



# Self-Publish: Moving from Idea to Product

*Erin Ulrich, Teri Lynne Underwood*

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**“We want you to know you can do this! Self-publishing is an opportunity for you to chase your dream, pursue your goals, and share your story.”**

Packed with practical information, *Self-Publish* is the book you have always wished you had. Offering insight gleaned from working with authors and studying the publishing industry, Erin and Teri Lynne have become the voice cheering, “You can do this!” for those who choose to self-publish their books.

*Self-Publish* outlines four components of a great self-published work:

- Content
- Design and Layout
- Audience
- Marketing

*Self-Publish* is designed for the writer who values quality and is prepared to devote time to creating an excellent product. Not just another “how to” book, *Self-Publish* is really a “why to” book—why to develop a solid foundation, why to understand importance of quality design, why to choose the best formats for your product, and why to view self-publishing as a legitimate tool for conveying your message.

The choices available to self-publishing authors can be overwhelming. Step-by-step instructions for formatting are readily available from the various self-publishing companies, and since these change frequently due to technical advances this information is not included in *Self-Publish*. The bigger question many writers face is which formats are the best for their particular project. The goal of *Self-Publish* is help you answer that question by offering details about the features and limitations of each choice.

**What does *Self-Publish* include?**

**16 chapters packed with valuable information and useful examples, such as:**

So, What’s Your Book About? Developing Effective Summaries

The E-Publishing Jungle: Choosing the Right Formats for Your Book

“No One Has Ever Written Anything Like This Before!!” The Reality of Competition

Do I Really Need a Mini-Site? Finding the Best Fit for Your Book’s Online Presence

**20 worksheets to help you build your plan , including:**

Creating a Workable Timeline

Choosing the Right Editor

Mapping Out Design Ideas

Identifying Your Audience

Brainstorming a Marketing Plan

Branding You

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