



# The Top Ten Mistakes Every Author Needs to Know before Clicking “Publish”



# Mistake #1

## Spend Thousands with a Self Publishing Firm

“There are somewhere between 600,000 and 1,000,000 books published every year in the US alone. As many as half or even more – are self-published On average, they sell less than 250 copies each.” - forbes.com

<http://www.forbes.com/sites/nickmorgan/2013/01/08/thinking-of-self-publishing-your-book-in-2013-heres-what-you-need-to-know/print/>

Don't expect to get rich selling your book. **Do** expect to market the heck out of your book.



# Mistake #1

## Spend Thousands with a Self Publishing Firm

Many self publishing firms will “proof” your manuscript but fail to do substantial, deep edits.



# Mistake #1

## Spend Thousands with a Self Publishing Firm

Self publishing firms will sell you marketing plans that seem impressive but do not generate sales.



## Mistake #2

# Get a Friend or Family Member to Design the Cover

Sure, you know someone who is a graphic designer, but do they know the CreateSpace specs? Have they worked with a Lightning Source template? Do they know the top three colors that sell women's books? Are they experts in font design, interior layout, and know what current book designs are trending?



## Mistake #3

# Fail to Hire a Content Editor

You need two and possibly three editors on every book. Hire a content editor - preferably one that has actually worked for a publishing house - to give you macro and micro edits.

Follow up with a proof editor to catch all the grammar and odd phrasing. Enlist sharp-eyed friends to be your beta readers. Only then are you ready to consider self-publishing.



## Mistake #4

# Think Your Book Will Sell Itself

**It will not.**

As the author, you are responsible for the care and feeding of your book. No one else cares for your book the way you do.

If God placed this story on your heart then do not abandon it at birth. This is your baby; care for it!



## Mistake #5

# Try to Sell to Bookstores

Bookstores do not want your self-published book. They need income, and lots of it.

That's why they sell items other than books. If a bookstore agrees to carry your book or allows you to hold a book signing they are doing **YOU** a favor. Be gracious, thank them, but do not expect a bookstore to make your book a best seller.



## Mistake #6

# Price Your Book too High

You are not Nicholas Sparks or John Grisham so do not expect the consumer to pay top dollar for your book.

You may **think** your book is worth \$14.95 but the consumer determines the perceived value of your book. Create an attractive entry-level price, grow legs under your book, and increase the price **only** after your book has sold hundreds.



# Mistake #7

## No eBook Version

You will probably make more money selling eBook copies of your book than print.

eBook copies cost less to produce and produce more income for you.

Once you understand this you are miles ahead of most authors.



## Mistake #8

# Think a Major Publisher Will Want Your Self-Published Book

They will not. You gave birth to a book. It is yours. A large publisher does not want your book unless it has sold thousands.

And if you self-published and sold thousands of copies and made \$1.50 profit on each sale why would you **WANT** to give a publisher 70% of that profit?



## Mistake #9

# Publish a Poorly Written Book

Sometimes an editor cannot fix a manuscript. First novels, even second and third, are seldom ready for publication. But the allure of self-publishing remains. Resist the urge to see your name in print.

Instead, learn the craft. Go to conferences. Sit under faculty who have sold to major houses. Learn from their mistakes – not yours. Buy great writing books and follow their advice!



# Mistake #10

## Ignore Mistakes 1-9 and Think Your Book is the Exception

It is not. *The Shack* was an exception – and it still needs a good content editor.

Writing, publishing, and selling a book is hard work. You want it to be hard. Otherwise, all books – even great books – would sell for a penny.

Accept that you will have to write a great book, market it, hire editors, cover and book designers, beg for Amazon reviews and be satisfied selling 20 copies a month before readers recognize your book is worth \$3. Accept that truth and you **might** be ready to self-publish.



# Bonus Info

Are bookstores important to the success of your book?

Probably not. Most of your sales will come from Amazon and B&N.com (maybe a few from CBD.com, too).

Does print advertising work?

No. Print is great for branding but newspaper and magazine ads will not turn you book into a best seller. Spend your ad money online.



# Bonus Info

Does it help to hire an PR firm?

Yes, if you want to become famous – for a few weeks or months. No if you want to sell books.

How much money should I plan to spend to make my book a best seller?

For every quarter you spend on marketing you will have to sell 1 copy of your book. Spend \$2000? You will need to sell 500 copies of your book to recoup that investment.