



CREATE, WRITE, PUBLISH

SELF-PUBLISHING MADE SIMPLE

*Stop struggling to publish your
book on your own.*



AKILAH TRINAY

ABOUT

the Author

Oakland native Akilah Trinay is the proud mother of daughter Ziana Washington. Single motherhood inspired her to write a children's book series after exploring the joys and challenges of the potty-training process. Apart from her successful role as CEO of Revision Publishing LLC, she is also an educational specialist and co-founder of Our Collective Impact LLC. She lives in the Bay Area with her daughter and significant other.

Akilah also has a wealth of knowledge in various fields, including business, marketing, and personal development. She uses this knowledge to provide valuable consulting services to clients, helping them to refine their ideas and strategies, and achieve their goals.



SELF-PUBLISHING MADE SIMPLE

Stop struggling to publish your book on your own.

Hi, I am Akilah Trinay and I built Self-Publishing Made Simple to help people like you publish your book with full understanding.

If you have always wanted to...

- Publish your book the right way hassle free
- Avoid the long hours, frustration, wasted money, mistakes, and stress
- Learn the information you can't find through a Google search

... then this course is for you! www.revisionpub.com



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In the full 7 module program (full course), I've included everything you need to know, including:

- Planning/Research/Organization
- Writing and Editing
- Publishing and Distribution
- Marketing and Promotion
- Sales and Revenue
- Post-Publication
- All About Children's Books (Bonus Content)

The full course with all the resources is available online www.revisionpub.com/online-course. This free download is a modified version.

Self-Publishing Made Simple is designed to help you publish your book with full knowledge and understanding of the process. The course will support you in the publication of your manuscript without being stressed and overwhelmed.

Many aspiring authors have shared that they want to write a book, but don't know where to start. Or that they have a bunch of information, but are unsure of how to apply it. The reality is that it is not a simple process...until now!

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What does it take to self-publish?

Time, Money, and Persistence!

If it were EASY, everyone would be doing it. I was given the "Blueprint" with all the steps and I followed them with fidelity, but at the end of the day, I still did not know what I was doing until...

I published the book and joined a writer's group! I published a very professional novel under my own publishing company, but had no clue how to market it. If you asked me then, I wouldn't have been able to tell you the steps. I accomplished the goal and became a published author, yet I was scared to let the world know. I told very few people I had written a book.

Mistake #1. It is pointless to publish a book and keep it a secret. Once I surrounded myself with like-minded equally driven people, it opened the door to a wealth of knowledge and understanding. I got the keys!

Life hit me hard between 2016-2019. Imagine this... I published a book, fell in love, got married, had a baby, got sick, separated from my husband, moved back to the Bay Area and once I caught my breath...COVID 19!



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NO EXCUSES became my motto for 2021 and beyond! 2020 helped me to realize that we don't have time to waste sitting on our dreams.

I spent the last few years writing, publishing, researching, reading, implementing, interviewing, and watching to prepare YOU for this moment. To equip you with what you need to be successful like: knowledge about ISBNs, book metadata, marketing, and distribution channels.

Teaching and learning is what I know best. Although many can tell you what to do, very few can teach you what's necessary to be sustainable. The full course will provide you with the skills and understanding to get your book to the masses.

I am sure that you have searched for hours on the internet to find the most cost-effective way to publish your book. Even with all the information, you will still have questions. I caution you now not to go at it alone. You need a coach and a teacher.

I AM HERE FOR YOU!

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Publishing Options - Is self-publishing for me?

I want to make sure that you are able to make a knowledgeable decision moving forward. There are many unknowns when making a decision about a process that is new to you. This guide is all about educating and empowering you to make the decision that is right for you!

Traditional Publishing

The advantages with traditional publishers is that they know the book industry, they have connections with retailers and the relationships to set up sales with bookstores, libraries, and schools. Additionally, they have the clout, budget, and experience to arrange promotions and advertising, as well as get books to the top reviewers. The disadvantage is that you must land an agent first and the entire process from landing an agent to publication can take up to 3 years.

If you have a large platform and small body of completed work and want to invest time in securing an agent or publisher, this is your lane. This route will entail query letters, book proposals, and some potential rejection. This route will also yield less creative control and ownership, but more stability. Your royalties/licensing fees are negotiable to some extent, but as a new author you may not get very much initially. The royalties may average out to (5-15%) after the initial advance. You will also need to arrange and pay for your own publicity to get the necessary media attention.

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Hybrid Publishing

Hybrid Publishing Agencies offer assisted publishing services to complete most of the work for you. They will provide packages to produce your self-published book including: editing, distribution, layout design, promotional materials, etc.. You can spend approx. \$3500 on average. This option is best if you are limited on time, but have the funds to pay someone else to do the work.

Self-Publishing

If you have a built-in audience, money, passion, and time to do all of the leg work then this is your best option. You keep full creative control! As an independent author your royalties will range from (40-70%). Depending on how many books you sell will determine if this number is greater or less than what you would make if traditionally published. The process from finished book to market takes far less time and if you are extremely successful in becoming a midlist author (25,000 books sold), the agents may come looking for you.

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Budget - How much is all of this going to cost?

The simple answer is, it varies. I will provide you with the high end cost of things so you can plan to have enough and not be caught by surprise.

The most expensive cost will be your TIME.

Having the funds to dedicate to marketing can make the difference with the number of overall sales and visibility. What you don't pay monetarily, you will cash in for your time. In order to save money, you will have to spend more in TIME. In order to save time, you will spend more MONEY.

There will always be FREE or cheaper options, but beware! Do not short change the quality of your product in an effort to cut corners. You want to provide the highest quality product to your consumers. If you let your readers down on your first impression, they may never trust you enough to support you again.

As we navigate through the modules, I will provide you with resources that will support in finding the professionals you need that will fit into your budget.

Other Miscellaneous Costs:

- ISBN (\$85-\$125)
- Copyright (\$45-\$65)
- Title Upload (FREE with Amazon and IngramSpark)

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Finding Your Niche Audience



With millions of books already in publication, you need to find a topic, story idea or a solution that is unique. The most popular nonfiction categories in publication are Business and Money, Reference, and Religion and Spirituality. The most popular fiction category is Romance. This means that there are several readers who desire content in these areas. However, it does not mean that there are not untapped areas that could be equally as popular.

Amazon specifically has categories and sub-categories and sub-sub categories. It is important to know the categories that exist in your specific genre and that define your specific book concept.

For example:

Category = Biography and Memoir > Arts and Literature

or

Business and Money > Marketing and Sales > Advertising

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Finding Your Niche

The key is to find a topic that you are passionate about or speaks to a specific problem that you have the solution for.

The following are questions you can ask yourself in preparation before writing:

- Who can relate to my story and is it relevant?
- Who has had a similar experience?
- Has it already been done?
- Is there a need for my perspective on the subject?
- Who do I want to inspire, help or entertain?
- What elements of my own past or experience can I incorporate into my writing?
- What competition exists in my space?
- Have others found success writing about my topic?
- Do I need to narrow my topic?
- Where do I want my books to be sold?
- Is my topic time sensitive? Will it be relevant for years to come or is this something I will have to continue to update with new editions?

niche - (n.) a place or position suitable or appropriate for a person or thing:
to find one's niche in the book world.

(adj.) pertaining to or intended for a market niche; having specific appeal.

(dictionary.com)

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All About Editing

Now that you have your finished manuscript you can begin the editing process. I suggest having a few reliable people, close to you, to read it first (beta readers). Select a variation in readers to gauge authentic responses from your future audience. You will still need professional editing. However, do this prior to hiring an editor, so if you need to make changes, you can make them before sending your final version to the hired professional.

<https://www.autocrit.com/> - AutoCrit is a self-editing platform for fiction and nonfiction writers that provides basic critiques of writing. There is a free and paid version.

There are three main types of editing: Line/Content Editing, Copy Editing, and Proofreading.

Line/Content Editing (Developmental):

The most expensive level of editing is content editing, due to the intensive structural edit that focuses on the finer aspects of language. Some editors will offer packages where they will do everything for you for one price. This type of editing is most important for the book's overall success. You do not want to release a book that has major errors. The focus is on ensuring the best quality.

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Copy Editing:

Focuses on formatting the manuscript for print. Copy editors will ensure that it is in the correct format based on trim size and word count. This is a basic word-by-word editing process that addresses grammar, usage, and consistency issues.

Proofreading:

This is the final review process that fixes any lingering and grammatical errors before the book is printed. You may find that an editor will do all or one of each editing type.

The overall goal is to find an editor who can complete everything for you and format the book for print. Let your editor know in the beginning, how and where you plan to distribute your book. Some distributors require your book to be in a specific format to complete automatic conversion into an ebook. For example, KDP requires your manuscript to be in (.docx) format to convert into Mobi. for their Kindle users.

Overall Timeline:

The entire editing process can take weeks, so make sure to factor this into your overall timeline for completing the book and having it ready for your launch date! Leave enough time for delays and setbacks! Just in case you are thinking you can edit it yourself and don't need a professional, take this quiz:

<https://www.nytimes.com/interactive/2017/05/19/insider/00copyeditquiz6.html>

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Intellectual Property Defined

Intellectual Property (IP) is a work or invention that is the result of creativity, such as a manuscript or a design, to which one has the right to apply for a patent, copyright, trademark, etc.

For the purpose of independent publishing, we are going to focus on the copyright.

The six exclusive rights:

- *To copy/reproduce*
- *To prepare derivative works*
- *To distribute copies*
- *To perform works publicly*
- *To display works publicly*
- *To perform work publicly through digital audio transmission (sound recordings only)*





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The copyright owner is permitted to sell or license all or a portion of the above rights. You must carefully define the parameters of the sale so it is clear if you have given away all or partial rights.

If you are the owner of the intellectual property, then you will go through the process of copyrighting your work so it is registered with the United States Copyright Office. In addition, at several points during the publishing process, you will be asked to acknowledge that you are the rightful and true owner and rights holder of the work.

If you have included the copyrighted work of another individual or entity, you will need to seek official legal advice with an attorney to make sure you are not infringing on anyone else's rights. You cannot reprint or use someone else's work without their permission.

<https://www.copyright.gov/eco/single.mp4>

What is an ISBN?

ISBN stands for International Standard Book Number. In the U.S. the only retailers of such numbers are Bowker (myidentifiers.com). The ISBN is 13 digits (formally 10) and starts with 978 or 979. This number is essential to have an identity in the book ecosystem: search engines, libraries, bookstores, wholesalers, distributors, inventory and sales software. Ultimately it tracks the various versions/formats of the book.

- Once you purchase and assign an ISBN and it is published (in use), you can't change it.
- The ISBN is the identifier for retailers (like Amazon) and libraries
- It is used to catalogue the information you specify about your title
- An ISBN is required for each edition or format (i.e. hardcover, paperback, 3rd Edition, ebook, and foreign language)
- Each country has its own organization for assigning ISBNs. You must obtain an ISBN for the country in which your writing/publishing business is located.
- If you obtain the ISBN on your own, the number will always be associated with the publishing company or name you choose (publishing imprint)
- One single ISBN is \$125 or \$295 for a block of 10 (purchase the block of 10 if you plan on writing multiple books in multiple formats)
- Some printers will offer a FREE ISBN (don't take it, just buy your own)
- For more information about ISBNs visit isbn.org

BEYOND THE HURT

As with the streets, lives intersect and are Each one, desperate to strived to create the children. Consumed v children, as well as d each other, each pare protect their legacy. friends attract the att truths and long-buried

A case of mistaken very core of each pers terms with their past t future, or will the sec destruction? The stre

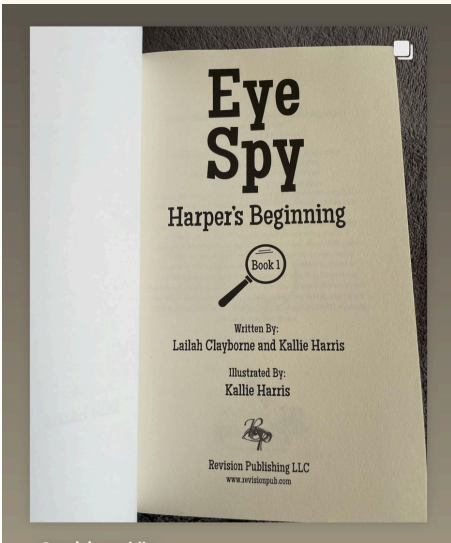
Sharifa "Akilah Trinay" Norris is tr o-host of U Nation Radio's "Mondr brings sexy sophistication to interne and raised in Oakland, CA and despo o Los Angeles. "The Bay" will alwa ed from California State University Communications with an emphasis s worked in radio, television and publ er aspirations toward education. SH from Alliant International Universit educator and advocate for student ad he essence of the modern day Rena ating conversation and self-reflectio was inspired to write her first novel



SELF-PUBLISHING MADE SIMPLE

Finalizing Your Book Details

Keeping all of your book information in one secure place is vital. By the time you are finished with the publishing process you will have it memorized like your name, address, phone, and social security number.



Title:

Series:

Edition:

Author(s):

Contributors:

Illustrator:

Editor: revisionpub.com

Book Interior Designer:

Category/Genre:

Publisher:

Copyright year:

Book Blurb:

Price:

Trim Size:

LCCN:

ISBNs (for each format):

Tags/keywords:

Word Count:

Page Count:

Outlets where books are sold:

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First things first. What is metadata?

Metadata is information. It's all the vital information that retailers and libraries need to classify and display your book. This includes: title, author, audiobook narrator, price, series information, blurb, book cover, and much more. Metadata is all the information you enter during the registration process on MyIdentifiers.com, Copyright.gov, and LoC.gov. Additionally, metadata extends further to include things like categories, keywords, descriptions, info about you, the author, and your platform.

Release the metadata publicly as soon as it is accurate. Key destinations for metadata include social cataloging sites like Goodreads and LibraryThing, author and publisher websites, major online book retailers, and social media sites like Facebook, Twitter, and LinkedIn. Sites such as MyIdentifiers.com, Amazon, Kobo, and Barnes and Noble, offer the opportunity for optimizing your metadata. Based on your identified categories and search terms, your book will have a greater chance of being found through a general online search.

Finally, as your information changes, you will need to make those updates on all the platforms used.

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Book Pricing and Royalties

How much is a book worth? How much is YOUR book worth? Is there a difference? It all depends on what people are willing to pay. College textbooks are regularly over \$100 each and although some may be reluctant to pay this price tag, many do. In order to charge a high price for a book, you need a niche target audience and a product people want.

Most often, nonfiction books cost much more than fiction books. The reason for this is simple: nonfiction books offer their audience an opportunity to adopt a hobby, understand themselves in a new way, improve quality of life, do something better, and the list goes on. They become tools that offer more long term value than the upfront cost. Fiction books are much cheaper. The audience normally consumes these books at a faster and higher rate and are willing to buy the ten books within the series because each book is around \$5-\$15.



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Where can I sell my book?

It is now time to share your book with the world! What format will your book be available in? eBook? Audiobook? Paperback? Hardcover?

When it comes to printing and distributing for your book, the choice is not as obvious as it may seem. While Amazon is the leader in book distribution and sales, there are some limitations. You will have to decide which pathway makes the most sense based on your goals.

The primary ways authors distribute is through Amazon, BN.com, the trunk of their car, the back of the room, your author website, festivals or events, a printer service, Smashwords, or other ebook sites. All of the options can be a bit overwhelming, however, the *Self-Publishing Made Simple* full course will breakdown some of the general options you have and how to do it.

AMAZON

The majority of book sales happen on Amazon. Most buyers use Amazon as a giant search engine to find books and products based on their entered search topic. When you search for "book on finances" or "books on potty training," Amazon will return the search with what they consider to be the most relevant results. The results are based on a technology called algorithms. Many believe that these algorithms are based on keywords, number of reviews, number of sales, recent sales activity, click-through rates, and purchased ads.

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Beyond Bookstore Distribution (Ebooks & Audiobooks)

Bookstores aren't the only places available to sell books. For self-publishers there are so many ways to get your book to your audience that won't cost you an arm and a leg! Ebooks sold in the US are sold by five major retailers: Amazon Kindle, Apple iBooks, Barnes and Noble Nook, Google Play Books and Kobo Books (Formats: Kindle, ebook, PDF, or EPUB file).

The biggest ebook readers right now are Kindle (by Amazon), the Nook (by Barnes and Noble), the iPad or iBooks (by Apple) and PDF format. Creating or converting your book into these formats is not as easy as you think.

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Ebook file formats include MOBI/ADW, EPUB, Word document and PDFs. Although you may be tempted to just Google the instructions on how to do this, unless you are experienced in tech, this is not a recommendation. Hire a professional to do it the correct way.



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Audiobook Production and Distribution

The largest retailer of Audiobooks is Audible, which is not surprisingly owned by Amazon. Most Audible users pay an annual subscription rate and can earn credits toward downloading a certain number of titles each year. They have the option to purchase an audiobook individually at prices ranging from \$10-\$40. More and more readers are starting to prefer audiobooks over traditional reading. Having an audiobook option is a great way to target those who may be interested in your content, but not a fan of reading it.

There are two primary providers of audiobooks to Audible: ACX and Findaway Voices. I personally used ACX when I created the audiobook for *Beyond the Hurt*.

Audiobook Creation Exchange (ACX): acx.com

ACX is an independent audiobook production service owned by Amazon so it is preferred when uploading to Audible. You can use this service to distribute to iTunes as well. The basic way to use the service is to browse the directory of voice talent and listen to sample clips in order to find the narrator you like, or you can upload your own pre-recorded and formatted audio files.





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Findaway Voices: findawayvoices.com/

Findaway Voices is a service that offers a directory of voice talent. You can listen to clips and hire someone to record your book. Currently, you are not able to provide your own recording files. However, Findaway Voices offers a wider range of distribution and pays authors 80% of the royalties it receives.

Publishing a quality book takes time and effort. This is not a process you want to rush through. This download is meant to be an introduction to the full Self-Publishing Made Simple course available at www.revisionpub.com.

If this information has been helpful, consider scheduling a consultation meeting to discuss your book project in more detail. Visit www.revisionpub.com today for more information and resources. Subscribe to our mailing list!

SELF-PUBLISHING MADE SIMPLE

Ultimate Self-Publishing Checklist



Everything you need to know and do, to publish your book.

First Stage - Manuscript Writing and Preparation

- Select a genre (stay within the guidelines of that genre)
- Research the genre and find books that would be comparable
 - Cover, cost, formatting, structure, everything
- Create an Outline of the Chapters (Map out the Story/Characters)
- Write Daily
 - Set a timeline for the entire process
 - Set writing goals (Daily, weekly, monthly)
- Select a Title (Make sure it doesn't exist) www.revisionpub.com
- Enlist some trusted individuals to read once you have completed it
 - Get Feedback
- Make any final corrections
 - Complete Rewrite Process (make revisions)
 - Write your dedication and acknowledgements (optional)
 - Write your author bio
 - Finalize the book title
 - Write Book Blurb (you can ask your editor to do this as well)
- Determine projected Book release timeline and launch date

SELF-PUBLISHING MADE SIMPLE

Ultimate Self-Publishing Checklist

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Second Stage - Editing

- Get Beta Readers (group of people to test read content)
- Join an Online Writing Group
- Hire a professional editor (You may not need all 3)
 - Development editor (Line/Content)
 - Copy Editor
 - Typesetter
 - Proofreader
- Make revisions © 2024 Akilah Trinay | www.revisionpub.com

Third Stage - Protecting and Claiming Your Work

- Register and Purchase your ISBN(s) (Bowker - myidentifiers.com)
- Copyright Registration (eCO online)
- Sign up for a preassigned control number (PCN) with the Library of Congress (optional)
- Purchase a Barcode (Amazon and IngramSpark offer for free)

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Ultimate Self-Publishing Checklist



Everything you need to know and do, to publish your book.

Fourth Stage - Interior and Cover Design

- Brainstorm cover and interior details
- Select completion deadline
- Hire a Professional Book Cover Designer and Interior Designer if necessary
- Share all files information and details with the designer (let them know where you will distribute to follow specific guidelines)
- Record all Book Metadata information
- Approve all artwork and designs for cover and marketing materials

Fifth Stage - Printing and Distribution

- Sign-up for an author account for Title Set-up (KDP, Smashwords, IngramSpark, BookBaby, etc.)
- Input all banking and tax information for payment
- Verify book content, launch date, description, keywords and categories
- Set-up pre-order (recommended)
- Upload final files (manuscript and cover files)
- Order Proof copy
- Record the audiobook (optional)

SELF-PUBLISHING MADE SIMPLE

Ultimate Self-Publishing Checklist



Everything you need to know and do, to publish your book.

Order your author copy and celebrate!!!

For all of the essential details and answers to many of the questions that may still be lingering, please register for the [SELF-PUBLISHING MADE SIMPLE Online Course](#).

Final Stage - Marketing and Promotions

- Create an Author Website
- Advertise through relevant social media sites
- Blog
- Get Reviews
- Invest in Ad Campaigns (Amazon Ads, Facebook/Instagram Ads)
- Create a Launch Team
- Leverage your Network
- Build your email list for email marketing
- Book Giveaways, speaking engagements, book tours, etc

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<https://www.instagram.com/revisionpubllc/>



<http://www.revisionpub.com/contactus>

Testimonial

"From our very first meeting, Akilah laid out a clear detailed timeline that was both desirable and realistic for us.

Today, our daughters credit Revision Publishing for helping them actualize their dreams at the young age of 11. If you are looking for a reliable consultant and guide as you work towards being a published author- pick Revision Publishing, you will not regret it!

-Kallie & Lailah

