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Follow Us!



## WELCOME!

Thank you for your interest in publishing with Salt Water Media! We are excited that you are considering us for your book project. Whether you're looking for a paperback, hardback, or ebook, we can do it! The self-publishing road can be difficult to navigate with so many choices.

Salt Water Media was founded by a self-published, indie author so we understand how stressful the process can be and that awesome moment when a book comes to life. If you choose us, one thing is for sure: we'll be here to walk you through the process and answer any questions you may have along the way.

In this booklet, we've provided details about Salt Water Media, our philosophy, and our self-publishing process. You'll also find important information and links to topics like copyrights, image usage, and self-publishing tips. Think of this booklet as your first step towards bringing your book to life.

*The journey starts here...*



Consultations	EBM Printing
Editing - Copy and Content	Ingram POD Services
Cover Design	Amazon and Barnes & Noble listings
Custom Book Layout	SWM Online Sales
ISBN and Barcodes	Social Media Features
Library of Congress Number	Promotional Materials
Paperback Books	Author Website Design & Hosting
Hardback Books	
eBooks	So, What's Your Story? podcast

## THE SALT WATER MEDIA PUBLISHING PHILOSOPHY

Because the self-publishing process can be confusing and involves many different steps and options, an author can easily and quickly feel lost or disconnected from their work as a result. We don't want our clients to feel that way. We strive to provide our clients with a positive relationship and a quality product so that they move forward, armed with confidence, answers, and a really good book.

Our philosophy is simple: just because an author chooses to self-publish doesn't mean it has to look like an amateur project. We create custom, interior layouts and make sure each book has a great cover. All the little pieces of the puzzle are in place. Our job is to understand the project and then bring it to life. With us, the client doesn't need to worry about the technical components or formats and layouts. We've got it covered!

At Salt Water Media, we want our authors to feel their books come to life in a way that feels authentic and right, and not just because they are paying for it. For us, the dream is equally important.



**Q:** *So, how does this work? What is the process?*

**A:** *We have a multi-phase approach to publishing our authors. Here it is!*



## PHASE #1

### MANUSCRIPT EVALUATION AND EDITING REQUIREMENTS

Before we can begin building your book, there are two prerequisite items that we will address immediately.

**Manuscript Evaluation:** We will review your manuscript and any attached materials for copyright, libel, and questionable content. If there are any areas or cause for concern, then we will let you know as soon as possible. This process can take several days, depending on the length of the manuscript. *We reserve the right to decline any manuscript that does not meet our content standards.* Please review the attached “Manuscript Content Guidelines” for specific details. If you need help with images, then just let us know - we charge **\$65 per hour** and can add that time to your final invoice.

**Editing:** Any book that will carry the Salt Water Media logo must be properly edited. This is essential. For your benefit and ours, we are adamant that you seek out a qualified, legitimate editor. We cannot proceed to the build phase until editing is complete. We will reserve the right to ask for proof of proper editing on manuscripts. We also reserve the right to deny use of our logo on work that does not meet our standard. It is important to us that any book we put forward looks as professional and as polished as possible, and we are certain our clients will agree wholeheartedly.

If you need editing work, then we can help! Our rates are **\$0.01 per word** on copyediting and **\$0.03 per word** on content editing. Copyediting concerns grammar, spelling, punctuation, and minor plot/character details; content editing is a detailed assessment of the work. We do not provide content editing for poetry.



## PHASE #2

### THE BOOK DESIGN AND BUILD

When you bring your project to us, we will build — to your satisfaction — a completely custom book. All we need is your manuscript in an electronic format like Microsoft Word or iPages. We use the most up-to-date software from Adobe to ensure your book looks professional and meets print-ready standards.

The build price includes an hour consult with Andrew Heller and/or Stephanie Fowler. We can do that in person at our Berlin office or on the phone or via Skype or Zoom if you're too far for a visit. In that consult, we'll gain a full understanding of your book and the components that are important to you.

We will create a custom interior layout and full color cover for your book, complete with an assigned ISBN and barcode and Library of Congress Control Number. During the design phase, we'll send you PDF e-proofs so you can see how your book is coming along. Don't like a font? Need to make a few changes? No problem! The e-proofs are designed to give you a sense of what the final product will look like. When we arrive at a final version, then we'll provide you with a printed and bound proof of your book.

And finally, we'll list your title on the Salt Water Media online shop and give you highlights on our social media. You'll also get three 11x17 book posters.

#### Basic Book Build Cost:

**\$850.00 for poetry books**

**\$1100.00 for full-length books**

**Deposits and Payments:** We require a 50% deposit before beginning work on your project. Cash, check, and credit are accepted.

**Timeline:** The timeline will depend on the manuscript and amount of materials to be incorporated into the book. For example, a small poetry book may take only a week or so, but a full-length novel with images may take several weeks.

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## Additional Package Add-Ons

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### Interior Images:

Do you have images you'd like to include in your book? Simply provide us with those images electronically; if you have photographs, we can do high resolution scans and edit them as necessary.

**\$4.00 per image**

### Ingram Print Distribution:

This option makes your book available on the Ingram iPage so that booksellers like Amazon, Barnes & Noble, Bookshop.org as well as brick and mortar stores can carry and sell it. Your title(s) will be set up as Print on Demand (POD), which means your book may not be stocked on shelves but will always be listed as in stock and available. Ingram also provides printing services for color interiors in both paperback and hardbacks formats. After the second year, there is a \$20 annual title maintenance fee for each format.

**\$350.00 for the first format**

**\$500.00 for the second format**

### eBook Distribution:

Would you like to have your book created and distributed as an ebook? We can take care of that for you! Our ebooks are listed with Apple, Amazon, Barnes and Noble, and on our company website. (Please note: for ebooks heavy with images and/or links, additional design fees may be required.)

**\$350.00**

### Basic Author Website:

Do you need an author website to help establish your online presence? We can build one for you! Included in the add-on price is your own customized domain and emails as well as a multi-page website with a shop feature, optional blog, and social media links. After the first year, there is a \$240.00 yearly hosting fee to maintain the domain and website.

**\$700.00**

### Promotional Items:

In addition to the 11x17 posters, we can create beautiful business cards, bookmarks, postcards, and rackcards to help you promote your new book. Each item will match the feel and design of your book.

**\$65.00 design fee per hour  
+ material costs/shipping fees  
quotes available upon request**

### Other Potential Costs:

Extra Posters = \$5.00 each

Additional Printed Proofs = \$15.00 each  
(Free shipping if necessary)

Additional Hourly Consults = \$65.00 each  
(Please schedule in advance.)

Formal U.S. Copyright Filing = \$185.00

## PHASE #3

### BOOK ORDERING, PRINTER OPTIONS, AND DISTRIBUTION CHANNELS

Once we've achieved success on the book build and you have approved the final proof, then we move onto the printing and book ordering phase. We will make sure you know just how much each book will cost based on the final proof specs and quantity ordered.

**The Espresso Book Machine:** We can handle paperback printing in-house via our Espresso Book Machine (EBM). You can watch your book print and come to life right in front of your eyes! The cost is **\$6.75 (base rate) plus \$0.015 per page**. We refer to this as the production cost. This is a constant rate; unfortunately, we do not have volume discounts available. However, there is no minimum order and we do our best to print orders on the same day they are received.

#### PRINT DISCOUNTS:

ESWA Members  
10% off EBM print orders

MWA Members  
15% off EBM print orders

**Ingram and More:** We also utilize other printers (like Ingram) to handle bulk paperback printing and hardback books. Frequently, we can get a lower cost per book by using a different printer. We use Ingram for access to Amazon and Barnes & Noble and other brick and mortar stores. Please note that shipping costs, additional set-up fees, and book surcharges may apply depending on printer choice and location.

**eBook Distribution:** We create all eBooks in-house and distribute to Apple, Amazon, and Barnes & Noble. We also sell eBooks on our company website.

**TAX NOTES:** For tax purposes, we'll need to make sure we have your TIN (Taxpayer Identification Number) on file as well as a current mailing address. You will be responsible for sales tax on books you sell while we handle the sales tax for any books we sell in our store or via our online shop. Please consult your tax advisor on the best methods and practices for your accounting and selling your books.

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# ***OK, my book is in my hands. That's great! But what now?***

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## **PHASE #4**

### **THE POST-PRODUCTION WORK**

Indie authors frequently struggle with the marketing side of publishing. While it's true that authors are required to do most of the legwork, we try to provide a number of supportive measures. We can help our clients with custom, promotional materials like posters, bookmarks, business cards, postcards, and rackcards as well as media contacts, book signings, social media pushes, and even an appearance on our podcast - "So, What's Your Story?" Check out our author's podcast on iTunes, Stitcher Radio, Overcast, and wherever you listen to your podcasts. Just search "So, What's Your Story?" and subscribe!

*We stand by our authors and will help in any way we can.*



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### **ABOUT THOSE ROYALTIES...**

We pay all royalties quarterly. If you have book sales, then we'll send you a report with a breakdown by format, title, and channel along with a check. Generally speaking, the royalties are determined as follows:

#### **EBM BOOKS:**

For books printed on the EBM and sold via our store or online shop, authors will receive the difference between the retail price and the production cost.

#### **BOOKS SOLD VIA INGRAM:**

For books sold via Ingram, an author's royalty is the retail price less bookseller and distribution fees. (FYI: it is not a lot of money.) The royalties are sent to SWM and we pay out quarterly.

#### **eBOOKS**

Authors will receive the following percentages:

Apple: 70% of retail

Salt Water Media: 75% of retail

Amazon = if retail price is greater than \$9.99, then 35% to author / if retail price is less than \$9.99, then 70% to author

Barnes and Noble = if retail price is between \$2.99-\$9.99, then 65% to author / if retail price is below \$2.99 or above \$9.99, then 40% to the author.

#### **BOOKS BY OTHER PRINTERS:**

For books printed by Ingram or others and then sold via our store or online shop, authors will receive the retail value less \$2.50 to SWM for handling, storage, and shipping.

#### **CONSIGNMENT BOOKS**

We will sell books by other publishers in our store and our online shop. Our consignment terms are a 40 (SWM) / 60 (author) split and a maximum of three books.





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## AUTHOR CONTRACT

Author:

Title of Work:

Format(s):

Date of Agreement:

1. **PARTIES TO THIS AGREEMENT** - This Agreement is between Salt Water Media, LLC located at 29 Broad Street, Suite 104, Berlin, Maryland (hereafter referred to as "Publisher"), and the Author or his/her duly authorized legal representative (herein represented as "Author"), in regards to the Work named at the beginning of this Agreement (herein represented as the "Work") and shall be considered legal and binding in all countries.

2. **TERM AND TERMINATION** - The term of this Agreement shall be one year from the date of signing by all parties, excepting indefinite obligations in sections 5, 6, 7, 13 and 14. This Agreement shall not automatically renew after the initial one-year term. Either party can terminate this Agreement at any time by giving 30 days' written notice. Following termination of this Agreement, provided that Author has paid to Publisher any fees due for services rendered, Publisher shall, in a timely fashion, give to Author all computer and other files containing the Work's layout, cover, etc., and pay to Author any unpaid royalties that are due. Following termination of this Agreement, Publisher shall retain the non-exclusive worldwide right to sell any remaining printed inventory of Author's Work but shall not print any additional copies of the Work except following a new written agreement with Author. Termination of this Agreement does not end Author's obligations and responsibilities specified in sections 5, 6, 7, 13 and 14, below.

3. **LICENSE OF RIGHTS** - Author grants to Publisher nonexclusive worldwide rights to publish and sell the Work in paperback print format through print on demand (POD) and/or eBook and/or hardback book format. Author grants to Publisher the right to retain, even after termination of this Agreement, up to five copies of the printed paperback edition of the Work for Publisher's marketing purposes. Publisher grants to Author the right to set the retail price of the Work, provided that the retail price is above Publisher's production price. Author retains all rights to the Work, including copyright, and any derivatives of the Work (e.g., movie rights).

4. **BOOK FILES** - Author owns the rights to all files of the Work published by Publisher, including cover and/or interior design of the Work. If the cover and/or interior design of the Work was created by a person or entity other than Publisher, Author assumes full responsibility for all aspects of any agreement(s) with any freelancer(s) retained by Author to perform such cover and/or interior design work, including documented agreement(s) on ownership of custom art or design work. Publisher is not liable for any errors, omissions, typos, or other imperfections contained in files or published Work.



5. **AUTHOR WARRANTIES** - Author hereby represents and warrants that Author is the sole owner, author, proprietor, and copyright holder of the Work; that Author owns all rights to the Work, free of any liens and encumbrances, and has full authority to enter into this Agreement; that the Work is original and has not been previously published, or, if the Work has previously been published, in whole or in part, that Author has secured legally effective written licenses and is legally permitted to enter into this Agreement; that no part of the Work, including the title, contains any matter which is defamatory, unlawful, or which in any way infringes on, invades, or violates any right, including privacy, copyright, trademark, or trade secret, of any person or entity; that the Work is, to the best of Author's knowledge and ability, accurate in all respects, that is, that if fiction, it represents no real event or person in such a way as could be libelous, and that if nonfiction, it does not misstate any material fact or omit to state any material fact, the result of which would libel any person or result in that person being placed in a false or damaging light; and that publication of the Work does not breach any oral or written agreement Author has made with any other person or entity. The representations and warranties set forth herein are in full force and effect on the date of signing by all parties to this Agreement and survive the termination of this Agreement.

6. **PERMISSIONS AND RELEASES** - Author, at his/her own expense, agrees to obtain permissions, releases, or licenses from any person or entity from whom such permissions, releases, or licenses are required in order to exercise the rights granted hereunder. Publisher reserves the right to require Author to provide official documentation and proof of same. Author grants to Publisher and its licensees permission to use Author's name, biographical information and likeness in the sale, promotion, and advertising of the Work in the event Publisher engages in these activities. The representations and warranties set forth herein are in full force and effect on the date of signing by all parties to this Agreement and survive the termination of this Agreement.

7. **INDEMNIFICATION** - Author indemnifies and holds Publisher, and its employees, agents, officers, directors, and assigns, harmless from any losses, expenses, or damages arising out of or for the purpose of resolving or avoiding any suit, demand, etc., as a result of Author's breach of the representations and warranties. Publisher can extend the benefit of Author's representations and warranties and indemnities to any party affected by Author's breach, and Author shall be liable therein to the same extent as if the representations and warranties and indemnities were originally made to such third parties. Author agrees to pay Publisher's legal fees and any resulting judgment against Publisher if legal action arises from any known or unknown libel, plagiarism, breach of privacy, or misrepresentation of facts, whether known or unknown by Author, as well as medical and/or legal damages, copyright infringement, or any other legal dispute related to the authenticity, character, or content of Author's Work. If, during the term of this Agreement, any person or entity makes unauthorized use of Author's Work, it is the sole responsibility of Author to take legal action as may be required to restrain such wrong or to seek damages. Author shall bear all costs and expenses associated with taking such legal action and, subsequently, Author shall keep all remunerations resulting from any and all such legal actions. Publisher shall not be held responsible or liable for errors made by any third party, whether intentional or unintentional. Publisher is a provider of limited services only, i.e., printing services and book sales, and assumes no responsibility for reviewing or correcting the content of the Work except when contracted to do so under a separate Additional Services Agreement with Author. Publisher expressly disclaims any direct or indirect, real or implied knowledge of, responsibility for, and/or liability for the quality, timeliness, and/or costs of freelance services provided by any third party. The indemnifications set forth herein are in full force and effect on the date of signing by all parties to this Agreement and survive the termination of this Agreement.

8. **SUBMISSION OF WORK** - Author agrees to submit the Work according to Publisher's specifications. Publisher, at its sole discretion, reserves the right to refuse to publish any Work for any reason. Work is not considered received until Author has gotten confirmation of receipt. Additionally, Author agrees

to the terms and conditions set forward in the “Manuscript Evaluation Guidelines” as attached and described in Addendum A.

**9. ISBN ASSIGNMENT AND USAGE** - If Publisher assigns to the Work an ISBN that is owned by Publisher, Author acknowledges that upon termination of this Agreement, Publisher’s ISBN shall be unassigned from the Work and decommissioned. ISBNs are not transferable and cannot be used on a book published by more than one Publisher, even if different Publishers publish the same book from identical computer files. A new ISBN must be assigned each time a book is re-published, regardless of who owns the ISBN.

**10. PUBLISHER FEES** – All fees payable to Publisher by Author for services rendered are due at the time the Work is submitted for formatting. All payments made pursuant to this Agreement shall be made in U.S. currency. A deposit representing 50% of the base cost of publishing the first Work is due with signed contract and prior to publication. Credit card information for balance, subsequent orders and/or shipping costs must be provided with signed contract. Credit card will be charged when order is completed and ready to ship or pick up by Author. Additionally, there will be a yearly maintenance fee of \$20.00 for any of the Author’s print titles listed with Ingram and marked for distribution.

**11. AVAILABILITY OF WORK FOR SALE** – If Author chooses, Publisher shall stock paperback edition of the Work on the retail sales floor at the Salt Water Media bookstore for a minimum of three (3) months from the date of publication of the Work, provided that this Agreement is in full force and effect and has not been terminated by either party. The quantity stocked will be at Publisher’s sole discretion. Likewise, if Author chooses, Publisher shall offer the Work for sale via print on demand (POD) through the Salt Water Media bookstore’s website and/or (at a different price) through other online retailers.

**12. AUTHOR ROYALTIES** - Author shall set the Work’s retail price above Publisher’s production price. For any copies of the Work that Publisher receives payments for during the term of this Agreement and for as long as Publisher receives payments for the Work, Publisher shall pay royalties to Author consisting of 100% of the difference between Publisher’s production price and the retail price set by Author less any applicable third party fees. Copies of the Work purchased by Author are not eligible for royalties. Royalties will be paid to Author by Publisher quarterly. To process royalty payments, Publisher must have on file: (1) an IRS Form W-9 completed and submitted by Author, and (2) Author’s current mailing address and full contact information. All payments made pursuant to this Agreement shall be made in U.S. currency.

**13. GENERAL PROVISIONS** - Author may not assign this Agreement or any rights or obligations hereunder, by operation of law or in any other manner, without Publisher’s prior written consent, which consent shall not be unreasonably withheld. If any term or provision of this Agreement is illegal or unenforceable, this Agreement shall remain in full force or effect and such term or provision shall be deemed deleted or curtailed only to such extent as is necessary to make it legal or enforceable. No modification, amendment, or waiver to this Agreement shall be valid or binding unless made in writing and signed by all parties hereto. No additional agreements shall be expressed or implied by Publisher unless made in writing and signed by all parties hereto.

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Prices are subject to change.

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for the content of Work in any manner.

Author is responsible for maintaining current contact information via a form provided by Publisher.

Publisher makes no guarantees as to the success of Work in the marketplace. If Author makes separate arrangements or agreements with third parties for marketing, sales and/or other activities of, for or having to do with Work, Publisher is in no way liable for any aspect of these arrangements or agreements. Once Author receives Work, Publisher no longer has responsibility for condition of the printed Work. Author assumes responsibility for proper storage of Work. The representations and warranties set forth herein are in full force and effect on the date of signing by all parties to this Agreement and survive the termination of this Agreement.

14. **MEDIATION; GOVERNING LAW; VENUE;** - In the event of a dispute between Publisher and Author, Author agrees to enter into and engage in a process of formal mediation by a professional mediator agreed upon by all parties to this Agreement. In the event of failure of the mediation process, this Agreement shall be construed and controlled by the laws of the State of Maryland, and the parties consent that the exclusive jurisdiction and venue of any litigation will be the appropriate state court sitting in Worcester County, State of Maryland. Author agrees to bring any dispute to the attention of Publisher within three (3) months of the first publication of the Work. The representations and warranties set forth herein are in full force and effect on the date of signing by all parties to this Agreement and survive the termination of this Agreement.

15. **ENTIRE AGREEMENT** - This Agreement constitutes the entire agreement between Publisher and Author with respect to the subject matter hereof and supersedes all prior written or oral agreements made by the parties. This Agreement may not be modified or amended except in writing and signed by all parties hereto.

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Signature of Author/Representative

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Salt Water Media, LLC

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Printed Name of Author/Representative

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Salt Water Media, LLC

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Date

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Date



## AUTHOR CONTRACT

### ADDENDUM A

## MANUSCRIPT EVALUATION GUIDELINES

### *Terms, Considerations, and Rights*

**What Will We Not Publish:** Salt Water Media reserves the right to review your manuscript for copyright issues, libel, and questionable content. Such concerns include, but are not limited to, the following: image copyrights, previously published material, works currently under copyright protection, libelous and/or defamatory statements, pornography, offensive content, and hate speech/language that incites violence against a protected group. If such material is found, then Salt Water Media reserves the right to decline the manuscript and/or cancel any publishing agreements. In the event that an author has given a deposit and we decline the manuscript for reasons listed herein, then a partial refund of 75% will be given to the client.

**Right To Request Documentation:** Additionally, Salt Water Media reserves the right to request documentation to verify that proper permissions have been obtained from the copyright owner for images, artwork, and photographs to be included in the book project. For memoirs, biographies, and autobiographies, Salt Water Media reserves the right to request documentation (such as interview releases) to verify that permission has been granted by persons referenced in the manuscript. If documentation cannot be provided to verify proper permissions in these instances, then please understand that your manuscript may be delayed and/or the agreement canceled.

**Author Responsibility:** It is the responsibility of the author to ensure that the manuscript and associated materials do not violate any copyright laws or violate laws regarding libel/defamation.

**Future Action:** Finally, Salt Water Media reserves the right to, at any time in the future, pull, withdraw, and/or ask for amendments to a title that is revealed to have a conflict with regard to copyright, libel, and/or questionable content. The author will be responsible for any costs incurred to pull/withdraw the title and/or amend the title to an acceptable state.

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Signature of Author/Representative

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Salt Water Media, LLC

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Printed Name of Author/Representative

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Salt Water Media, LLC

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Date

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Date

# COPYRIGHTS, IMAGE USAGE, AND LIBEL

## *Useful Information and Helpful Links*

The U.S. Copyright Office defines a copyright as a “form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture.”

You have a copyright on your work from the moment you create it on paper or on the computer. Copyrights can't apply to an idea in your head! You can also register your work formally if you so choose. There is an application process and a fee with the U.S. Copyright Office.

Due to copyright laws, you may not be allowed to reproduce someone else's work in your project. Example: song lyrics are often under a current copyright and you would likely find that you are unable to quote them unless you have written permission to do so.

Using images in a manuscript or a book project can be tricky, but it can be done with a bit of research. In order to use an image or artwork, you must either be the copyright owner or have written permission from the copyright owner. Think of it this way: just because you own a photograph does not automatically mean you own the copyright to that photograph. This is an important distinction!

There are a great number of images, graphics, maps, and artwork within the public domain and can be used. You should always do your due diligence to ensure that no copyrights violations occur when using material from other sources.

And speaking of material from other sources, you may also want to review a few links about libel, defamation, and privacy concerns, especially if you are working on a memoir/autobiography or a biography or a novel that is personal in nature. While free speech is protected and generally reigns supreme, there are real limitations and exceptions acknowledged by the courts. There are links listed below for further reading, but if you are writing about and referencing real people, then you should be aware of possible ramifications. Libel, defamation, and privacy are serious issues and authors and publishers have been taken to task over the years. Due diligence, again, will be a positive step!

***If you have questions about your work, copyrights, use of images, libel, references to real people and so on, then you may want to consult an attorney for further discussion as this page is not to be construed as legal advice. The information contained here is just for general knowledge. Again, we're not lawyers and this is not a legal document.***

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### CHECK OUT...



<http://www.copyright.gov/help/faq/>

<https://www.teachingcopyright.org/handout/copyright-faq>

<http://copyright.cornell.edu/resources/publicdomain.cfm> (A great chart by Peter Hirtle!)

<http://www.copylaw.org/p/libel-in-fiction.html>

<http://www.writersdigest.com/online-editor/defamation-and-invasion>

<http://www.rightsofwriters.com/2011/01/can-you-tell-your-own-true-story-even.html>





# SELF-PUBLISHING

## *Thoughts from an indie publisher/indie author*

### BE THE EXPERT

Some indie authors are giving up on the typical book signing, having lost their will to sit through another awkward moment sitting at a table hoping people stop to talk. Instead, they are opting to give talks in which they are the focal point - "the expert" - allowing people to formulate interest in them first. By making the book(s) secondary, some authors find it makes their sales primary.

### KNOW YOUR AUDIENCE

While this may sound painfully obvious, authors sometimes get lost in the crowd. Does your book have a particular message for a group? Is there a niche for your novel? Can you identify ways to narrow your focus and target your readers?

### CLOSE AT HAND

Indie authors find that having promotional materials like bookmarks, business cards, postcards, and even rack cards are helpful when talking with possible readers. A quick and free handout is often an easier "sell" than a book, and it gives them a reference point in case they want to visit your website or social media or - better yet - buy your book! It might even be an item they can pass along to another interested person. Just make sure whatever you give out looks professional and of good quality!

### FEAR NOT

Self-published authors end up doing most - if not all - the legwork in getting their book out there. Don't get discouraged! Take every opportunity you can to get in front of your readership. Be OK with rejection. Just keep at it and remember why you started this journey in the first place.

### BIRDS OF A FEATHER

One great tool for indie authors is to connect with other authors and writers, whether on the internet or in person. There are writers' groups all over and being involved in such a group offers opportunities for book events, talks, meet-and-greets, and peer review.

### GET SOCIAL

Although social media has yet to prove to be a slam dunk for book sales, it does appear to have value in connecting to interest readers. If you have a social circle, then let them know about your work via Facebook, Twitter, Instagram, and blogs! You can connect with other writers and authors via social media as well. Just make sure you don't wear out your readers with updates on your dinners and laundry schedule!

### BE VISIBLE

Having an up-to-date presence on the web is a good thing for folks who are trying to connect with you. Create a professional website with information with functional links and a shopping cart so they can buy your work. If there is an Amazon Author Page and/or Goodreads.com pages about your work, then make sure the information is current and pertinent. You may not get a lot of sales this way, but you want to make sure your web presence is solid and professional.

### REVIEWS

Another helpful measure is to garner positive reviews of your book. This can be a tricky exercise, though! Some reviewers may request free copies or even payment. And you may not always get rave reviews. BUT, if you can find trusted and reputable sources to provide legitimate reviews, then go for it!