

SO YOU WANT TO WRITE A BOOK?

EDITING, PUBLISHING, DISTRIBUTING AND MARKETING YOUR BOOK

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A. Editing

1. Do they job yourself – sure!
2. Hire editing help
3. Pages cost money – reduce length wherever possible

B. Publishing

1. Lots of options today:
 - a. Do it yourself. Post PDF on the web. Easy, cheap, but slow
 - b. “Vanity Press” tried and true way to get the word out there
 - c. Get a real publishing deal:
 - (1) Very hard for first time authors
 - (2) Getting a publisher’s rep the key
 - (3) Negotiating the deal – No advances, lots of pressure
2. Hardcover vs. Paperback or “Trade Paperback”
3. Who wants to read your book?
4. Be prepared for months of delays with a real publisher
5. Get out there and sell

C. Distribution

1. Depends on the publishing route above, even for vanity press
2. Amazon is the big dog today
3. Working local bookstores to carry your book
4. Libraries could be key for a non-fiction book

D. Marketing

1. Depends on the publishing route above
2. May be some help from the publisher
3. Hiring a PR firm
4. Radio Interviews – target content interest areas
5. Newspapers and magazines
6. Remember those alumni connections
7. Book signing events
8. Shameless self-promotion
9. Don’t leave home without a handful of flyers