



Minnesota Christian
WRITERS GUILD

2 SELF- PUBLISHING OPTIONS

Taking your publishing
journey to the next level.

written by
Jason Sisam



2 types of self-publishing

by Jason Sisam

I'm excited to be here tonight. We're kicking off another great year of the Minnesota Christian Writer's Guild. This year, we're doing something new and fun. Each month, I, Jason Sisam be presenting a tip-of-the-month topic.

This month I'm going to be talking about Self-Publishing. I specifically want to talk about 2 types of self-publishing.

DO IT YOURSELF:

1. **Cover Design:** One thing that keeps most self-published books from selling is bad cover design. Think of it this way. If a cake from the bakery looks pleasing to the eye, you want to eat it. But, take that same cake and now it's a crumbled mess with a dollop of frosting, more than likely you won't want to eat it. Cover design is similar. It's more important than ever, especially within the online world. There is so much noise, and everyone has a voice today. You must rise above it and get noticed.

The mistake a lot of self-published authors run into, they design the cover themselves, or they don't use a cheap do-it-yourself online solution. Designing a great cover will get you noticed by potential readers. This is the first look at your book, and if it's inviting, the reader will buy.

DESIGNING A GREAT COVER WILL GET YOU NOTICED BY POTENTIAL READERS.

Cover design doesn't have to cost a lot. So, how can we get great cover design for a cheap price? Here's 2 resources I highly recommend, because I've used them.

- [99 DESIGNS](#) - This company is a crowd sourcing, graphic design solution.
- [LIVING LIGHTS MEDIA](#) - This graphic design firm is owned by Jason Sissam. He creates everything from scratch and every project is unique.

2. Editing and Typesetting: Every book needs to be edited. And a properly edited book will fare better than one that's been slapped together. Most bloggers write, edit then publish. If anything needs fixing, you can make that change easily. Publishing a book is very different. You

write, self-edit then have an editor work with you to polish your work before publishing. Yet, so many self-published books sink because there's a lack of editing.

So where can we turn for great editing? Three places I recommend.

- [BELIEVER'S BOOK SERVICES](#) - A full-service solution for authors who are serious in their publishing endeavors. Copy Edit \$0.025/word.
- [REDEMPTION PRESS](#) - A full-service solution for authors who don't want to break the bank in self-publishing. Copy Edit \$7/page
- [LIVING LIGHTS MEDIA](#) - Typesetting page layout design. \$3/page - ebook solution: \$397

3. Printing: If you're looking to have your book printed, you'll need a printing solution. Here are my options.

- CREATE SPACE: A great company to use to print your book and get it onto Amazon.com
- LIGHTNING SOURCE: The number one print on demand company. Owned by Ingram.
- LULU: They use Lightning Source and are a great solution.
- BOOK PRINT ON DEMAND: This is a subsidiary of Believer's Book Services.

USE A SELF-PUBLISH COMPANY OR FULL-SERVICE PUBLISHER.

Publishing your book can be difficult and navigating the waters of do-it-yourself can be even more frustrating. That is why there is several great options out there to get your book professionally published and ready for sale.

Here's my list of the top 3 companies to use.

- XULON PRESS: - A hire to publish company. They handle all the heavy lifting.
- BELIEVER'S BOOK SERVICES - You can hire them to handle everything.
- REDEMPTION PRESS - You can hire them to handle everything.

SIDE NOTE: If you're wanting to just publish your ebook - you can upload your book to Amazon's Kindle Direct Publishing site.

I hope you've found this topic helpful. There's no better time than today to start your publishing journey.

Should have any questions email me at: jason@jbsisam.com and I'll be happy to help.

For more information, visit <http://mnchristianwriters.com>

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