

**The  
Right  
Way to  
Self  
Publish**

by

**Zorina Exie J. Frey**

The Right Way to Self Publish  
ISBN-10: 1491075988  
ISBN-13: 978-1491075982  
Copyright © 2013

An  
I.W.A. Publishing Services  
Project.  
[iwa.yolasite.com](http://iwa.yolasite.com)  
Westborough, MA  
Copyright © 2013

Library of Congress in Publication Data  
Frey, Zorina  
The Right Way to Self Publish  
Copyright © September 2013

Written by Zorina Exie J. Frey  
Edited by Zorina Exie J. Frey  
Copyedited by Zorina Exie J. Frey  
Cover Design by Zorina Exie J. Frey

All rights reserved.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without written consent of the author except where permitted by law.



# The Right Way to Self Publish

## Preface

Writing a book may seem like a daunting task. Depending what you are writing about, it may take anywhere from months to years to write a book. Yet what some people fail to realize is that writing a book is not as hard as it appears to be. It does not necessarily have to take years to write a book and you don't have to write hundreds of pages in order to get it published! You don't! Especially now that there are several tools to help you self-publish a book. Most importantly, self-publishing can be affordable.

This is good news for writers but what business professionals may not know is that this is good news for them too!

I've attended countless networking meetings spreading the news about another way for business professionals to advertise their business –by writing a book. The response was well received yet what I found is that people seemed to be stuck there. They like the idea of writing a book or they have always wanted to do it but they never really knew how to get started. As much as I wanted to, I cannot make anyone write a book. As CEO and owner of I.W.A. Publishing Services, my job is to help get aspiring writers and business professionals published but first, they must have a manuscript for me in order to start the publishing process. So there I was, standing face to face

Zorina Exie J. Frey

with hopefuls who were very much interested in writing a book and getting it published but not knowing how to get started. It was if I had the catcher's mitt, they had the bat, but there was no ball to get the game going!

I knew then, that it was my job to provide the ball and get it rolling by providing information and encouragement about the right way to self-publish a book.

As for creative writers, there is never a challenge of enlightening them of the possibilities of writing their own book.

Yet *The Right Way to Self-Publish* is written to guide creative writers and business professionals into the world of self-publishing.

The truth is, anyone can write a book and this book shows you how!

## Introduction

Besides having an idea of what you want to write about, here are a few other things you need to have in order to self-publish your book:

### Option 1

- ✓ Manuscript
- ✓ Money
- ✓ Publisher

That's it! That is all you need in order to publish a book these days. Understanding what you need is not complicated. Now, if you want to make it more legit, this is what you'll need:

### Option 2

- ✓ Publisher
- ✓ Copyright registration
- ✓ ISBN number
- ✓ Manuscript
- ✓ Copy Editor/ Editor

## Zorina Exie J. Frey

- ✓ More money
- ✓ Graphic artist / Illustrator
- ✓ Marketing plan
  - Press release
  - Web page
  - Manage social media pages
  - Schedule book signings
  - Get book reviews
  - Attending expos and other events relevant to your genre
  - Marketing materials (business cards, pens, hats, etc.)
  - Distributors

There you have it. I don't mess around. If you've got a manuscript and some money, you've got a book! I told you I would tell you how to publish your book the right way and I delivered. Already, you have all the information you need to publish your book. Depending on how far you plan to go with your book, you can go with either

## The Right Way to Self Publish

option. If you are a serious writer, option #2 is recommended. Now, if you want to save yourself the time, frustration and wasted money, you might want to read on to get a better understanding of the actual publishing process.

For starters, finding the right publisher is key. You choose the wrong one and you may not only lose tons of money, but the rights to your own manuscript and that is *not* cool.

Zorina Exie J. Frey

# The Right Way to Self Publish

## Table of Contents

Preface

Introduction

Table of Contents

Ch. 1 –Finding the right publisher	15
I don't need a publisher. I can do it myself!	22
Ch. 2 –Copyright registration	25
Ch. 3 – The ISBN number	29
Ch. 4 –The Manuscript	31
Write about what you know	31
Everybody has a story to tell	35
The fear of writing	41
You don't have to write a 400-page book	44
If you read one story, you might have read them all	47
The First Draft	51
What else can I write about?	55
Poetry	61
Develop your topic	65
Ch. 5 –Publishing Process	71
Learning by trial and error	71
Plan accordingly. Be sure to make promises you can keep	73

## Zorina Exie J. Frey

Let the editor be the editor	75
Plan for the worst	77
Preparing your manuscript for print	78
Electronic publishing	80
Self-publishing and Print-on-demand success stories	81
Ch.6 –Copy Editor and the Editor	88
Copy editing and Editing	88
Copy editing	88
Editing	89
Ch. 7 –The Illustrator and Graphic Artist	92
Ch. 8 –Marketing Plan	94
Are you kind of a big deal? Do people know you?	96
Don't Get Hung Up on the Competition	102
Platform? What is a platform?	102
Book synopsis	103
Money	104
Don't invest in 500 books if you don't have to	107
Press release	108
Web page	111
Managing social media pages	116
Scheduling book signings	116
Getting book reviews	119
Attending expos and other events relevant to your genre	120
Marketing materials and advertising	122

# The Right Way to Self Publish

Distributors	123
Ch. 9 –Royalties	125
Ch. 10 –Exposing yourself as an author	127
Discouragement	128
Encouragement	132
Ch. 11 –Resources	135
Press release template	135
Developing your topic worksheet	136
Book inventory sheet	137
30-second commercial bio	138
Scheduling a book signing phone script	139

Zorina Exie J. Frey

## **What does I.W.A. mean?**

I.W.A. stands for “I Won’t Apologize’.

An individual must take ownership in standing up for themselves and voicing their opinion. Overall, a person ought not apologize for finding their identity, building and sustaining self-confidence, promoting a positive self-esteem, and giving credit where it is due, all the while remaining diligent in self-improvement.

Voice your opinions and beliefs through I.W.A.

[www.iwa.yolasite.com](http://www.iwa.yolasite.com)

Zorina Exie J. Frey

# The Right Way to Self Publish

## About the Author



Zorina Exie J. Frey is the owner and CEO of I.W.A. Publishing Services, consulting aspiring writers and experts to publish a book in their area of expertise. She graduated from Indiana University South Bend (IUSB) with a bachelor's degree in Mass Communications majoring in Journalism with an English minor and a certificate in web design. She is also a Lester M. Wolfson Literary Award recipient. She has served on the editorial board for IUSB's Michiana Monologues since 2009 and writes for Examiner.com.

Zorina has authored *I Won't Apologize For Being a Woman*, *Conquering Haters Dealing With Negative People*, *Sticks & Stones, Conquering Haters...with Poetry*, and *Open, Candid Haikus about Everyday Life*.

Zorina is also the contributing author and copyeditor of IUSB's Women's Studies' book *Michiana Monologues, A World of Difference*.

[zorinafrey.com](http://zorinafrey.com)

Zorina Exie J. Frey