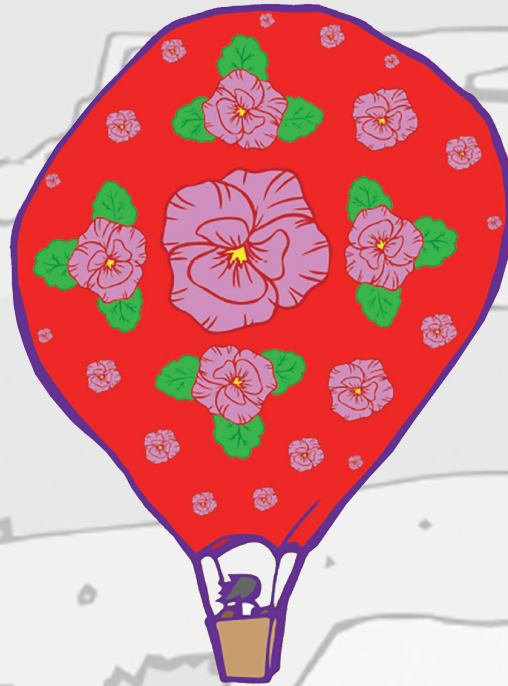


HERIZON



SELF-PUBLISHING TIPS

Notes for aspiring self-publishers wanting to get their story out in the world using *Herizon* as a guide.



SOUTH OF SUNRISE CREATIVE

www.southofsunrisecreative.com

HERIZON

SELF-PUBLISHING TIPS

Self-publishing can be a difficult path to navigate as it requires more than telling a story and getting it to the public. The process requires research and understanding of markets and price points. It requires design, layout, and fulfillment. As a first-time publisher, South of Sunrise Creative would like to share its experience so others can make an informed decision on whether or not self-publishing would be beneficial to their own unique situation. South of Sunrise Creative provides consulting and coaching services for individuals wanting to know more information. Price options are available on the South of Sunrise website.

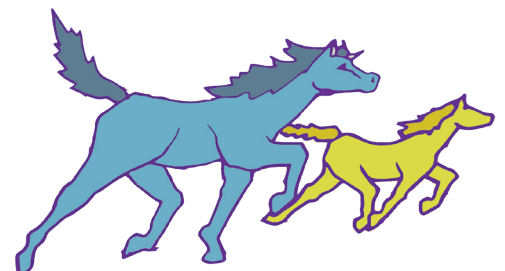
PUBLISHING ROUTES

Before you venture into self-publishing a children's book it's best to consider your options. Below are four possible routes to pursue if you have an idea, and even better, a manuscript in hand. There are pros and cons to each route, which depends on how much time and effort you're willing to invest in your book. Publishing routes include:

- A. **THE BIG FIVE** - HarperCollins, Penguin Random House, Simon and Shuster, Hachette, and Macmillan. You will most likely need to be agented to gain access to these publishers.
- B. **INDEPENDENT PRESSES** - Publishers that include niche audiences like Salina Bookshelf, Inc.
- C. **SELF-PUBLISHING** - The independent or "Indie" route can be faster and yield a larger piece of the pie for authors and illustrators.
- D. **E-BOOK** - Sold directly on a website and other e-commerce outlets.

Before you select which route you'll take it's best to consider the following:

1. **Picture the people that might buy your book.** Your audience and how your market to them will help determine if you can do the work yourself or pursue an established publishing house.
2. **Search your subject.** Research books similar to yours and look at their strategies for outreach. What worked? What didn't?
3. **Develop a list of where your book will be featured.** This includes interviews you can arrange, organizations, clubs and groups you can engage, and websites, blogs, and publications that could feature your book.
4. **Project how many copies of your book you might sell.** To whom? In what form?
5. **Determine your book's niche.** How big is it? Can it transcend the genre? The value of a niche audience is on the rise in kidlit.
6. **Get to know your category.** Does your book fit into a category? Where would you find it in a bookstore?
7. **Read trade publications around publishing.** Some notable publications include "Shelf Awareness", "Publisher's Lunch", and "Publisher's Weekly".



OTHER CONSIDERATIONS

If you've done your research on each publishing route and you feel self-publishing is your best option, pause, and think about it a little more. The process will require a lot of time and energy. The self-published books that work the best are the ones that look professional inside and out, which takes a willingness to spend a lot of money up front (see below). It may also require finding staff to deal with accounting, marketing, and shipping - each of which add to the cost. What it boils down to is your reason. Below are some reasons to pursue self-publishing.

1. You have direct access to your audience. Make sure you have means of access to an audience that will help sustain your book. If you have a committed audience, you have a good chance of being successful. The more niche or localized your audience, the nicer your results may be.

2. You want a bigger chunk of the retail dollar of your book. In the deal with my first book, I was able to earn 8% of the book's proceeds on the first 10,000 copies sold. I'll be able to make about 50% of the book's proceeds self-publishing. The other half goes toward costs associated with the book, including printing and fulfillment.

3. You have a time-sensitive book and want to publish fast. I left my job in May 2021 and needed an alternative funding stream. Rather than going through a publisher to get the book printed, fulfilled, and marketed to the public, I tackled the project myself to produce a book with a quick turn around time. It took about a year and half for *Fall in Line, Holden* to be published from when it was first presented. *Herizon* will take just under a year.

4. You want full control of your book inside and out. I was fortunate to attract interest from two publishers I showed the *Herizon* manuscript to; however, there was a desire to put words to the book. Since words went against my objective of making the book wordless for the voiceless, I knew I had to pursue self-publishing to keep the integrity of the book in tact. Having full control of the book was important to me and my messaging.

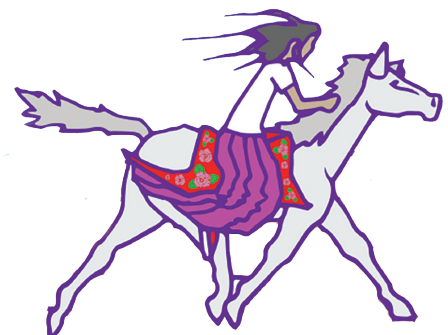
5. You can't find anyone to agent or publish your book. If you have a hard time finding interest in your manuscript, it might be a good idea to revisit how you're packaging and presenting your book. It might be something as simple as how you structure your letter of interest when reaching out to publishers or agents. If you do receive interest, comparing the cost and benefit of each is important.

6. You've written a book whose value isn't apparent to a traditional publisher because it caters to a niche audience or particular region. Diversity in children's books is a new movement and many publishers are slow in catching up. Although *Herizon's* main message speaks to creativity - something readers from any background can relate - its main character is Navajo. Mainstream audiences' ability to relate to this character, someone they might not understand, can cause hesitancy among publishers, who are driven by the bottom line.

FINANCIAL CONSIDERATIONS

Depending on how many books you purchase and what type of mailer you choose, a book can cost as low as \$7.50 and as high as \$14.00. These figures are based on the least costly route while still publishing a book of high quality. High quality picture books often include a dust cover, permanence paper, and end sheets. Other costs associated with self-publishing include:

Item	Cost
ISBN (10 codes) -	\$295.00
Bar Code -	\$25.00
U.S. Copyright -	\$35.00
Website Basic -	\$276.00
Website Domain (per year) -	\$13.95
Private Registration (per year) -	\$9.90
TOTAL	\$654.85



SELF-PUBLISHING

If self-publishing is your most viable option after going over everything, it's important to know what to do next. Below are some necessary steps to take when self-publishing.

1. Research. Part of your decision making process should be researching companies to see what they do. Some just print, some print and distribute, and some print and offer author services. Author services companies edit, design your cover and interior, assign your ISBN and bar code, help with marketing and publicity, distribute your books, while you keep all rights to your work. This route can be expensive.

2. Decide on your method of printing. Your options will include print-on-demand, old-school offset printing, and e-books for straight print (words). *Herizon* went the route of old school printing with the help of a fulfillment company that also does printing.

3. Produce attractive, informative cover, back, and spine for your book. South of Sunrise Creative was fortunate to collaborate with illustrator Corey Begay of Cedar Springs, AZ for *Herizon's* cover, back, and spine. Corey played a critical role in getting *Fall in Line, Holden* published in 2017 and he was commissioned to provide illustrations to showcase the story. This allowed the story and illustrations to sold as a package.

4. Purchasing ISBN and EAN Bar Codes. Purchasing 10 codes through Bowker costs \$295. A EAN bar code cost \$25. The purchase offers you the bar code for you book in jpg and png formats to include on your book's back cover. South of Sunrise Creative went a step further and purchased a QR code for \$25. This allowed for the minimum number of pages in *Herizon* to keep costs down.

5. Register your book with the US copyright office and the Library of Congress. Getting the copyright will cost roughly \$35. It is free to register with the Library of Congress; however, you must have an ISBN number to reference. You also must send a copy of the book to the Library of Congress when the book is published.

6. Develop a website. You'll need a place to share information about your book and potentially set up an e-commerce store. Rather than learning code and designing your own website, there are Web builder sites that make it easy to get book out into the world. Popular Web builder sites include Wix, Squarespace, Shopify, and Go Daddy. Services include the purchase of a Web domain and secure payment protection.

7. Figure out distribution. Once you book is for sale, you'll have to figure out how you'll fulfill orders and distribute them to your customers. This could be selling the books out of the trunk of your car or it could involve online orders. If you're looking to push a high volume of books, an aggregator might be a viable option. A publishing aggregator is a service that lets you upload your manuscript to one place. On your instructions, they then distribute your work to multiple channels to sell your book. The service requires additional costs, but saves you time in having to package and ship each book you sell.

8. Marketing and promotion. Once you have a book and know how to get it in the hands of your customer, it's best to consider how people are going to find out about your book. Strategies like developing an email subscriber list, running promo sales, and/or setting up interviews and readings have proven successful in the past. But connecting with online communities and getting mentions in blogs and social media are holding more weight in today's digital world. It's important to find a balance in your outreach strategies.

9. Keep track of all expenses for your business at tax time. This will help you claim business expenses on your tax return. You can claim travel expenses as well as use of technology and home office items.

10. Consult with South of Sunrise Creative. SOSOC provides mentoring and consulting services for a price. Contact us today for an initial consultation.

Eckstut, Arielle & David Henry Sterry (2015). *The Essential Guide to Getting Your Book Published. How to Write It, Sell It, and Market It... Successfully!* New York. Workman Publishing Co., Inc.

