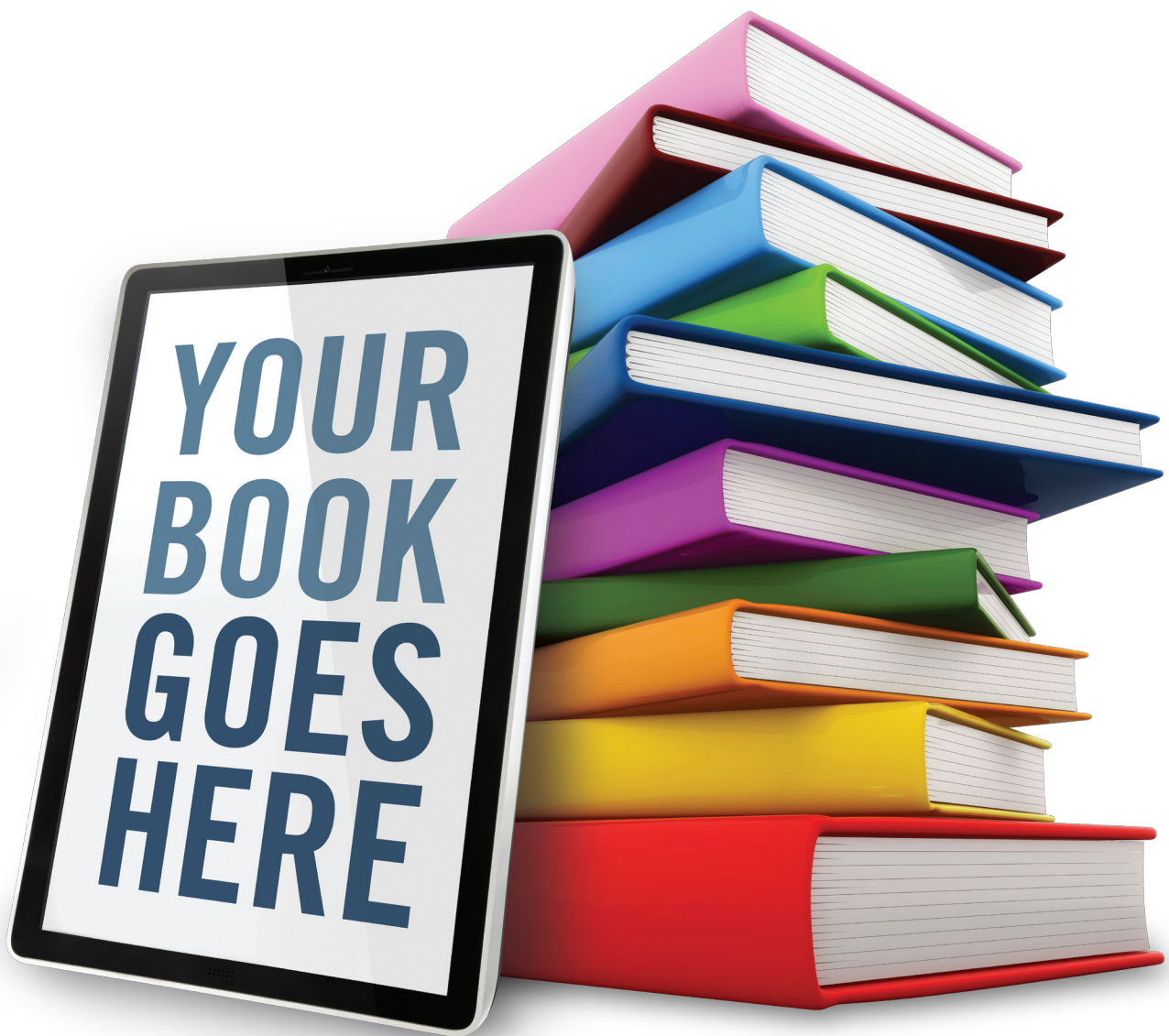


## **Making your eBook.**

The author's guide to eBook publishing, design, distribution, and marketing.



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## Why eBooks?

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In the midst of this upheaval, new opportunities are opening for motivated, independent authors to seize the moment, find their niche, and earn a decent living from their work.

This guide provides an introduction to the world of self-publishing eBooks, from finishing the final sentence to cashing your first royalty check.

## So you've written your book.... what's next?

Even if you think that each and every word is absolute perfection, the best thing you can do is get another opinion. Enlist an editor – or two or three – to help you get your book into shape.

DIY doesn't necessarily mean "go it alone." A qualified editor who pays careful attention to your text, your characters, your arch, and your tone will be able to point out inconsistencies and errors which you would never have found on your own, because you're simply too close to the material. Editing is a vital step not only for nuts-and-bolts syntax, grammar, and spelling, but also creatively – an editor can make sure your book is compelling and reads well. Give someone else the opportunity to critique your work, both microscopically and from the aerial view, and let them show you the areas where your writing could improve.

### Here's where you can turn to find people to help polish your work:

- **Friends in the literary community.** Organize an impromptu workshop of 2 or 3 fellow writers. Meet weekly, and constructively comment on one another's works.
- **An editor-for-hire.** Sometimes you get what you pay for, and nothing beats the attention and insight of a professional. Check out sites

such as [TheWordProcess.com](http://TheWordProcess.com) and [ManuscriptEditing.com](http://ManuscriptEditing.com).

- **Family you haven't alienated.** If you haven't written awful things about them in the book, your family might be glad to critique your book. Be prepared, however, to hear a whole lot of unhelpful praise.
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work, make sure your own website is up-to-date, dynamic, and easy to navigate. Author bio, events/readings calendars, writing samples, and links to purchase your eBook are a must!

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- **Scheduling readings.** Contact bookstores, book fairs, reading series, and libraries to schedule an event where you can present your work to an audience in an immediate, personal, and upfront way.
- **Attending conferences and trade shows.** Go where the industry goes! If you want to take your career to the next level, you'll have to make connections. Making the rounds at a trade show, expo, or conference is a sure way to meet-and-greet with the right folks.

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