

# Table of Contents

Objectives / Audience .....	6
Objectives .....	6
Audience .....	6
Chapter 1: What is Self-Publishing?.....	7
Introduction .....	7
Self-Publishing vs Traditional Publishing vs Hybrid Publishing .....	9
Common Myths About Self-Publishing .....	13
Is Self-Publishing Right for You?.....	14
Chapter 2: The History of Self-Publishing .....	17
Before the Printing Press.....	17
The 15 <sup>th</sup> Century: Gutenberg's Revolution .....	18
The 18 <sup>th</sup> and 19 <sup>th</sup> Centuries .....	19
The 20 <sup>th</sup> Century: Desktop Publishing .....	20
Self-Publishing in the 21 <sup>st</sup> Century.....	21
Chapter 3: Your Roadmap to Self-Publishing.....	23
Writing and Editing.....	23
Cover and Interior Design .....	25
Ebook and Print Formatting.....	26
Platforms and Distribution .....	27
Tips.....	29
Chapter 4: Where to Publish Your Book.....	36
Ebook Retailers .....	36

Aggregators .....	38
Print-on-Demand Services.....	40
Royalties, Costs, and Payment .....	43
Reaching Readers Across the Globe .....	44
Chapter 5: Choosing Book Formats .....	46
EBooks .....	46
Print and Print-on-Demand .....	47
Audiobooks .....	48
Chapter 6: Marketing Your Book .....	51
Building Your Author Presence Online.....	51
Effective Online Marketing Strategies.....	52
Promoting Offline .....	53
Connecting with International Readers .....	54
Chapter 7: Legal and Financial Foundations .....	56
Understanding Copyright .....	56
Getting ISBN: Your Book's Unique Identifier.....	58
Basic Financial Considerations .....	59
Lessons Learned from Self-Publishing Success .....	60
Conclusion .....	63
Appendix 1: Inserting Images into Word Document while Keeping its Size as Small as Possible .....	65
Basic Idea.....	65
Terms .....	65
Assumptions.....	66
Procedure to Insert Image into Word Document.....	67
Notes.....	68
Appendix 2: Publishing on Amazon .....	70

Glossary.....	72
Sources / Further Reading .....	76
About The Author .....	78
About Elementum .....	79