



# Authorpreneur's Talk

WHAT YOU CAN LEARN ABOUT WRITING, PUBLISHING AND PROMOTION

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[HTTP://INFOMAGES.COM/BOOKSRFUN/](http://infomages.com/booksrfun/)



# Authorpreneur

An author who creates a written product,  
participates in creating their own brand,  
and actively promotes that brand through a variety of outlets.

- Urban Dictionary

# Writing and illustrating your book



- ▶ Starts with an idea, everyone has his/her own process.
- ▶ Some authors write multiple stories at the same time.
- ▶ Put it on paper, record it, word processing / book writing software.
- ▶ Different kinds of books, picture book, novel, non-fiction.
- ▶ Imagination vs facts/research.
- ▶ While writing, ask for feedback, spell check, editing.
- ▶ Illustrations – pros and cons, where to put them, DIY or professional.
- ▶ Book cover design (front and back), to make impact.

# Self-publishing vs. traditional publishing

## Self-publishing:

- ▶ Full control of book contents and design.
- ▶ Quicker to publish.
- ▶ On demand printing.
- ▶ Instantly available eBook.
- ▶ Own the rights, keep the profit.
- ▶ Make frequent changes.
- ▶ Less quality unless hiring professional services.
- ▶ Costs of sales and promotion.
- ▶ Limited sales channels.
- ▶ Manage the business.

## Traditional publishing:

- ▶ Need literacy agents.
- ▶ Hard to get accepted.
- ▶ May take year(s) to publish.
- ▶ Less freedom on copyrights.
- ▶ Publishers decide what they want, more disputes.
- ▶ Sell more, less profit per book.
- ▶ Upfront payment to authors with professional services.
- ▶ Focus on writing.
- ▶ In book stores and online.
- ▶ Better status.



# Royalty and copyright - print vs. eBooks

- ▶ Self-publishers own the copyright, decide price of their books and earn a higher per book profit.
- ▶ Authors of traditional publishing may not own the copyright, have less or no control on selling price, share part of the profit but usually have bigger paycheck due to sales volume.
- ▶ eBooks have been gaining market share recent years, they are cheaper and easier to publish.
- ▶ Printed books can be pre-print or on-demand, still has fair share of the market.
- ▶ eBooks get to the market faster and cost less to produce.
- ▶ Depends on type of books (picture books, children books are usually printed and in hard cover).

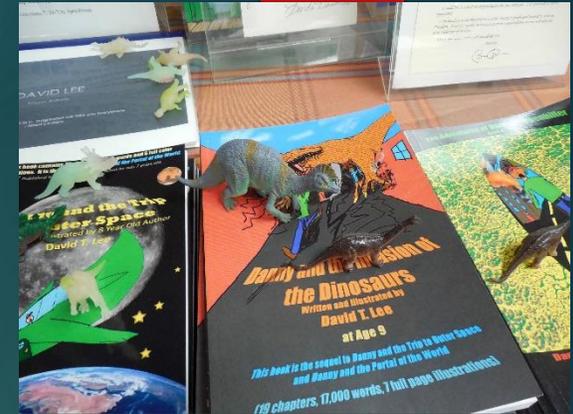


# Publicity and marketing

- ▶ Whether you are self or traditionally published, authors are expected to build their own brand, which may include:
  - ▶ Online marketing:
    - ▶ Social Media (Facebook, Twitter, Pinterest)
    - ▶ Direct Emails (MailChimp)
    - ▶ Blogging (online contents, resources, interactive)
    - ▶ Website/Newsletter (commercial/free sites, own a domain)
  - ▶ Others:
    - ▶ Competitions / Book Reviews
    - ▶ Community events (book signing, town festival, craft show)
    - ▶ Media coverage (press release, interview)
    - ▶ Onsite visit (schools, corporate office)
    - ▶ Keynote speaker (SME of a topic)



# Selling products and services based on your book



- ▶ Promote related products of service online (Tea, camera)
- ▶ Customized products (mug, calendar, poster, sticker) –Cafepress
- ▶ Public speaker (health professional, personal trainer, personal experience)