

Women Writing the West Conference 2014 Workshop

SO YOU WANT TO WRITE & PUBLISH PANEL

Presenter: Leslee Breene ~ Self-publishing

First question to authors: Are you ready to self-publish your newly completed fiction manuscript? How many novel-length books have you written? Have you participated in one or more critique groups, including published members? Has your work garnered any awards or favorable reviews from a professional writer/editor? Are you prepared to solicit qualified editors to do a final edit of your book then actively promote your published novel in all the available social media?

Publishing in today's literary arena is not for sissies. One must not only create a 'masterpiece,' but also plan on spending countless hours to reach a desired audience and sell the finished product. The author must make her 'dream come true.' She may not become a NY Times Bestseller but she can achieve a self satisfaction that would have evaded her if she had never tried.

POD

POD (Print on demand) = always available online. No returns. Traditional bookstores do not accept POD books for this reason. Book signing venues include indie book stores, libraries, book clubs, retail stores, fundraisers. The sky is your limit.

CreateSpace/Amazon

- *Submission requirement: PDF file format, including single spacing, no page numbering.
- *Soft cover, Ebook, audio books available on Amazon/Kindle Direct Publishing.
- * 90-day exclusive renewable contract. Royalty is 35% or 70% w/exclusive 90-day contract.
- * Formatting and cover design available through KDP. Advise hiring your own graphic artist and interior editor. Less expensive.
- * Offers 'Free' book days on the Amazon site.

Goodreads

- * One of top social networking sites. Author must be active on it to promote her books, to read and promote other authors' books, to attract new reader fans. Goodreads Giveaway drawings pull in hundreds of avid readers, and reviews. And boost sales.

Facebook

- * Start with an attention-getting Timeline background photo: colorful scenery, funny, sexy, cute family/friends or animals interacting. Excellent place to show off a new book cover! A self-portrait personalizes your page.
- * Give your page a 'theme'. Can be related to your books. Add human interest photos, upbeat news, humor, great recipes, etc. Religious and political diatribes are not well received. Holidays offer opportunities to post book specials, free ebooks, etc.
- * Facebook ads start at \$15 and up to boost your Author page 'likes' and sales to new visitors.

* Don't be afraid to promote a friend's good fortune: a new book release, new baby, etc. Good will is returned in good measure.

As an RWA award-winning, women's fiction author, Leslee Breene has published five novels, including historical and contemporary, set in the American West. *Christmas Journeys*, an anthology (Trappers Peak Publishing ~ 10-2014). Other publishers include: Thompson/Gale, Treble Heart Books, Amazon/Create Space and AuthorHouse. Visit her at: www.lesleebreene.com.