs to ebook and print formats, and allows for inclusion of images and multimedia. I use it often and like it better every day.

Folium Book Studio

Folium Book Studio is a do-it-yourself ebook creation tool for plain text and image-heavy books. I have used it, and see they're making a lot of great improvements to make it more user-friendly and intuitive.

eBook Architects

eBook Architects is an ebook creation service that does a meticulous job making sure that your book looks absolutely perfect on all devices. They're popular for a reason, and turnaround time can be 4-8 weeks. They do a great job of formatting tables, mathematical formulas, and other complexities.

Image-heavy ebooks

BookBaby

Instead of taking a 15% percentage of net sales of your book like Smashwords and Amazon KDP, BookBaby charges a fee ($99 and up) to convert and distribute your book, plus $19 per year after the second year.

In addition, BookBaby offers add-on services that may be attractive to authors of more complex books, or to authors who need more hand-holding through the ebook creation process.

Send BookBaby your existing EPUB file, an MS Word doc file, or if you only have a PDF, InDesign, or Quark file, they will convert it from those formats for a reasonable fee, starting at $39.

BOOKBABY PROS AND CONS

BookBaby is a single-stop conversion and international distribution service for ebooks with channels to the Amazon Kindle store and major EPUB format resellers.

They also offer a high-quality short-run printing service. (Books delivered to you, not POD distribution.)

Whether your book is in PDF, InDesign, or Quark formats, BookBaby can convert it for a small fee. This is great for authors with backlisted titles, who only have a PDF version of their books.

BookBaby offers conversion of ebooks with complex formatting, graphics, and color.

BookBaby offers add-on services such as book design, whereas with Smashwords and Amazon you must outsource design and formatting on your own.

BookBaby's pricing, delivery, and services are very similar to those offered by Vook, who offers a DIY uploader and multimedia embeds.

BookBaby is hands-off, meaning that you give them the files and they convert for you. Vook is hands-on, in that you upload the book using their browser-based interface.

Vook

Vook's service is very similar to BookBaby's service in that they will convert your files for you. They recently hid their browser-based tool where you can edit your book, making corrections and adding multimedia if you want—and went to a do-it-for-you model similar to BookBaby. But you may be able to convince them to use it to edit your book or to create an enhanced version of your book.

Others

Pressbooks, Scrivener, and Folium Book Studio are also great tools for creating image-heavy ebooks. See their descriptions in the previous section.

Multimedia ebooks

User-friendly multimedia bookmaking tools provide layouts where you drag-and-drop or upload text and media files, arrange them to flow within the layout, and may even provide distribution to online retailers and mobile app stores. Take a closer look at these three multimedia and interactive ebook tools in Chapter 14 on transmedia books.

Aerbook Maker

Aerbook Maker is very easy to use and great for image-heavy books with just a little text. You use it for free (or pay them to help you). When you want to export for distribution you pay $29 for each format (EPUB, Kindle, iPad, Nook). Today, you can directly place your titles with retailers. Integrated distribution to major ebook and app stores is coming, along with the capability to print your book. I think it's the best solution so far for multimedia picture books.

Kwik

Kwik is a Photoshop plugin that lets you create interactive books and games for $249. You distribute directly to the online retailers, or hire PigeonLab to do it for you. People who love Photoshop love Kwik.

Hiring it out

Hire an ebook conversion professional or service to get a perfectly formatted version of your book in all the different formats, guaranteed. The cost for a simple text-only book ranges from $150 to $350. The more complex your book is, the higher the cost. If they're managing the files with the online retailers, that also costs something, but you may find the convenience worth the price. Find recommendations for conversion services on the Self-Publishing Boot Camp resources page.

CONVERSION SERVICE PROS AND CONS

Heavily formatted books need a personal touch to look perfect in each ebook format.

Ebook formatting companies quickly learn how to format for new devices, and your book can be offered early in the market on those devices.

But companies that serve self-publishers, like BookBaby, increasingly do as good a job of formatting for less money, and they also distribute your book.

Once you receive your formatted ebook files, you must manage your relationships with each ebook retailer individually, uploading to each store, agreeing to terms, and entering metadata, banking information, and other data. However, many companies are starting to offer ebook distribution services as well.

2. POD Books

Print on Demand, or POD, is popular because you don't have to buy more books that you need. When a customer buys your book, the distributor orders it to be printed and sent. Amazon's CreateSpace is arguably the most popular POD book service with authors, though publishers who really want to reach brick-and-mortar bookstores need to use Lightning Source because you can set the 55% discount and returnability program they require. CreateSpace, even with their Expanded Distribution Channel, does not allow you to adjust the discount, which is set to 45% for Ingram and other distributors, 35% for retailers, and 20% for libraries.

Some authors like to use a combination of Amazon's CreateSpace (to assure the Amazon.com market) and Ingram's Lightning Source (to distribute elsewhere) for creating and distributing POD books. CreateSpace is much easier to use though, so I recommend you start with them and explore Lightning Source at your convenience.

CreateSpace

Use Amazon's CreateSpace print book publishing tool to create, proofread, and distribute your book to the greatest majority of ebook and print book resellers. CreateSpace is an alternative to Lightning Source's more complex publisher services, and provides the easiest, cheapest, and most thorough solution for self-publishers for both trade paperback and color books. Note that the fact their CreateSpace Direct (Extended Distribution Channel) does not allow you to set a 55% discount to retailers, so even though you're listed in the Ingram database, bookstores are unlikely to stock your book.

TIPS FOR USING CREATESPACE

— Create your POD book using CreateSpace templates. Or, if you or your designer has created your book using another application (such as InDesign), upload the PDF files for the interior and cover.

— Keep the book private, order a copy, and if you don't like it, experiment! Edit the cover, change the fonts, make revisions and corrections. Upload the book again, order another copy, and proof it once more. This is the magic of POD. You can repeat this process as many times as you like until you are happy with your book.

— Sign up for the Expanded Distribution Channel (EDC) to take advantage of CreateSpace's vast print book distribution network.

— With the EDC your book is visible to bookstore and other distribution databases. (However, because they have no returns program, and the discount is firm at 45%, brick-and-mortar bookstores are unlikely to stock your book. That said, bookstores are not your best market anyway.)

— Finally, when your book is perfect, you can pay CreateSpace $69 to create a KDP-formatted ebook file. Then, upload it to the Kindle store. (If you want to reach other ebook retailers, use Smashwords or another service to create EPUB and other formats.)

CREATESPACE PROS AND CONS

Your book is immediately available for sale in the CreateSpace Store, and will be available in the Amazon store, the largest bookstore in the world, in just a few days.

Through their Expanded Distribution Channel (EDC), your book will be available in the other major online reseller's stores. It will also have global visibility to brick-and-mortar booksellers.

But since they don't have a returns program, brick-and-mortar booksellers will not stock your book.

The alternative is Lightning Source, which does offer a returns program, which means bookstores could, in theory, stock your book. But you really have to market hard as a self-publisher to make that happen.

CreateSpace is much easier and cheaper than Lightning Source, which charges signup and change fees.

If you make changes to your CreateSpace EDC book it costs $25, with Lightning Source it costs about $40.

CreateSpace is POD only. It does not offer short run or offset printing, and Lightning Source does. This is not an issue for most self-publishers.

Lightning Source

If you've been studying self-publishing you've probably heard about Lightning Source (LSI), a publisher services company with an extremely far-reaching print book distribution network. They're owned by Ingram Content Group, so when you print with them your book is listed with the majority of online retailers and brick-and-mortar bookstores worldwide. Most self-publishers, however, since they won't be stocked on bookstore shelves, find it adequate to use CreateSpace instead.

TIPS FOR WORKING WITH LSI

— Sign up for an account. A sales rep will call.

— Fill out all their online forms. Sign all of their contracts and other paperwork you need for distribution to each channel and each geographical location (USA, Canada, Europe, Australia, etc.).

— Upload the PDF cover and interior files for your print book. They provide detailed specifications, including a spine-width calculator and barcode generator. There may be a learning curve here, and you may want to employ a professional book designer to help you, at least at first.

— If you want to sell to brick-and-mortar bookstores, make sure to set your book as returnable with a 55% discount.

— Check the electronic proofs and, if you wish, get a print proof mailed to you. However, it's much cheaper and easier to proof your book first with CreateSpace. Once you get it right there, then adjust the cover for Lightning Source using their cover template and spine width calculator.

PROS AND CONS

LSI is overkill for most self-publishers, but if you're an author with more than one book and plan to become a small press, you will benefit from working with them to get books into stores in the USA and overseas.

LSI has the widest distribution to brick-and-mortar bookstores and online retailers who sell print books.

However, your book is unlikely to be stocked in bookstores—the least effective sales channel for most authors.

Instead of working with LSI directly, you can get distribution to online retailers through CreateSpace.

If you really want to be in bookstores, and are willing to do the marketing work to make it happen, LSI has a returns program and you can set your discount to 55%, so bookstores are more likely to stock your book.

LSI will print your books on-demand in one of their locations around the world, and mail them to you or a customer at local rates. This is great if you're sending books to overseas markets.

You need to be familiar with, or be willing to learn, all aspects of the publishing business—including the technical details of creating offset print books.

If you don't use CreateSpace to print your book, Amazon may list it as out of stock. So even if you use LSI you might want to use CreateSpace to supply Amazon. (If you do this, make sure to disable "CreateSpace Direct" in the EDC area, so they deliver your book only to Amazon, and not to markets reached by LSI.)

Vanity and subsidy presses

Vanity or subsidy presses make money from selling services to you, and not from selling your books. Most of these services also make money from marking up the print price. For example, I can buy my book at cost from CreateSpace at about $3 a copy. With a subsidy press, my cost per book

is usually more than double that amount. Examples are Outskirts, SelfPublishing.com, FastPencil, Aventine, Infinity, and the whole slew of Author Solutions' companies like Author House, iUniverse, and Xlibris. They offer basic to deluxe packages that can cost into the five-figures, and have services that help authors with all aspects of book development—editing, design, marketing, ebook conversion, copyright, returns programs, distribution, and more. Many of these companies do not allow you to buy and apply your own Bowker ISBN, so the company is the publisher of record, and not you, which means it's effectively trapped with that company. This makes it a hassle to change vendors.

PROS AND CONS

They can do everything for you—editing, design, ebook conversion, distribution, and sales—for a price.

You have little control over who handles these tasks.

If you decide to leave the company, you will need to discontinue the book, retire the ISBN number, and create a new book, possibly with a different title.

Their packages include a number of "free" books but printing in quantity can be expensive. If you just want printing and distribution, get it elsewhere.

The upselling can be tremendous. They offer services like copyright protection ($175, when it costs $35 to easily do it yourself). Authors often end up spending much more than is necessary.

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3. Full-Color Print Books

Authors of full-color print books have fewer options because the on-demand, digital printing presses that POD companies use do not result in the perfect-quality color separation that offset printers offer, and running color books one at a time, on-demand, can be prohibitively expensive. Here are some good options for color printing.

CreateSpace

CreateSpace has reasonable prices and fairly good color results. Use them to create color proofs, not as an end-product.

Lightning Source

Lightning Source has a wide variety of printing options from POD to short-run and high-quality offset. If you're a member of a self-publishing or small press organization like SPAN, you can get big discount on set-up fees and printing.

Blurb

Blurb is a much higher end—and higher priced—color POD vendor. You can upload a PDF or use their browser-based tools to create a book. I recommend Blurb for very high-quality but low-quantity portfolio books (wedding albums, professional portfolios) and for proofing color printed books before investing in a large print run with a color offset-print vendor.

BookBaby

BookBaby is an ebook creation and distribution service and they also have good, competitively-priced high-quality short-run printing services. You'll need to supply them with a print-ready PDF, or you can pay them to format your book.

Offset Print Vendors

The above options work well for small-run books, family books, or portfolios, but authors who want a large number of books, especially full-color books, can get them much more cheaply using traditional printing. You'll need to send a request for quote to offset print vendors, or use a print broker. This is discussed in greater detail in Chapter 13.

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4. Publishing Partners

The demise of traditional publishing has left a lot of people out of work who are now freelancing to and wooing self-publishers. Book distributors, printing companies, small presses, packagers, and even literary agents are creating services for self-publishers to sustain their businesses.

These kinds of publishing partners must believe in your book before they're willing invest the time and effort, so you need to woo them with a book proposal and business plan.

Co-publishers
Distributors
Book packagers
Printing companies
Small presses
Literary agents

Co-publishers

A new breed of publisher is cropping up to assist the great number of authors with niche to mid-size audiences (former "midlist" authors). They have widely different missions, focuses, publishing practices, and payment models.

Hyperink is an ebook-only publisher who seeks experts, especially bloggers, to create books from their existing materials for a 50/50 revenue split.

Pubslush is a crowdfunded publishing platform for authors to raise funds and gauge their readership. When an author obtains enough supporters, they publish the book under fairly traditional terms.

Turning Stone Press is a branch of a traditional publishing group that includes Red Wheel, Weiser Books, Conari Press, and Hampton Roads Publishing, who seeks a particular kind of book to publish under traditional terms.

Many innovative co-publishers are cropping up in various niches. Look for one in yours.

Distributors

Traditional distribution companies are becoming eager to work with self-publishers. One example is Small Press United (SPU), a branch of Independent Publishers Group. If you're one of the fewer than 20% accepted into their program they will present your book to resellers next to offerings from the mainstream press. They can also print your book on-demand and format your ebook.

Don't overlook the smaller distribution companies, some of whom may have very narrow specialties —for example, a company sponsored by a library who reach out to seniors writing literary non-fiction. Another might specialize in spiritual titles, or romance, or nature books. These are easier to find if you're a member of a small publishers' organization, which not only have lists, but authors who can recommend them.

Book packagers

Another more popular option, because they accept more authors into their program, are companies like BookMasters along with their distribution partner, Atlas Books.

PROS AND CONS

You write the book and they handle everything else, for a fee. That's everything except marketing and promotion: Printing, ebook formatting, fulfillment, and distribution.

The fees can really pile up!

Most insist on an exclusive distribution contract.

You get greater distribution with a great sales team.

But you can't buy your book at cost—you must buy your books from them (at a discount) if you want to sell on your own website or at an event.

Authors who do not expect to make money on their book, but are using a book to generate more customers, speaking engagements, media attention, or expertise in an industry, are attracted to this solution.

Printing companies

Also look for established printing companies who offer a wide array of publishing services, including editing and design, ebook creation and distribution.

PROS AND CONS

They are truly experts in printing and distribution.

Many are large and conservative, lacking the agility of high-tech's faster adoption of tech and partnerships.

Small presses

Many small presses are now offering co- or partner-publishing deals to authors with books on topics similar to those in their catalogues. Of course, they only take books they think they can sell, because they investing in tasks like editing, design, ebook conversion, and sometimes even aggressively market your book.

PROS AND CONS

You write, they publish.

They handle most of the design and production tasks.

They will only co-publish books they believe will sell.

They are interested in making a profit from your book, which means you will also profit.

They will probably insist on an exclusive distribution contract.

As in the traditional distribution options above, you make less money per book.

Literary agents

Many of today's literary agents offer more than agenting services. Before you sign a contract with an agent, it's important to understand the various roles they might play in helping you get your book published.

Agent: An agent is an individual or firm who represents your work and negotiates with publishers to obtain the best possible advance and royalty. An agent's fee is about 15% of your net profit. An agent who has sold your book might offer to help you self-publish other materials if they believe they will boost sales

Publishing Consultant: An agent or agency might act as publishing consultant or coach, offering for-fee services to handle some or all of the tasks that I detail in this book. If you find it tedious to hire individuals, you might find it worth their fees to hire it out, and since agents are publishing professionals, it's not a bad choice. Agents can be well connected with

very good editors, designers, ebook formatters, and publicity professionals. They'll also handle tasks like buying ISBNs, registering copyright, and optimizing your book website.

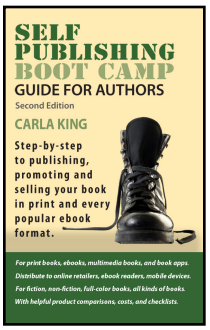
Publisher: Some agencies have even formed their own in-house, publishing companies. They offer subsidy-press like services similar to those offered by the Author Solutions companies, except they may be more discerning, and concentrate in a particular genre.

Be wary of agents who take your book on in the agent role, and then offer you self-publishing services or publication for a fee.

Lastly, did you self-publish as a market test, or simply tire of being a publisher? If your self-published book has sold a minimum of 5,000 copies, you may have proved that there's a market for your book and you are up to the challenge of creating and growing your author platform.

* END OF CHAPTER 1 *

More about Self-Publishing Boot Camp Guide for Authors



This step-by-step guide walks you through the all the tasks required to publish your book. It provides recommendations for reputable tools and services so that you can create the ebooks and print books you dream of. Whether you want to publish a simple, text-heavy book, a lush, full-color book, or a multimedia extravaganza for the new tablet readers, it's easier than ever. The information is arranged in roughly the order you need to address each step in your self-publishing path. Enjoy the journey!

1 Choose a publishing path

From plain text ebooks to color and multimedia ebooks, printing on-demand, creating a full-color book, or finding a publishing partner, here are the best options for getting your print books and ebooks created and into online and brick-and-mortar stores.

2 Clarify your mission and goals

Are you planning an international bestseller or will the book support your business, leave a legacy, or fill a gap in a niche market? Get a sanity-check on your life-work purpose and how the book fits in.

3 Build your publishing business

Start your business as a publisher, including creating a realistic budget, pricing, and deciding how you will sell and distribute your book.

4 Develop your brand

Brand is about creating a consistent recognizable image worth following. Here are some branding basics, including tips on colors, logos, photography, and your author bio.

5 Market and promote

Get yourself noticed on the web, in print, and among your peers. Here's how to build a mailing list, build a press kit, and some ideas on how to get yourself and your book noticed in a crowded market.

6 Set up your website and weblog

Create a website and weblog that reflects your brand where you can centralize activities for your readers and the media. Buy domain names, get web hosting, and start blogging.

7 Set up your social media presence

Establish your social publishing presence, choose and set-up the social media sites best suited to your market, and contribute to and benefit from your community.

8 Edit and proofread

Focus on completing a quality end-product by getting quality developmental and copy editing and proofreading.

9 Design your book

Use graphics, photography, and typography to create an attention-grabbing look and enjoyable reading experience in both print and ebook formats.

10 Get your book into the system

Identify the information systems you need to record your book in the proper databases to make sure it can be discovered by booksellers, search engines, and readers.

11 Make your book discoverable

Make effective use of SEO techniques and metadata so that your book ranks higher in search results. It's easier than you think!

12 Create and distribute your ebook

Create and sell your ebook in all the popular formats on all the popular devices in all the popular online retailers. .

13 Create and distribute your print book

Print proofs, short runs, or large quantities of books. Learn about Print On Demand (POD), short run printers, offset print vendors, and print brokers.

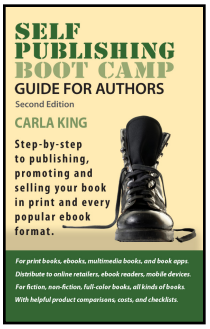
14 Consider a multimedia book or a book app

Take your book to the next level with a multimedia enhanced edition of your book, or even create a book-based app for mobile devices.

Resources

Find the most current information on the Self-Publishing Boot Camp resources page where you can keep up-to-date on the latest tools, technologies, products, and services.

Buy Self-Publishing Boot Camp Guide for Authors from your favorite bookstore in print or ebook formats.

Links to stores are provided at **www.SelfPubBootCamp.com**

facebook.com/selfpubbootcamp twitter.com/selfpubbootcamp