

I'VE FINISHED WRITING MY NOVEL

NOW WHAT?



DONOVAN M. NEAL



Donovan M. Neal
— Torn Veil —

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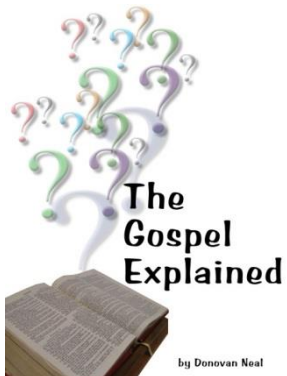
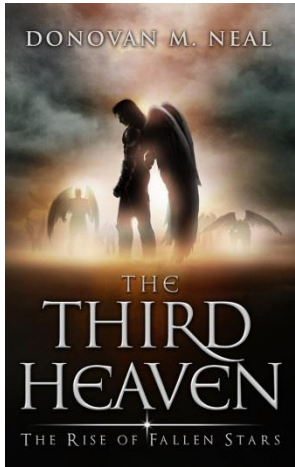
About the Author

Donovan is the author and publisher of two fiction novels, *The Third Heaven: The Rise of Fallen Stars* and *The Birth of God*, and non-fiction workbook *The Gospel Explained*.

The Third Heaven hit #1 on the Christian Fantasy charts on Amazon in June of 2014

He has a Masters degree from Walden University and a Bachelors from the University of Michigan.

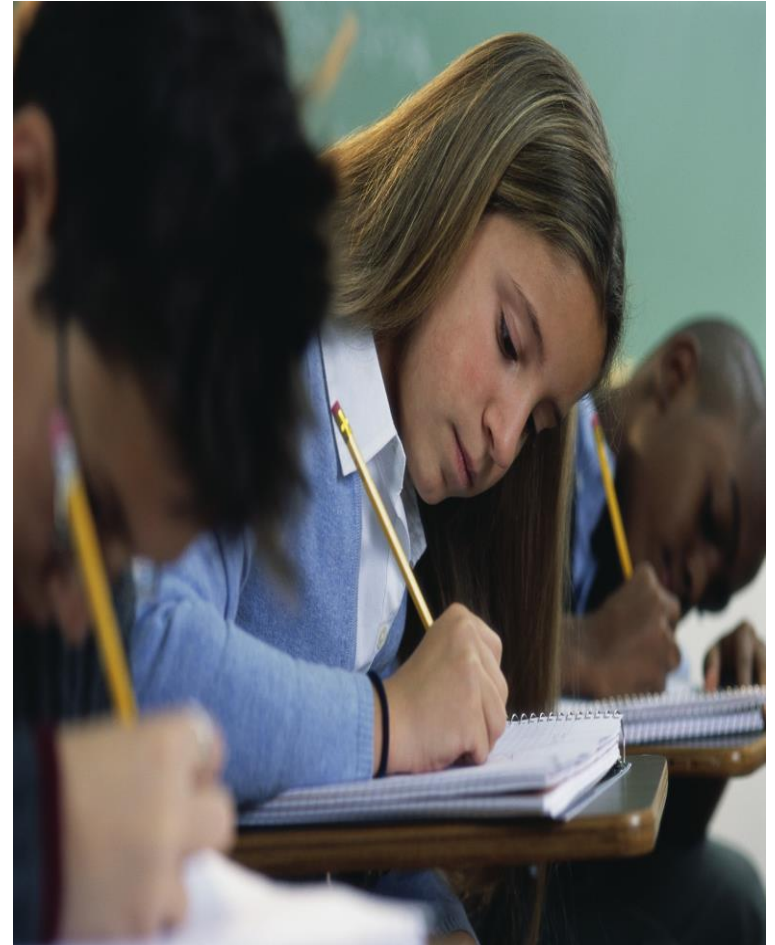
Donovan has written for Examiner.com an online news service you can learn more about me at: donovanmneal.com



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What you will learn in booklet

- 5 pros of traditional publishing
- 6 cons to traditional publishing
- 4 self-publishing myths
- 5 steps to publication
- 7 costs you must budget for
- The 3 phases of editing
- 5 Self editing tips
- Why its hard to self edit your own work
- The 2 most important types of editing
- The various types of editing
- Where to find editors
- Places to acquire great cover art based on your budget.
- 5 types of publication options
- How to develop a marketing plan
- What is a platform and why you need it.
- How to create your author email list
- How social media works in your marketing
- 7 inexpensive marketing options



5 Pros of Traditional Publishing



- **Greater prestige**
- **Sizable advances** to even beginning authors (if you have a good [book proposal](#))
- **Seasoned editors** who can offer incredibly valuable creative and practical feedback, the ability to more easily sell things like **international and subsidiary rights** to your book
- **Professional, in-house designers** to create great book covers.
- While few publishers will do all your marketing for you, good ones **will actively support your marketing efforts**.

Traditional Publishing 6 Cons.

- **It's slow:** It takes somewhere between 9-18 months for a book to be released once it is submitted to a publisher, an infinity in the digital world.
- **It's unfair:** Publishers take the lion's share of royalties, usually 85-92%. That means most authors earn about a buck per book, or less. Publishers hog roughly 70% of electronic royalties, for a product that has almost no production or distribution costs.
- **It's outdated:** They are not social-media savvy; they may have powerful inroads to traditional media, like TV and print magazines, but those things are increasingly irrelevant to book sales.
- **It's ineffective:** They do not give most authors a very big marketing push, or sometimes any marketing push at all.
- **It's short-lived:** Most authors' books will be in bookstores for a few weeks and then get pulled from the shelves when they don't sell very well, leaving it entirely up to Amazon sales. This begs the question: why not just use Amazon?
- **It's not cost-effective:** The vast majority of authors don't make any real bankable money on their books.



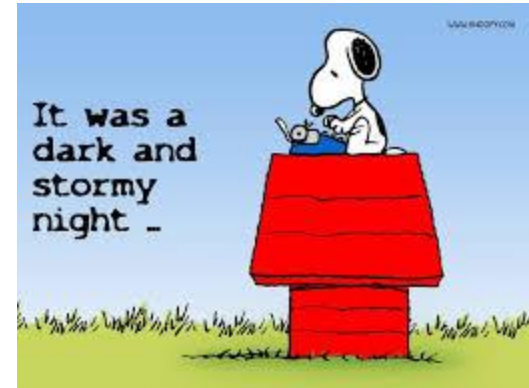
Top 4 self publication myths



- It will be free or cost you nothing.
- You can do it totally without any external help
- You will make lots of money!
- Once you publish your book you are done.

Self Publishing has 5 Steps

- 1. Write



- 2. Editing

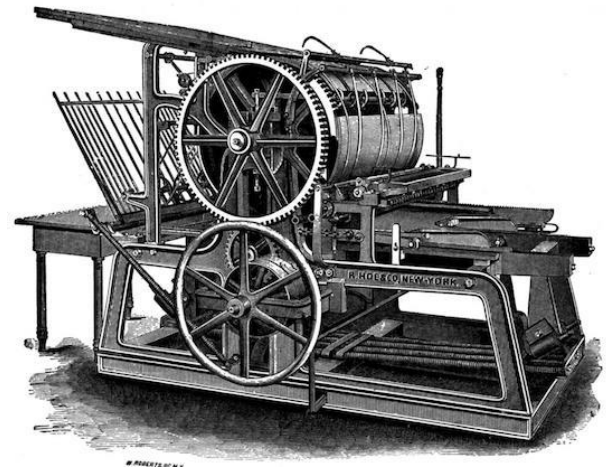


Self Publishing Steps cont.

- 3. Dress it up
(Layout & Cover Design)



- 4. Publish it
 - Print?
 - Ebook?
 - Audiobook?



Self Publishing Steps cont.

- 5. Market it

This happens to be the most difficult step for most authors



7 costs you will have to budget for.

- Editing \$500>
- Cover Design \$5>
- Layout 200>
- ISBN (For ten ISBN's) \$250
- Copyright registration \$35
- Marketing and PR \$50>
- Printing for proof \$25>





It does take some money so use other peoples!



- While publishing your book doesn't need to be expensive, it does cost money. While you can search for cheap options in terms of design, and haggle down your editing costs, you'll be lucky to get through the publishing process spending less than \$500. Oh, and you get what you pay for.
- I had the mind set that I wanted to become a professional who works with professionals. I loved my novel enough to pay for the best I could afford, but with no money.
- Kickstarter is the most popular crowdfunding option out there which allows your **fans** to invest in your book. The best part, you don't need to pay the money back. Instead you offer rewards for backing your project (like pre-orders, posters, etc).

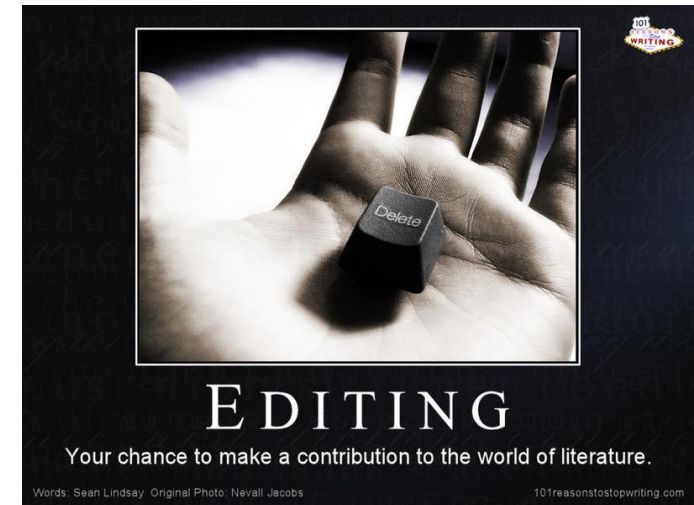
What does it take to write your novel?

- Writing your book consists of several steps. These steps assume a work of fiction.
- Step 1: Gather the star stuff of inspiration
- Step 2: Gather your writing tools (dictionaries, etc.)
- Step 3: Develop your Characters (write their backgrounds)
- Step 4: Develop your World (Kingdoms, laws, magic or no? etc.)
- Step 5: Outlining (what's the meat of your story?)
- Step 6: Write!
 - (Patience, persistence, write fast to get the story out, its about progression not perfection.)
- Step 7: Get some beta readers to review the best draft you finish.
- Step 8: Revise, Revise, and Revise again.
- Step 9: Celebrate and put the book down



The 3 phases of Editing

1. Beta Readers (This is your first step in editing)
2. Self-Revision (Do this after you've gotten feedback from your beta readers.)
3. Professional Editing :Determine what type of editing you will need.



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Beta Readers

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- **WHO IS A BETA READER?**
- A beta reader (or betareader, or beta) is a person who reads a work of fiction with a critical eye, with the aim of improving grammar, spelling, characterization, and general style of a story prior to its release to the public.
- Another way to think of a beta reader is as a product development tester.
-
- Essentially, you have someone who represents a sample demographic of the market for your book to gauge consumer reaction.
- I like the idea personally of a beta reader being more than someone who checks for grammar, spelling and the like. But thinking of this person(s) as representative of your selling demographic will really tell you if your writing is connecting with your audience, and what you might need to do to improve.

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WHERE CAN YOU FIND BETA READERS?

- Well there are various areas that you can look. A few of the best I'll just list out and link for you.
- Family/Friends
- LinkedIn
- [Goodreads.com](https://www.goodreads.com)
- [absolutewrite.com](https://www.absolutewrite.com)



WHAT ARE THE BASIC STEPS?

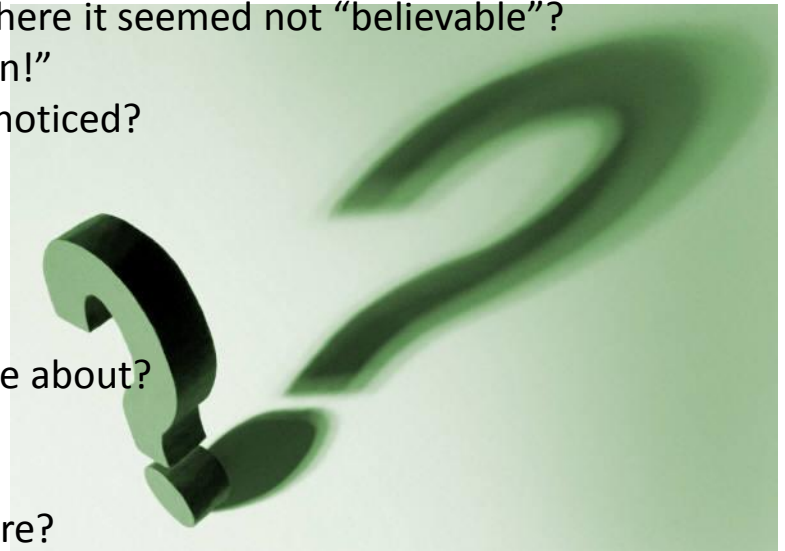
- 1. Send out your manuscript.
- 2. Get back the replies.
- 3. Go through the replies, and thank each person by email, phone or a mailed note.
- 4. Follow up and see if they are willing to look at further work
- 5. Determine if their input warrants changes to your draft.

THINGS TO WATCH OUT FOR

- Now this might shock you, but you might very well have people who do not respond! Yep you might have some that say they will do it, you provide them with the section they are to read, but they simply don't follow through for whatever reason. This is why you want more than just a couple of readers.
- Secondly, **be very clear on what you are looking for from a reader**. Having a reader tell you the story was good. Or it was awful won't help you become a better writer. What was awful? Why? The more you can help focus your reader on monitoring how they are experiencing your work the better off you will be.
- Thirdly, you have to decide how much of your work you want to give out. Will it be a couple of pages? A scene? A chapter? The whole novel?
- My recommendation is that you give out based on whether you trust the person to not steal your work, and are they providing feedback? So start small then give more to them as they demonstrate an interest and the ability to provide you the feedback that you are looking for.

QUESTIONS TO ASK BETA READERS

- ***Interest: Does the story hold your attention?***
 - 1. Were you ever bored during the story?
 - Was your mind ever wandering?
 - Can you tell me in the story where it happened?
 - Where do you remember losing interest?
- ***World creation: is more detail needed?***
 - Was there ever an occasion during the story where it seemed not “believable”?
 - Was there a point where you said, “Oh come on!”
 - or where they any ‘logical fallacies’ which you noticed?
- ***Exposition: How was it handled?***
 - Where in the story were you confused?
 - Was there anything you had to read twice?
- ***Characters***
 - Are there characters you found you did not care about?
 - Did you like the character(s)?
 - Did you hate the character(s)?
 - Did you keep forgetting who the characters were?
- ***Plotting***
 - Was there any plot questions left unresolved for you?
 - Tension: Are the plot lines resolved?
 - What do you think will happen next?
 - What are you still wondering about?



Things to keep in mind.

- Remember that your reader is reporting on their experience of what they are reading so their opinions are not wrong. They are helping you acquire great clues on how a reader is interfacing with your writing, and always make sure you tell your readers thank you!
- One great thing about your readers is that after they are done, you can use the information to help market. Beta readers can provide you some great quotes or reviews to help speed you along your marketing way!

How to handle family beta reviewers

- Remember that if there are concerns that a family member might not be objective ask them to review it without revealing that it's your work. Let them know your having to review it yourself and trying to get some feedback from a different perspective. Because they are doing it for you not only might they be inclined to do it. But you can get honest feedback without the prejudice since they don't know it's from you.



5 Self Editing Tips

- Edit to make sure the plot is sound first
- Edit for character development second
- Edit for word usage, grammar and spelling third
- Get rid of Ly words (use your word processors find feature to examine them.)
- Use the “speak selected text” feature on MS Word

Why its hard for you to self edit

Kdis, I'm gnoig to tlel
you an idcnerbile sorty,
the srtoy of how I met
yuor methor.



The 2 most important types of editing

- Substantive editing
 - Copyediting

Substantive Editing

Substantive editors work with you once you have a full text. They will help you get it into its final form.

This may **involve reordering or rewriting segments of it to improve readability, clarity, or accuracy.** If **you're a fiction writer, a substantive editor can alert you to inconsistent character behavior or speech, help you adjust your language to your desired audience, and make sure your story has believable dialogue and a plausible plotline.**



Torn**Veil**

Copyediting

Copyeditors work with your text when it is in final or nearly final form. They read each sentence

carefully, seeking to **fix all errors of spelling, punctuation, capitalization, grammar, and word usage**

while preserving your meaning and voice. With your permission, they may rewrite tangled sentences or

suggest alternative wordings. They can ensure that your text conforms to a certain style; if your project

The Critique

- The critique is generally a collaborative effort between the editor and the author and includes the following:
- Editor reads for basic sense and coherence, consistency, dialogue, pacing and descriptive passages
- After reading editor will write an analysis of the strengths and weaknesses of your manuscript, with specific examples and suggestions as to what you can do to improve it.
- The editor will return the hard copy containing notes throughout based on manuscript length



First Line-Edit

A comprehensive sentence-by-sentence edit which includes reading through the entire manuscript, smoothing out awkwardly worded sentences, querying the author if something isn't clear, looking out for factual inconsistencies, query odd-sounding dialogue and checking for anything that strikes the editor as "off."

Types of Editing

Copy Editing/Proofreading

- Includes correcting typos, spelling and punctuation errors, and obvious grammatical errors (defined as editing for grammar, and punctuation and formatting errors only).
- Manuscripts must be given to “Editing company” in their final form; additional pages given after editing has started might incur adjustments to original fees quoted.

Editing Resources

- [Common Editing Rates](#)
- [Behind the Scenes, The Many Stages of Editing Your Novel](#)* – This is a behind the scenes look at the stages my novel, *Discovering Aberration*, went through while explaining what each stage is and why your novel needs it.
- [How to Find the Right Editor, Part 1: The Writer's Wish List](#) - Make sure you know what you want out of an editor with the first part in this series.
- [How to Find the Right Editor, Part 2: Types of Editing](#) - Learn more about the different kinds of editing and how they can work for you.
- [How to Find the Right Editor, Part 3: Testing an Editor](#) - Before you dish out any money, make sure you're making a wise investment.
- [How to Find the Right Editor, Part 4: Finding Your Editor](#) - So you know what kind of editors you need, here's how to find them.



Where to find editors?

1. Author referrals
2. Freelance/Auction
 1. <http://www.paper-perfect-editing.com/>
 2. <http://www.the-efa.org/job/joblist.php>
 3. <http://www.guru.com/emp/WhoisusingGuru.aspx>
 4. <https://www.odesk.com/>
 5. Elance.com
 6. <https://www.crowdspring.com/post-a-project/>
 7. <https://writer.ly/Default1.aspx>
3. Look at a book you like and find who edited it.
4. LinkedIn, Facebook, & Google + are also two great places.

Layout and Design aka typesetting and formatting

- Interior Design (includes)
 - How to arrange your book
 - Number of pages
 - Pagination
- Exterior Design(includes)
 - Front cover
 - Back jacket narrative
 - Bar coding





Places to get great Covers

- <https://99designs.com/book-cover-design> (My top recommendation.)
- <http://www.selfpubbookcovers.com/index.php>
- <http://authormarketingclub.com/members/pre-made-book-covers/>
- <http://bookcovers.creativindie.com/>
- <http://bookcovers.creativindie.com/diy-book-covers-coming-soon/> (IF you are not going to print. This is DIY)
- <http://www.designcrowd.com/?registrationmodal=true>

Tools you will need to do internal layout

- Get your work registered with the copyright office <http://www.copyright.gov/eco/>
- Determine if you want your own ISBN
- Will you become your own publisher?
- Download [Calibre](#): (its free!)to convert your doc to MOBI or epub [Scrivener](#) (paid)can convert it for you as well.
- Make an [Active Table of Contents](#)
- You can always pay someone to do these last two steps.





Quick layout tips

- Pagination: Odd #'s on the right page
- Even #'s on the left page
- Your page should be fully justified
- Do not put blank pages on the right side of your spread
- Blank left spread pages are ok
- No text on the page=no page #'s on the page
- No running head on the page= no page #'s on the page.

Book layout order

- Title page: might include just the title and author; can include edition and publisher
 - Copyright page: publishing information, ISBN, CIP, copyright holder, year...
 - Reviews: may or may not be included in a book; this is where you commonly see them
 - Dedication
 - Table of contents
 - Foreword
 - Introduction
 - Other front matter: might include map (such as in military planning), list of abbreviations, etc.
 - Chapters
 - Conclusion, Afterword, Epilogue
 - Appendixes: explanations and/or elaborations of chapter material
 - Chronology
 - Endnotes
 - Glossary
 - Bibliography or references
 - List of contributors
 - Index
-
- If a book is hardcover, it is common to have the author information on the cover wrap. Otherwise, if a book is softcover, the author information might be on the back cover or inside, after the conclusion.



Page layout software

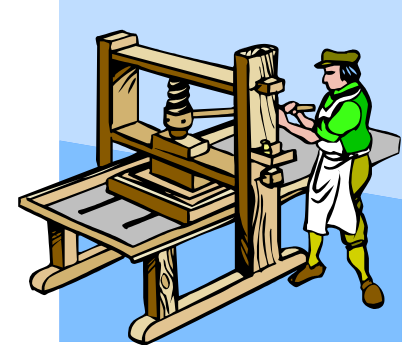
- Epub
 - Microsoft Word
 - Scrivener
- Print Books
 - Microsoft Publisher
 - Adobe InDesign
 - Microsoft Word

Book layout designers

- <http://www.fiverr.com/bookaholic/format-your-ebook-for-smashwords-to-pass-autovetter>
- <http://www.e-bookbuilders.com/>
- Get you printed book formatted properly to sell.
- <https://www.fiverr.com/aalishaa/format-book-for-createspace-in-24-hours?funnel=201501121841210839245480>
-

Types of Publication Options

- Vanity Press
- Print on Demand (POD)
- Start your own publishing company
- You need to answer some questions.
- Where do you want your book? (Bookstores?)
- Which format best assists you in reaching *your* readers? Print, Epub or both? Audiobook?
- Here's a [link](#) to help you!



Vanity Publishing

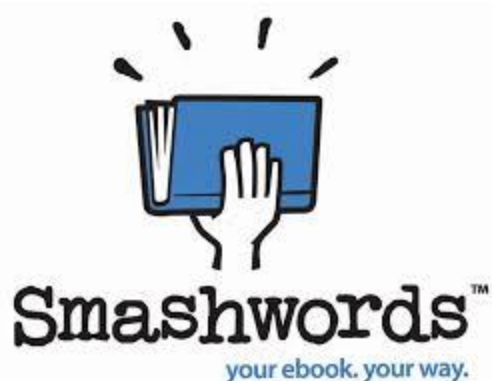
- **“Vanity publishing”** means that you pay somebody to publish your work. You typically pay them a flat fee and with that money, they then hire editors, proofreaders, typesetters, graphic designers, marketers, and whatever else. They take care of the printing, warehousing, shipping, distribution, sales, etc. If there are any profits, they distribute them to you, usually taking a cut.
- **In vanity publishing**, you do the writing and you take all the financial risk. The vanity publisher does all the other work and takes none of the risk. The profits can be divided up various ways.
- **Vanity publishing opens you up to abuse.** When you are fronting the money and taking all the financial risk, the vanity publisher has little incentive to keep costs down or do a good job or give you a fair shake.
- **It is *possible*** for a vanity publisher to give you a fair deal, but most professional authors, editors, and agents will tell you that vanity publishing is almost always a *terrible* deal for an author. David Gaughran does a great job of explaining why on his blog, so I’m just going to refer you to him. [Here’s one of his articles](#) to get you started.
- Quoted from advancewriting.com

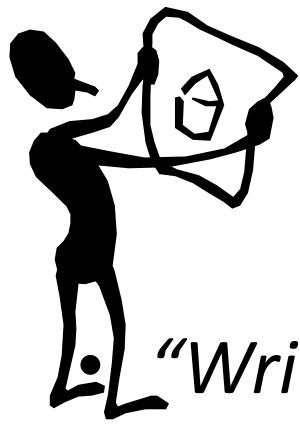


Author streams of income

- E-book
 - Print
 - Audiobook
 - Misc.
-
- <http://www.kboards.com/index.php?topic=174015.0>

Printer/Distributors





Marketing Plan

“Writing a novel without wanting to market it. Is like having a child without wanting to raise it.”

— Donovan M. Neal

- Who can you spread the word to?
- What does your reader get from your product?
- Where can you find people who also want this?
- When do you promote it?
- Why wouldn't you do everything to make sure your book is a success? It's YOUR baby!



Discoverability vs. Sells



- You can't make sells if no one knows about your book. You could literally give your book away but if you don't promote that giveaway, no one will know.
- The challenge for authors today is not how to get published – it's how to get noticed.
- So the question becomes how do you get discovered?

What is the importance of Keywords?

- What are keywords?

Keywords are words and or phrases that you or others might use to search for and or describe your book.

- Why are they important?

- Keywords (which can also be phrases) can place your book in additional categories on Amazon giving you greater visibility among more readers.

- Amazon does not give you a lot of methods to increase your visibility on amazon. But by changing your keywords in KDP. You can increase your visibility by having your book placed in additional categories beyond the 2 that amazon automatically gives you.





What's a platform?



- *“Platform is the means by which you connect with your existing and potential fans.” Michael Hyatt*
- Something that provides visibility
- Something that amplifies or extends your message.
- Allows you to connect with people and engage them.

How to find your readers in 6 easy steps

1. Genre – This is the easiest one, but don't be too general. You need to look at the subcategories of the genre. You can't simply say your novel is a romance and be done with it. It is important to know the sub genre as not every reader reads every sub genre of romance. Type in your book on Amazon, and see what titles are like yours. Readers who like your genre will like your work. Use Authors Marketing Central reviewer grabber to grab emails of the reviews of similar books.
2. Setting – If your story takes place in a real, recognizable place, the regional color you add can get the book into local book stores and gift shops.
3. Theme – Think about who might resonate with the life lesson your novel teaches. If you are writing about single motherhood, you might find mom-bloggers with similar interests to be your ally.
4. Problem – If you are dealing with a real problem – autism, cancer, alcoholism, you might connect with readers facing those same issues.
5. Character – Your protagonist might represent your target market. Are they a surfer, a college student or a cat lover? Your character may belong to a professional, social or ethnic group that will appeal to your reader.
6. You, the Author – If you bring a certain knowledge to your book (say as an attorney or doctor writing a legal or medical thriller), you might look at your own affiliations for marketing ideas. (look at people on social media who are like you. check out persons on twitter, face, book groups , google plus, good reads, and Shelfari who are like you. in terms of interests.)





Marketing

Creating your platform

- Start a Blog or Website as a central place where you can be found online.
- Create an email list (one of the most important things you can do!)
- Engage in Social Media (Facebook, Google +, Twitter, LinkedIn, Pinterest, Goodreads)
- Create a Book Trailer
- Develop a marketing plan of action
- Ideally all these things should be done before you even write your book!



Housekeeping Items

- Do the simple things to lay the foundation of your platform.
- Make sure you have both a Goodreads, and Amazon author page
- Make sure your first priority is to get reviews
- Make sure all versions of any book you have is available in print and epub. (i.e. don't have separate pages for each version.)
- Always have the backmatter of your book have a call to action that points to the next book or your email subscribers list or some funnel to keep them connected with you.

How to create your author email list

- Sign up for an email newsletter service (Adweber or Mailchimp) I use Mailchip
- Get friends on Goodreads
- Find people on Goodreads who favorably reviewed you or that you would like to be friends with.
- Send out friend requests and get permission to give them something by becoming your friend.
- Add those new Goodreads friends email to your email list.

Wait! What about social media?

- Social media is used to make connections with people. Don't use it to primarily try to sell your book. It has the ability to do that of course.

5 uses of Social Media as an author

1. **Building the Brand** – by being useful, telling stories, answering questions, giving glimpses behind the scenes
2. **Building Community and Engagement** – ask and answer questions, listen to feedback, support the goals of those you connect with,
3. **Building Trust and Credibility** – by showing you know what you're talking about and an understanding of the niche you operate in
4. **Driving Traffic** – sharing links to new content (and highlighting the best bits in the archives)
5. **Building a presence in places that work best for you!**
like [Twitter](#), [Pinterest](#), [Facebook](#), [Google+](#), [LinkedIn](#) (and more you) you create relationships with and create impressions upon those you connect with.

Remember!

[Darren Rowse](#) is the best blogger in the world. Yet his blog only brought in 7% of his ebook sales!

<http://www.problogger.net/archives/2013/06/26/social-media-whats-it-good-for/>

7 inexpensive marketing options

1. Goodread giveaways
2. Blogging
3. Kindlenation, Facebook
4. Ereadernews.com
5. Go on blog tours
6. Get reviews!
7. <http://www.thefussylibrarian.com/>





Reviews are life!

6 places to get reviews

1. <http://storycartel.com/faq/>
2. <http://digitalbooktoday.com/5-dbt-author-interview/>
3. <http://readindies.blogspot.com/p/get-featured.html>
4. <http://www.authorspromotingauthors.org/p/contactour-features.html>
5. <http://readersrealm1.wordpress.com/join-us/>
6. <http://soiinterviewedanauthor.blogspot.com/p/author-tips-and-faqs.html>

9 More places to get reviews!

1. <http://fyreflybooks.wordpress.com/about/book-blogs-search/>
2. <http://www.bodyandsoulpublishing.com/?s=Blog+Tour+hosts+for+Christian+authors>
3. Ereader News Today: <http://www.ereadernewstoday.com/>
4. Kindle Nation: <http://kindlenationdaily.com/>
5. Pixel of Ink: <http://www.pixelofink.com>
6. Inspired Reads: <http://www.inspiredreads.com>
7. Kindle Reader: <http://kindlereader.blogspot.com/>
8. GoodReads: <http://www.goodreads.com>
9. IndieReader: <http://indiereader.com/author-promotional-opportunities/>

10 Places to get discovered

1. [Goodreads: Giveaway your book \(give 1 signed autographed copy\)](#)
2. [Christian Author Show](#)
3. [KDP select](#)
4. <http://www.buzzblogger.com/600-places-to-share-your-content/>
5. <http://www.authorspromotingauthors.org/p/contactour-features.html>
6. <http://readindies.blogspot.com/p/get-featured.html>
7. <http://readersrealm1.wordpress.com/join-us/>
8. <http://www.bookblast.co/>
9. <http://www.ebookbooster.com/>
10. http://www.mediabistro.com/galleycat/15-places-to-promote-your-book-for-free_b76294?goback=%2Egde_88594_member_58100642550424_94465#%21

5 resources about free give aways

1. <http://hbspublishations.blogspot.com/2013/05/free-eboo>
2. Articles About Amazon and KDP Select
3. [How to get Great Amazon Reviews for Your Brand New Novel](#) – Pretty much what it says. This post explains the difference between good reviews (from legit readers) and bad reviews (paid for, from family members, etc.) then dishes out a sweet strategy for securing some great reviews for your new book.
4. [Why I'm All in with KDP Select](#) – One writers reasoning behind why he's choosing to distribute his ebooks exclusively through Amazon in order to take advantage of their KDP Select program which makes certain marketing tools (like free book giveaway days) available for authors.
5. [KDP Select Still Works in 2013 \(or How My Novel was Downloaded 17,000 Times in 3 Days\)](#) – A follow up to “Why I'm All in with KDP Select”, this post documents the authors experiment using Amazon's KDP Select.

How to sell on your blog/website

- **Step 1:** Create the web page you need to sell the product
- Step 2:** Create and add a PayPal button to that page.
- Step 3:** Create the web page where people can download your eBook once purchased
- Step 4:** Block the search engines from the page so it will be kept

Step 1: Create the web page you need to sell the product

- In the back-end (wp-admin) area of your site either create a new page or add your eBook info to a current page. Include an image, description, price and Paypal button (more on Paypal in Step 2 below).

Step 2: Create and add a PayPal button to that page

- Sign into your PayPal account.
- Go to “profile” in the main menu then “My Selling Tools” in the left submenu.
- On this page choose to update “Website Preferences”.
- On the top option of the next page you will see “Auto Return for Website Payments”. Make sure this is turned “on”.
- Lower down on the same page you will see “PayPal Account Optional”. Make sure this is turned “off”. These steps are allowing users to be redirected a your new product delivery page automatically after they buy something.
- **Then, Create your PayPal button:**
 - 1 - In Paypal go to “Merchant Services” in the main menu
 - 2 - In “Website Payments” choose “Buy Now Buttons”
 - 3 - On that page fill out Step 1 to your preferences with Item Name and Price
 - 4 - Scroll lower on that page and choose to open “Step 3: Customise advanced features”
- **5** - Tick the box next to “Take customers to this URL when they finish checkout” and then enter the url of your product delivery page from **Step 4 in Create the pages in WordPress** from above (in this example I used - www.heatherporter.com/really-cool-page/). This now tells PayPal to redirect someone automatically to the page where your product download is.
- **6** - Save your button and use the code to embed a button onto the Page you created in **Step 1 in Create the web page you need to sell the product**. You must choose the html viewing option and paste the code in there. The best way to know where to paste it is by writing INSERT BUTTON HERE in the visual tab, switching to the HTML tab and then pasting your Paypal button code in place of the BUTTON HERE text. Done! Just save the page.

Step 3: Create the web page where people can download your eBook once purchased

- Load your eBook (should be a PDF) to the media library by clicking on “media” in your left side menu then add. After you upload it you will see something that says “File URL”. Copy and past that link somewhere to use later.
- Create a another new page to deliver the product once someone buys it. On this new page put an image of a PDF icon or your book – something that people can click on to access your file. Then click on this image you just added so it is in edit mode. Then click on the link adder (looks like a chain) above in the same area that the bold, italic and other formatting tools are in your visual editor. Then paste in the file url you saved from the step above. You have just linked your image to your PDF document so people can download it. Then write a nice “thank you for your purchase message” below the image. Then of course click “publish”.

NOTE: *If you create the delivery page and it shows up in your main menu you will need to hide it. In most Wordpress themes and versions you can choose what pages show up in your theme settings or by going to “Appearance” in the left side menu, then “Menus”. You can set up a main menu there and then just choose which pages you want to show up.*

Or

If you get stuck with that you can add a plugin to do this by going to Plugins (in the left menu in your wp-admin) – add new - put “WP Hide Pages” in the search field – choose WP Hide Pages and then install – then activate it. Then you can go to Settings in the left menu and find “Hide Pages”. Once there you will see two options – visible pages and hidden pages. Find the page you want to hid in visible pages – click on it and it will appear in hidden. Now click update options.

Or

You can hire someone on <http://fiverr.com> to do it for you.

Then Voila! Your page is now hidden and can only be accessed if someone has the link.

- At the top of your new product delivery page under the main title you will see something that says “Permalink”. Copy the entire url that is to the right of that and paste it somewhere to use later. Make sure and save your page. **To use as an example in the steps below I will use www.heatherporter.com/really-cool-page/ as the permalink for the product delivery page.**

Step 4: Block the search engines from the page so it will be kept private

- Some themes have an option where you can choose that page to be set on “no index, no follow”. This must only be done on that page's settings and not your entire site or it won't be found by search engines. Look for this setting under the area where you create your page. See below for an example of what it might look like. If your theme does not have this then download either of these plugins: [All in One SEO Pack](#) or my favorite [WordPress SEO by Yoast](#). They allow you to easily choose to index or not index all of your pages in the settings on each page. Below is an example of what you would do when using WordPress SEO by Yoast.

How did I do it?

- Using A.P.E. as a quick template by Guy Kawasaki.
- Kawasaki basically says that a writer has 3 hats when she self publishes. That of an Author, Publisher, and Entrepreneur. (i.e. A.P.E.)
- Each hat requires a different set of skills. Most writers are accustomed to the author hat, but to be successful as an indie author you need to become adept at all three.
- Here is essentially how I APE'd my first novel.

Author

1. Hardware: I wrote the Third Heaven on various PC's and laptops
2. Software: Scrivener & Microsoft Word. I saved countless versions to my email and offsite storage so if something happened I could recover my work.
3. Reviewing: I had 7-10 beta reviewers read the material and incorporated as much of the suggestions that I thought added to the work.
4. I also self edited as best I could (for example I had my laptop read the novel back to me. That helped catch some errors.)



Publisher

1. Layout: I learned about proper layout design and did it myself. I used Adobe InDesign to layout the print version of the book and produced a print ready PDF file that was sent to LightningSource. The same PDF was provided to CreateSpace. I also used Fiverr.com the second go round as it was easier.
<https://www.fiverr.com/aalishaa/format-book-for-createspace-in-24-hours?funnel=201501121841210839245480>
2. Cover Design: I used 99designs.com to acquire my cover designer. Roger Despi. On this book I used authormarketingclub.com's premiere membership to find a cover that fit for this book.
3. Professional copyediting: I used an editor (Adele Brinkley) I found on LinkedIn to do the final edits paying her 500 dollars to do it. It took approx. 3-4 months to do. I also used Natalie Davis for a 2nd edit.
4. Online resellers: I initially signed up for Kindle Direct Publishing, Smashwords, and Barnes and Noble.
5. Print versions: I used both Createspace and LightningSource for the print versions of T3rdH. By using both printers it allowed me to be in the Ingram Distribution system that brick and mortar bookstores used. As they will not buy books from Amazon.

Entrepreneur

1. Blog Reviews: I did a blog tour with Virtual book tour café
<http://www.virtualbooktourcafe.com/3/post/2013/11/the-third-heaven-the-rise-of-fallen-stars-by-donovan-m-neal.html>
2. Amazon Reviews (Story Cartel, soliciting bloggers in my genre, using [Author Marketing Club](#) tool to find emails and soliciting reviews who reviewed similar books. Looking up possible readers on good reads. [Librarything's](#) giveaway, Goodread giveaways Asking in Facebook groups, and LinkedIn, friends who read it.)
3. Social media Promoted using my social media on Google +, Facebook, Twitter, and LinkedIn accounts
4. Blog radio podcasts (Did 3 interviews on the Christian author show, <http://www.blogtalkradio.com/gelatisscoop>)
5. Traditional PR: Featured on Livonia Life Magazine I Also did a press release.

Must own reading

- Platform by Michael Hyatt
- APE: How to publish a book by Kawasaki and Welch
- Lets' Get Visible by David Gaughran
- Rise of the Machines by Kristine Lamb

Web Resources

- <http://www.digitalpubbing.com/7-strategies-and-94-tools-to-help-indie-authors-find-readers-and-reviewers/>



Conclusion

- Getting your work into print is a task that with willingness to learn or to contract out services in the areas of your weakness, is easily doable.
- Remember it takes time! Give yourself at least 6 months to a year.
- Assemble a team to assist you in areas you find uncomfortable.
- Start early developing your marketing platform and making connections/relationships.

I'VE FINISHED WRITING MY NOVEL

NOW WHAT?



DONOVAN M. NEAL



Donovan M. Neal
— Torn Veil —