



**The Self-Publisher's Guide**  
2<sup>nd</sup> Edition  
By Karen Cioffi

# The Self-Publisher's Guide

## 2<sup>nd</sup> Edition

An e-Book by Karen Cioffi

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## About the Author

Karen Cioffi is an author and freelance writer. She is the creator and manager of VBT – Writers on the Move; co-moderator of a children’s writing critique group; member on the team at DKV Writing 4 U; a reviewer for BookPleasures.com; and a reviewer for Muse Book Reviews

Please visit the site for my book, *Day’s End Lullaby*, at <http://daysendlullaby.blogspot.com>

*Day’s End Lullaby* is a soothing, lyrical and rhyming bedtime story for little ones. It’s sure to help in sending them off into a sweet slumber.

## Other links related to Karen Cioffi are:

<http://dkvwriting4u.com> (professional and affordable writing services, along with blog and website services)

<http://karenandrobyn.blogspot.com> (tips on writing and marketing, and book reviews)

<http://nothingventurednothinggained.org> (provides health information pertaining to Multiples Sclerosis, Chronic Fatigue Syndrome, Fibromyalgia, Depression and Anxiety – it also offers options, and self-help tools)

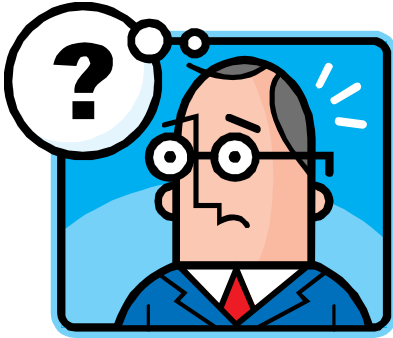
<http://vbt-writersonthemove.blogspot.com> (see the Resource section for information about this site)

# The Self-Publisher's Guide 2<sup>nd</sup> Edition

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self-publishing and promotion



## Your Self-Publishing Options

The world of publishing was always difficult to conquer, specifically getting your book picked up by a traditional New York City publisher. There are just too many authors and too few publishers. And, with today's economy, traditional publishers are cutting back and going with sure-shot books rather than gamble on unknown authors. Well, where does that leave the majority of writers?

### Let's look at three options:

1. Submit your manuscript to medium sized and smaller publishers; these would have been the mom and pop grocery stores of years gone by. Most of them are reputable and publish quality books. But, we go back to the same problem as before: too many authors and too few publishers.
2. Switch gears from writing a book to writing articles. While this market is also saturated, it does offer better odds. Just be sure to check the submission guidelines of any magazine you're thinking of submitting to. If you can't follow the submission guidelines, you can bet the editor won't have faith that you will be able to follow editorial comments and suggestions. For those who are die-hard book authors, you still have another option:
3. Self-publish your book.

Self-publishing is a great way to ensure your book will actually get published and available for sale. And, there are a number of companies that will accommodate your needs.

**Vanity or Subsidy Publishers:** This type of company offers regular publishing services, such as cover and inside design, editing, printing, binding, promotion and distribution. The publisher binds and prints a specified number of books. The author is responsible to pay for all the publishing costs. With this type of publication, the author receives a specified percentage (around 40%) of the retail price of the books sold. Be sure to

research these companies and their track record to ensure they can deliver what they promise. Below is an example of what can go wrong.

From Dan Poynter's Self-Publishing Manual:

Soma Vira, Ph.D., paid \$44,000 to have three of her books produced by a well-known subsidy publisher. She received 250 books but could not verify how many were printed and suspects they made very few for stock. The books were not properly edited, typeset, proofed or manufactured. Distributors, bookstores and reviewers refuse to consider books from this and other vanity presses. The books she received cost her \$176 each and she had to start over.

So, you can see diligence is needed when selecting this type of company. I also want to mention that the tides are turning and there are now review sites that will happily review self-published books.

**Print-on-Demand (POD):** These companies offer a subsidy service just as the vanity publishers do – the author pays for all services chosen. Each service has its own fee. There are packages incorporating a number of services so be sure to research what's available. The difference between vanity publishers and POD publishers is that the POD companies do not print and bind the book unless it is being requested for purchase.

These publishing options are becoming more and more popular. Authors are taking their writing careers in their own hands and moving those careers forward. But, to do this, you have a lot of work cut out for you.

So, what's the first thing you need to do to get your book published? That would be to research PODs, and other subsidy publishers. I want to note here, that you also have the option of creating your own publishing company, but that will involve more work, creating a business, and a lot more research. I'm sure most of you just want your book in print and aren't interested in having to create your own company to do it. Therefore, I won't go into detail in this area.



## Writing Your Book

**Okay, let me backtrack one minute.** The very first thing you need to do, before searching out a company to publish your book, is to write a book. It may sound simple, but there is much involved. I'm a reviewer for BookPleasures.com and I see a number of self-published books. That said, I want to give you some tips on what to do before you sign up with a publishing company.

1. Learn your craft. Read and read and read about how to write. Then once you have a manuscript written, you need to join a critique group - join one immediately. Obviously, it needs to be one that is specific to your genre. Please remember here though, that as a member you are responsible to put forth effort to critique the other members' work. If you don't want to be bothered with a group, you can look into sites such as the **Society of Children's Book Writers and Illustrators (SCBWI)**, if you are writing for children. But, even with this path, you will probably be asked to return the favor.

I have to say though, that a critique group is a much better idea in that you have multiple opinions and critiques. You'd be amazed at the different glitches each critique member will catch along with a variety of suggestions and help offered. Also, it would be a good idea to make sure the critique group has published and unpublished writers. The published and experienced writers will help you hone your craft.

Another benefit to being in a critique group is that critiquing other members' work will also help you hone your craft. You will begin to recognize the correct formats, sentence structure, grammar, punctuation, and so on. You will also be able to catch mistakes much quicker and become proficient at self-editing.

Whatever genre you're writing in, just Google: "*your genre* critique groups." Sites such as MSN, Yahoo and AOL, have groups for almost everything.

If you are completely against having to critique someone else's work, there is another option – you can pay to have your work critiqued. Most writing services will offer this type of service. Just make sure the site is reputable. You can check out DKV Writing 4 U (<http://www.dkvwriting4u.com>) for affordable and professional writing services.

You should also join a couple of writing groups, ones specifically geared to the genre you're writing in. Two Yahoo groups you can look into are the **Muse Conference Board** (all genres), and **Children's Writers and Illustrators**. These

two groups have experienced published authors, new authors, and self-published authors. For other groups, just do a Google search.

2. After you've had your manuscript critiqued, revised it, did a number of rewrites, and did a self-edit, it's time to have it professionally edited. YES, this is essential. *I know it's an additional cost, but if you were building a house, you'd want a solid foundation, right? Getting your manuscript professionally edited is the same thing; it will provide a solid foundation.* It will ensure that when your book is read by a reviewer or other reader it will be free from grammatical, punctuation, formatting, and other errors.
3. If you're writing a children's book for young children, then you'll be including illustrations. Unless you're a professional illustrator think twice about doing your own illustrations. If you are not a professional illustrator, but you think you can get away with doing them yourself, have a professional illustrator look them over, or at the very least an impartial published children's writer. You can look into the Society of Children's Book Writers and Illustrators for help finding an illustrator who will critique your illustrations. *If you have a wonderful book, but the illustrations are not up to par, you'll be doing yourself and your book an injustice.*
4. Yippee! You're on your way. Now comes the research. There are a number of companies that will be happy to publish your book. The PODs will charge you for this service and the prices vary quite a bit. I made a spreadsheet of the companies I was interested in. This allowed me to quickly see the costs, the royalties I would receive, what was being offered, and available optional services.

**Be thorough in your research.** There are a number of reputable companies out there that you can choose from. Check out the books they publish, even if it means purchasing one or two to see the finished product. Search to find the company that is right for you.

I know writers who've spent over \$5000, and writers who haven't spent a penny to have their books published. It's all up to you. Just, be sure that once you choose a company, look over your contract carefully.

Also, keep in mind that with most subsidy publishers and PODs there will be a minimum base retail price for your book. What this means is that if you want to sell your book for \$7.99, the publisher can and probably will tell you it's not feasible. They need to make money (a profit) off the retail price. Taking into account the royalty you receive, the cost of printing, and so on, they will make sure the book sells for enough to cover all bases.



## Companies to Help You Get Where You're Headed

### **POD Company that can get you where you want to go for FREE:**

Companies such as **Lulu** allow you to publish your book for free. They also offer publishing packages for those who need help or want something extra. Read the information on their site to see what the guidelines are and what they offer. Visit them at: <http://www.lulu.com>

You can also do a Google search “free self-publishing” to find more.

These companies make their money on a small printing markup and a profit split with the author

### **Other Print-on-Demand Companies:**

There are a number of companies that will charge to print your book. These companies offer a buffet of services which you pay for. Depending on what you choose, you can pay from under \$1000 to well over that.

**Here is a list of a few POD companies:**

AuthorHouse.com  
CreateSpace  
Outskirtspress.com  
iUniverse.com  
Xlibris.com  
Bibliobooks.com

VirtualBookWorm.com

Be sure to check out several POD companies before jumping in. Check for promotional offers and what deals you can get.

I do have personal experience with BookSurge.com. I published my children's book with them and found them to be professional, courteous, and very helpful. Their fees are comparable with other POD companies. The benefit to publishing with BookSurge is that they are affiliated with Amazon.com. This means your book is automatically available for sale through Amazon – this is a big plus. One drawback is it will not be available on Barnes and Noble.

**Note:** BookSurge joined forces with CreateSpace. The BookSurge name is no longer in use for new publishing.

So many choices and decisions!

For a larger list of POD publishers go to:

<http://www.bookmarket.com/ondemand.htm>

**Please note:** I am not recommending any of these companies. It is your responsibility to research them and determine if they are reputable and right for you.



## Promotion

*You might think writing your book and getting it published is the hard part. Well, you had better think again!*

Although your book is for sale, that doesn't mean anyone is going to buy it – even if it's listed on Amazon, and Barnes and Noble. The only way to lead readers to your book, and make sales, is through promotion.

**The first step** to selling a book is to create a quality product. You want to make sure your book is professionally edited and bound, and if there are illustrations involved, be sure they are of professional quality, or close to it.

**The second step** in selling your book is making people aware of it.

This is where you need to roll up your sleeves and get ready for an ongoing battle uphill. Remember, you are one of thousands and thousands of writers who are trying to get their books noticed and sold.

**The name of the game is visibility!**

You have a few options here: advertising, hiring a publicist, and doing your own promotion (this is the free option). If you're like me, you'll opt for the promotion.

**There are a number of ways to create free visibility for your book. We'll take a look at a few of the basics.**

1. **Create a website for you and your book.** Be sure to look at other sites to see how it should be arranged and presented. You want your site to be enticing. Have your book quickly visible with a direct link to your selling page. You don't want the site to be too busy – simple is usually better.

Before creating your website, choose an effective and keyword rich domain name if at all possible. Unless, you are sure you will only publish one book in your writing career, it would be a wise decision to brand *YOU* as an author and expert in your field rather than have the title of your book as your domain name.

There are a number of hosting sites you can look at, such as BlueHost.com; GoDaddy.com; HostGator.com; JustHost.com; and iPage.com. They should all offer domain name service. Some sites offer the domain name for free while others charge an additional fee – usually around \$10 per year.

You can also put an opt-in box or auto-responder on your site (a tool for your email campaigns). This provides a means for visitors to subscribe to any promotional material or informational emails you want to send out. It's important to provide useful content along with promotional material. If the only emails your subscribers receive from you are plugs to buy something they will probably get annoyed.

It would also be very useful to have positive reviews of your book posted on your site. There are a number of sites that offer free reviews such as BookPleasures.com (<http://bookpleasures.com>). You can also post the reviews to ezines for additional visibility.

For many, creating a website may be a daunting task. If you need help, there are web designers available for hire. Just be sure to price around. You can also request a quote from DKV Writing 4 U (<http://wwwdkvwriting4u.com>). We offer very affordable basic website and blog services.

Remember, you don't need a bomb to kill an ant. The same holds true for your website – you don't need a \$1000-\$5000 website to sell your product. It's all about creating visibility through your promotional strategies.

*Articles pertaining to creating an effective website and email campaigns are included in the Tools section of this guide.*

2. **Create a Media (Press) Release.** This is an important selling tool: it provides information about your book. You should try to keep it on one page! If you aren't sure how to go about creating one, you can look online for information. Or, you can hire someone to create one for you.

*A copy of my Media Release is in the Tools section for reference.*

**There are sites where you can post these releases for free such as:**

[www.prweb.com](http://www.prweb.com)  
[www.prfree.com](http://www.prfree.com)  
[www.postafreepressrelease.com](http://www.postafreepressrelease.com)

[www.openpress.com](http://www.openpress.com)  
[www.pressbox.co.uk](http://www.pressbox.co.uk)

Do a Google search to find the ones that are right for you. Be aware that most of them do have specific guidelines for submission. Read them carefully to comply and be accepted. And, edit and proofread your release before submitting it.

TIP: [www.prweb.com](http://www.prweb.com) offers free Press Release templates - you need to join their site (it's free) to have access to them.

3. **Create a blog** and post to it at least twice a week. Make your articles/posts interesting and/or beneficial to readers. This will entice them to choose your site over the myriad of others. Be sure to ping your article. This notifies directories that you have a new post. There are a number of pinging sites such as Ping-O-Matic (<http://www.pingomatic.com>).
4. **Do article marketing.** With this tool you write articles geared toward your niche and submit them to ezines. Again, make your content beneficial to the readers – this will lead them right where you want them: your site (most of the ezine magazines allow you to include a resource box or information about you and your site with a link). You might provide news, how to articles, book reviews, or tips.
5. **Contact your local papers** and see if they'd be interested in publishing your release. Ask if they'd also be willing to write an article on a local author.
6. **Join Twitter, Facebook** and other social networking sites. Post about what you have available on your site and plug your book.

As this is a guide and not a manual or book, only a few of the promotional avenues available are mentioned; there are many more. I've listed a couple of very helpful marketing/promotion books in the *Resources* section.



## Tools:

**This section includes articles that provide additional information about websites, email campaigns, and a Press (Media) Release.**

### Three Ways to Improve Your Website

**By: Karen Cioffi**

If you are like most people, your primary purpose for having a website is to promote your book, work, service or product. You want a site that will motivate visitors to purchase what you have to offer. Listening to marketing teleclasses and reading marketing articles, I've learned there are a number of factors that help create an effective website. Three key factors are color, imagery and font.

#### Colors

Colors are a key component in having an engaging site. Action colors are yellow, red and orange. Blue evokes trust and green is soothing. Depending on what you are selling or what image you are trying to present, you should use colors accordingly.

Colors should also be web safe. Colors are like fonts, not all computers will read it the way it appears on your computer. If you want to make sure your 'soft green' background looks the same on every computer you need to use web safe colors. There are a number of sites that offer a fixed color palette that you can use. If you'd rather not Google for it, here's one:

<http://www.techbomb.com/websafe/> to view these colors.

## **Imagery**

Imagery is another tool that can be used to create a desired affect. For example, I have a children's bedtime picture book. I could use a picture of me holding my grandson while reading the book to him. Include pictures that create the image you want to convey. My first website that I created for promoting my children's book had a home page that immediately let the visitor know the site was for children. It was full of crayon colors such as red, yellow, green, and orange. It also had images that immediately let the reader know what the site was about. Putting the extra effort into using the right imagery will help sell your work, service, or product.

Another facet of using imagery to promote you and/or your product is 3D imagery – this is an important aspect of creating a desired affect. In the myriad of research and studies that are done, it's been determined that a 3D image is more effective for selling. The flat imagery is just that, flat. To see if there was any validity to this determination, I did my own test. I have been promoting my book with a flat image, but after learning about this new information I stood my book up, opened it slightly and took a picture. I angled the shot so the book appeared slightly open. Well, this new data is correct; the 3D image is much more appealing than the flat image. It shows depth and shadows – this gives the affect of looking at an actual book rather than a flat stamp. So, when able, use 3D imagery.

## **Fonts**

The third topic I'll touch on to help improve your website is fonts. Fonts need to be web safe as I mentioned above. It would be a waste of time if you create an enticing website only to find the font you've used isn't readable on some of your visitors' computers. A few web safe fonts are: Arial, Times New Roman, Calibri, Century Gothic, and Cambria. There are other fonts you can use, just type in 'web safe fonts' in your search box and click GO – it's that easy.

It seems each year your reader's attention span shortens. You have about a second to engage a reader, maybe less; your imagery, including colors and font style, needs to be on the mark.

# Email Marketing - What is it and do we really need an outside service to provide it for us?

**By: Karen Cioffi**

Simply put: Email Marketing is a means of obtaining the email addresses from potential customers (using opt-in boxes). Then, using those addresses to inform the potential customers of what you're offering through newsletters or other means.

So, you get email addresses and use them to promote your services or products. Do you actually need an outside service to do this for you? Well, that depends.

## **Just starting out?**

If you fall into this category and you don't expect your business to jump from 1 to 500 overnight, I would say you probably don't need an outside service to start. Considering that most services charge a monthly fee to maintain this service you need to factor that into the equation. My suggestion here is to create a spreadsheet of what your monthly expenses are in regard to your business.

**There are a few questions you also need to ask yourself before utilizing one of these email service companies:**

### **1. Can I afford this monthly expense? Are my business expenses more than the income from the business?**

Only you have the answer to this question.

### **2. Will this outside service increase my business?**

The answer is, NO. Your business will increase through your efforts. You need to provide something your reader needs. It's the strategies you incorporate into those efforts that will entice your reader to click on that subscribe or contact button.

### **3. If I don't use a service now, can I import my subscribers to a service when my business expands?**

The answer is, YES. And, once your business has grown to the point where you need management service they'll explain how to do this.

### **4. Can I start out doing my own email campaigns?**

The answer is, YES! Again, remember, this pertains to entrepreneurs who are starting out or relatively new to the world of internet marketing and don't have too many subscribers.

You will need to add a contact form to your website to collect your subscribers email addresses. These forms are offered by the webhosting services or site building services as plug-ins. Utilize the one your service offers.

As you collect subscribers, create a spreadsheet to store and save your subscriber's information. You will use this information to send out Newsletters or Informational Emails.

# Email Marketing: Part 2

## Create Your Own Campaign

**By: Karen Cioffi**

In Part 1 of this article you installed a contact form on your website and then created a spreadsheet to store, save and utilize the subscriber information you obtained.

I realize I made it sound simple to install a contact form on your website, but I know you can run into problems with this task. Starting out, it took me a week (yes, a whole week) to figure out why I couldn't get the Contact Form 7 to work on my site. It was a frustrating, time consuming and laborious week. If you're 'green' and having a problem with the contact form, or you don't have a website yet, you may need some help.

### **On to the next step**

Assuming you've installed the contact form and created the spreadsheet, the next step is to make your subscribers glad they bothered subscribing. Give them something worthwhile on a regular basis by emailing them directly. They actually gave you their email information – don't let it go to waste. I'll give a word of caution here: Don't overdo it! Once every other week or even once a month is sufficient for a newsletter. If you're sending an informational article you can get away with once a week. You want them to remember you, but you don't want them to get annoyed or feel overwhelmed. I know I get annoyed with marketers who email me too often, even if it's with great information.

Now, all you have to do is compose an email. Input your subscribers' email addresses in the address box and attach your newsletter, informational article, or e-book. You can also include the newsletter or informational article in the body of the email to avoid attachments.

### **One last word of caution**

Remember not to include more than ten or so email addresses per email. If you have twenty subscribers, send out two identical emails splitting up the subscribers. For a time saver, create two separate mailing lists. You don't want your email host to think you are sending spam. Better safe than sorry!

That's it - you've created and are utilizing an email marketing campaign!

# Media Release

**For Immediate Release:**

**Contact: Karen Cioffi**

**E-mail:** [karenrcfv@yahoo.com](mailto:karenrcfv@yahoo.com)

## **Bedtime Picture Book Rocks the Cradle**

***Day's End Lullaby* by Karen Cioffi and Robyn Feltman is a bedtime picture book intended to gently lull little ones to sleep.**

*Day's End Lullaby*, an illustrated children's book by author/writer Karen Cioffi and elementary school teacher Robyn Feltman, poetically shows the special role of a parent putting a child to bed.

"Your day's been long and full of fun. But, now you're much too tired to run. The sun has set, it's out of view. The moon's now shining bright for you," sings the parent to the child in the lullaby. As an added feature, the authors included the accompanying sheet music, which Ms. Cioffi composed over 30 years ago.

Both advocates of education, authors Cioffi and Feltman wrote and illustrated *Day's End Lullaby* as a tender book to comfort little ones and provide a sense of security at bedtime. The simple and colorful illustrations are intended to hold the child's attention while the parent's soothing voice helps the child drift gently off into a peaceful slumber.

For more information or to request a free review copy, members of the press can contact the authors at [karenrcfv@yahoo.com](mailto:karenrcfv@yahoo.com). *Day's End Lullaby* is available for sale online at **Amazon.com** and through additional wholesale and retail channels worldwide.

### *About the Authors*

Karen Cioffi is an author and freelance writer. She is also the creator and manager of VBT – Writers on the Move, and a reviewer for BookPleasures.com. Robyn Feltman holds two Master's degrees: Children's Literature, and Administration/Supervision. She has been teaching for six years. Both authors live in New York City and are on the team of DKV Writing 4 U.com.

You can visit the authors at:

<http://karenandrobyn.blogspot.com>

<http://daysendlullaby.blogspot.com>



## Resources:

With any publication it's essential that you promote your book, DVD, CD, or other product relentlessly if you want to sell it. If you are an author, you can look into **VBT – Writers on the Move** (<http://vbt-writersonthemove.blogspot.com>). They are a group of authors who use cross-promotion to create and increase visibility and readership. They utilize virtual tours, Library Marketing, Viewpoint segments, Mystery Site Giveaways, Link Exchange and more. And, it's free.

A great resource for learning about writing, illustrations, and publishing is the **Society of Children's Book Writers and Illustrators** (<http://www.scbwi.org>). There is an annual fee to become a member, but it is worth it. You get to ask questions and, often, very experienced and knowledgeable authors will provide answers.

If you need to learn how to write for children or want to improve your children's writing skills, you can check out the **Children's Writer's Coaching Club**. It's a great place to learn about writing, the ins and outs of the trade, the tricks you can use in your writing, markets, submissions, and much more including weekly critiques of work you submit, all for a nominal fee. To learn more about this club go to: <http://www.dkvwriting.com/learn-to-write/>

For those of you who need extra help, such as a ghostwriter (a writer who helps you write the book without acknowledgement), proofreading, critiquing, professional and basic editing, and press releases, you can get all these services and more at: **DKV Writing 4 U** (<http://dkvwriting4u.com>).

For professional editing by a working editor, I highly recommend **Lea Schizas**. Lea is an award winning author and editor and on the team of DKV Writing 4 U. As with all the services at DKV Writing 4 U the Professional Editing is affordable and professional.

## Blogs about self-publishing:

<http://self-publishing>

<http://selfpublishingtoday.com>

<http://www.fonebooks.com/cornered.htm>

<http://rebeccaleonard.blogspot.com>

<http://mickrooney.blogspot.com>



## **Additional Reading and Resource books about writing, self-publishing and promotion:**

### **Self-Publishing and Promotion:**

#### **Self-Publishing Manual**

Author: Dan Poynter:

This book goes into great detail about how to write, print and sell your own book.

#### **The Frugal Book Promoter – How to Do What Your Publisher Won't**

Author: Carolyn Howard-Johnson

This book is jammed packed with advice, tips, and information about promotion.

#### **Red Hot Internet Publicity – An Insider's Guide to Marketing Your Book on the Internet**

Author: Penny C. Sansevieri

This book provides an in depth look at internet marketing.

### **Writing:**

#### **The Frugal Editor – Put Your Best Book Forward to Avoid Humiliation and Ensure Success**

Author: Carolyn Howard-Johnson

This book takes you through the writing process from start to finish. It's provides easy-to-understand and valuable advice, tips, information, and resources.

#### **Children's Writers Word Book**

Author: Alijandra Mogilner and Tayopa Mogilner

This book lists words in groups by grades; provides a thesaurus of those words; provides detailed guidelines for sentence length, word usage, and themes at each reading level; and more. It's a very hand book to have if you're writing for children.

### **Bird by Bird**

Author: Anne Lamott

Here's a quote from the New York Times Book Review: "Superb writing advice...hilarious, helpful and provocative."

### **Stephen King – On Writing: A Memoir of the Craft**

Author: Stephen King

This book offers insight and instruction on the craft of writing.

## **I also have in my writing tool belt:**

### **Metaphors Dictionary**

Author: Elyse Sommer with Dorrie Weiss

It provides 6,500 comparative phrases, including 800 Shakespearean metaphors.

### **Descriptionary – A Thematic Dictionary**

Author: Marc McCutcheon

This book can help you when you know what it is, but not what it's called.

### **The Analogy Book of Related Words – Your Secret Shortcut to Power Writing**

Author: Selma Glasser

This book is a valuable aid for all who seek to create powerful prose. It has 78 lists of related words; plus examples on how to use them.

### **As One Mad With Wine and Other Similes**

Author: Elyse Sommer and Mike Sommers

This book provides more than 8,000 similes coined by nearly 2,000 sources ranging from Arabian Nights to the Bible to popular television shows and computer bulleting boards.

### **The Wit and Wisdom of Mark Twain**

Edited by Alex Ayres

This book provides quotes from Mark Twain (Samuel L. Clemens).

### **And, obviously a dictionary and thesaurus!**

I own and utilize each of the books mentioned above, but you can check out their reviews on Amazon to get more information and decide if they are right for you.

## Another tool for those who want to write for children is a wonderful e-course:

### **Tricks of the Trade: Learn to Write for Children in Just 6 Weeks!**

Author: Suzanne Lieurance

With this course you get 6 individual lessons geared to help you get from start to finish. It literally includes everything – it's like having your own GPS system for writing.

**But, that's not all!** This e-course includes a 2 month membership in the Children's Writers' Coaching Club (CWCC), so every person who purchases this course has the opportunity to have his/her assignments professionally reviewed and critiqued by Lieurance or another published children's author on staff at the National Writing for Children Center each week. And, as an extra special bonus you'll get 4 additional instructional CDs with tips for freelance writers.

For an in depth look at this course go to: <http://dkvwriting4u.com/learn-to-write>

Before you start your self-publishing journey, it would also be a good idea to join one or two groups that focus on self-publishing. You can check out the groups below to see which ones are right for you.

## Yahoo Groups that may be of help:

Self-Publishing  
Publishingandpromoting  
Authors\_readers  
Publishingforprofit  
Selfpublishingandmarketingbestsellers  
Ebooksforyou2  
Publishing4Profit  
Thewriteingredientsgroup  
Selfpublishingauthors

Hopefully, this guide and the resources provided will get you started and lead you on your path to self-publishing.

Remember: *Nothing ventured, nothing gained!*

Get started today!

It's not what you've done that matters—it's what you haven't done.  
*Mark Twain*