



Scratch Writing

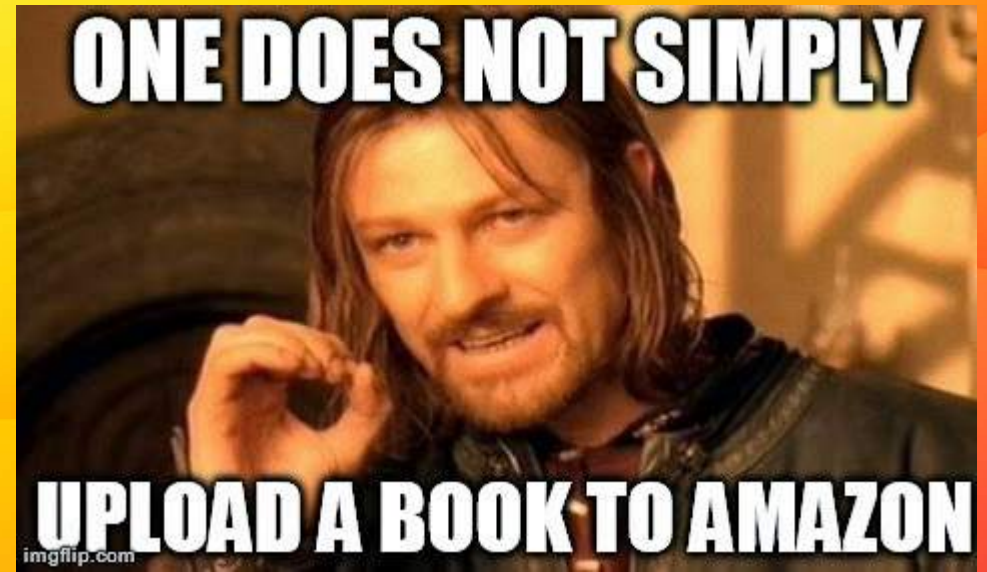
# Publishing on Amazon

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# Overview

- My Journey
- Traditional vs. Indie
- The Worlds of Indie
- Book Ops
- Enjoying the Process



***But You Kind of  
Just Upload it!***



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# My Journey



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- Completed Draft
- Considered Traditional Publishing
  - Pros and Cons
- Considered Self-Publishing
  - Pros & Cons
- What Was Right For Me? Self-Publishing
- Now I Run It Like A Business





# Cons and Pros - Traditional Publishing

## Cons

- Hard to land an agent and you need an agent
- Patience is a virtue - Could take years
- Give up creative, publishing rights

## Pros

- Easier to get into bookstores
- More fame - Published by Random House, have an Agent, swanky parties
- Resources - You just worry about the writing and that is fine!



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# Cons and Pros - Self-Publishing



## Cons

- A lot of hard work - You must both write and run a business
- A lot to figure out - Editing, marketing, promotions, publishing
- Time and Money

## Pros

- 100 percent creative control
- A bigger cut of the profits
- Owning your own business
- Lower barriers to publishing - Just upload it!



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# Decision Made - Scratch Writing Press!

- When you self-publish you become the publisher
  - Not A one Man Show
  - You must do the things a publisher does
- Run it like a business
  - Create an imprint - How I did it
- My Own ISBNs
  - ISBNs are necessary for printed books distributed in retail bookstores, libraries, and wholesale companies.
  - ISBN numbers are not required for eBooks, and for books that will not be available in stores or libraries...
  - The key limitation is this: If your book has an ASIN only, you must buy your copies from Amazon.
- Get organized!



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# Books Ops



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## Business Operations

- Getting Organized - OneDrive, OneNote, Monday.com, Kindle Create, Trello, Slack - MS Apps
- Budget / Expenses
- Managing Tasks
  - Workflows

## Your Extended Team

- Fivver Is My Friend
  - Artists / Editors / Ad Folks
- Beta Readers
- Fans
  - My Cat





# Growing Your Business



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## Promos

- Amazon, Facebook, Twitter, Goodreads
- News Releases, Interviews, Blogging
- Newsletter Lists
  - Book Bub, Free Booksy
- “Nothing Sells Book 1, Like Book 2”
  - The Labyrinth of Time - On Deck!





# Discussion

## Q & A



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