

Top 10 Tips

AUTHORS NEED TO KNOW BEFORE PUBLISHING

1



Multiple book formats are your friends.

Like many businesses, books benefit from diversification. Consider publishing in all formats - paperback, hardcover and eBook - to reach the largest audience possible.

2



Have a marketing plan outlined before you publish your book.

When it comes to book sales, fabulous writing is only half the battle. Having a marketing plan in place early will help you on your path to success.

3



Editing. Editing. Editing.

Your book could be the next Moby-Dick, but if it's filled with grammatical mistakes and misspellings, it will distract your reader and take away from your credibility as an author.

4



Think like a librarian.

Don't underestimate the importance of using the correct metadata. No matter how well your book is written, edited and illustrated, if you don't have good metadata, no one will be able to find it.

5



People do judge a book by its cover.

There's no getting around it, people are visual beings. Grab your reader's attention from the beginning with a cover design that matches the quality of your writing.

6



Your book should look like a book.

Readers have expectations when they sit down with a book. Don't startle them with fancy formatting and unique design. Pay attention to style guides.

7



Stop thinking like an author.

You've written your book, now the hard part starts. Put as much effort into marketing your book as you did while writing it. Be an editor, marketer and salesperson.

8



Get to know and love your audience.

Like many businesses, books benefit from diversification. Consider publishing in all formats - paperback, hardcover and eBook - to reach the largest audience possible.

9



Write what you know.

Don't chase shiny objects. Dedicate your time to doing your research and being an expert on your book's subject. One false fact in your book can turn away an entire audience.

10



Consider giving (some) of your books away for free.

There is no better way to get your book out there. Why not grow your audience by giving away the first chapter of your next book?