



Avoid Common Self-Publishing Mistakes

Miral Sattar

CEO – BiblioCrunch.com

miral@bibliocrunch.com

@miralsattar @bibliocrunch

#indiereconlive

About me

Miral Sattar, Founder of BiblioCrunch.com

- B.S. Computer Engineering, Columbia
- M.S. Digital Publishing, NYU
- Software Developer for 7 years
- 4+ years at TIME
 - Senior Product Development Manager
 - Launched digital initiatives (video, apps, blogs, e-books)

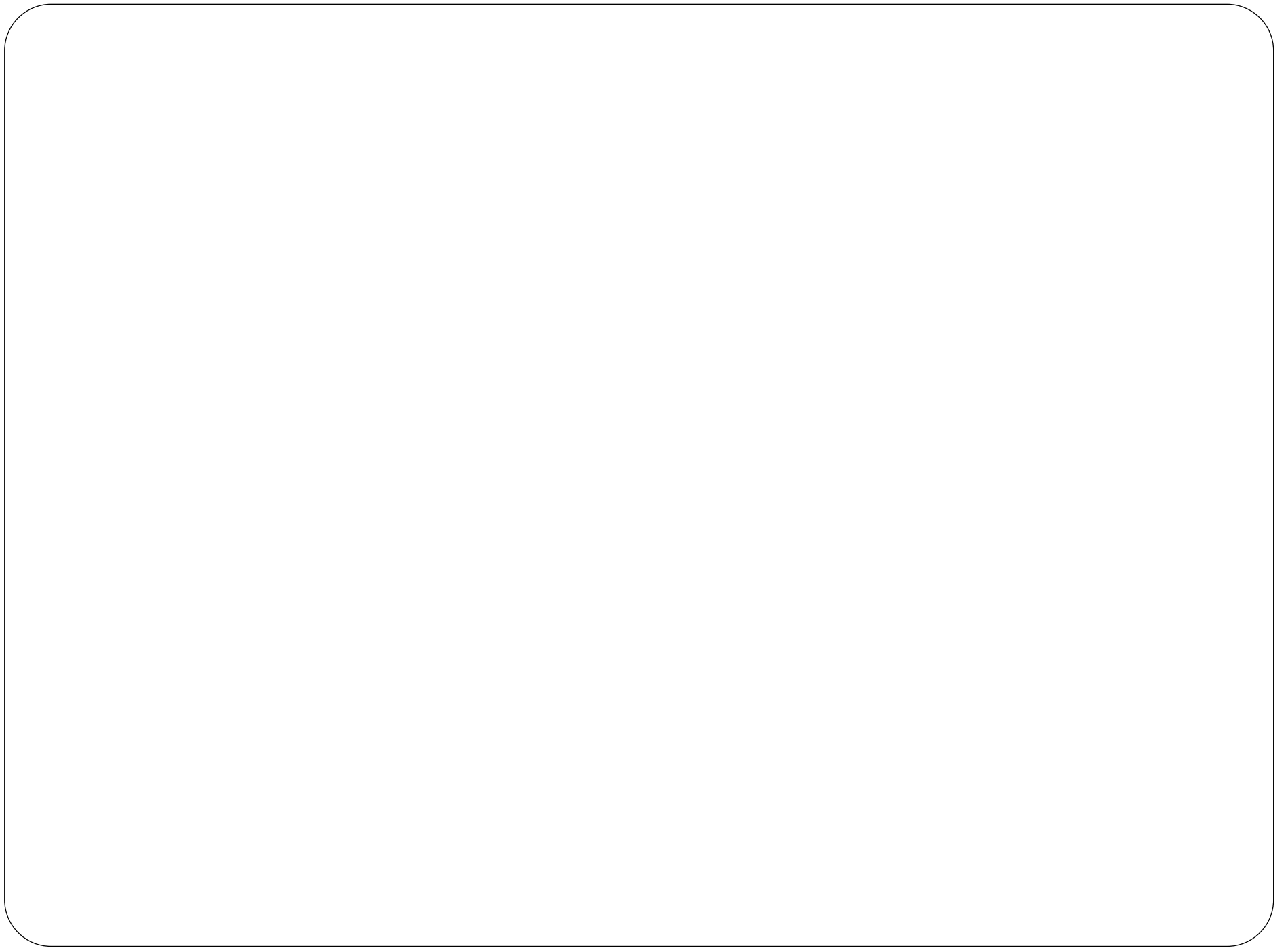


Bibliocrunch

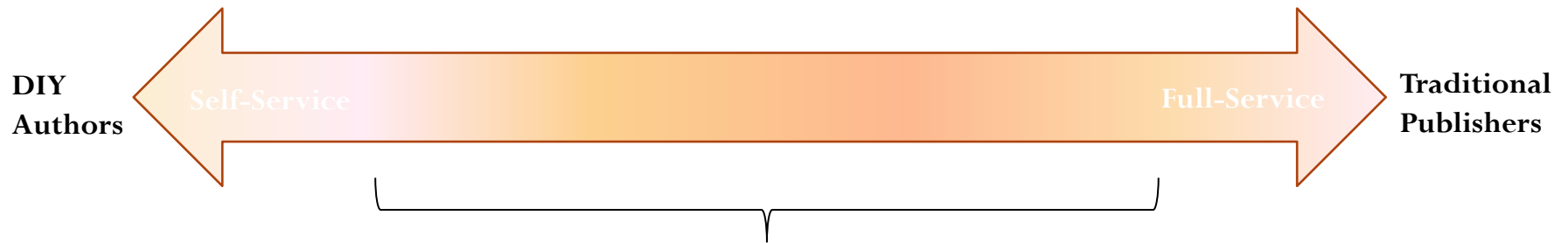


Recognized a need in the e-book space!

- *Left TIME full-time to launch BiblioCrunch.com*
- *Marketplace that helps authors and publishers find talent to help them create quality books*



The Publishing Services Spectrum



Opportunity to fill unmet need

- Professional editing*
- Cover & Design*
- App Development*
- Marketing & Publicity*
- Apps*
- Fact Checking*
- Workflow*
- Conversion*
- Enhanced Features*
- Proofing*
- Distribution*

BiblioCrunch takes offline community interactions between authors/publishers and book professionals, and bring them online to make eBook publishing seamless

Cover your bases

Write it! 

Start writing your eBooks using our web tools

Edit it! 


Make sure your book is edited

Design a Cover 

Create an eye catching cover

Price it! 

Figure out a pricing strategy

Format it! 

Format your eBook in Word

Convert it! 


Make sure it works in all the various formats and eReaders

eBook Apps 

Create an interactive experience and develop an eBook app

Fact Checking & Proofing 

eliminate errors from your eBook and hire a fact-checker

Enhanced Features 

Add audio, video, maps, and interactive feature

Market it! 

Make sure everyone reads your book!

Distribute it! 

Make sure it gets onto Amazon, BN, iBooks, Kobo

Write it! 

Find a consultant to walk you through

Common Mistakes

Not Defining Your Goals

- A lot of times self-published authors forget this key step in forgetting to define their goals
- Are you looking for more readers?
- Are you looking to sell books?



Not Considering Crowdfunding

- Publishing can cost money if you don't already have a team
- Crowdfunding – Raising money through social campaigns
- Average author can raise between \$2000-\$10000
- You don't have to give it back, just incentives
- Platforms: Pubslush, Kickstarter, IndieGogo

You Are the Mother of All Mothers
by Angela Miller

Home Engage Supporters Dashboard

109% funded

Successful!

\$12,978 raised
217 supporters
0 days left

109% funded

Share Tweet Post Email

Become a Fan

217 Fans

Not Doing Vendor Research

- Whether you are deciding between an editor, cover, designer, vanity presses, company, always make sure you do your research
- Simple Google Search of ‘Vendor Negative Reviews’
- Look up companies on BBB
- Always read Terms of Service or Terms of Use before signing up for a platform as most of them are not author-friendly. It doesn't matter whether they are a “Big Six” or startup



Bad Reviews Author Solutions

Web Images Maps Shopping More ▾ Search tools

About 77,100,000 results (0.24 seconds)

[Reviews of Author Solutions, Self Published Authors](#)

www.authorsolutions.com/author-solutions-reviews.aspx ▾

Read **Author Solutions** publishing **reviews**. Browse self published authors **reviews of Author Solutions**, and see for yourself why so many writers publish their ...

[Author Solutions Reviews | Glassdoor](#)

www.glassdoor.com/Reviews/Author-Solutions-Reviews-E43343.htm ▾

39 **Author Solutions reviews**. ... of the day, most books aren't just **bad**, they're painful to read. books aren't just t ... Yes | No Add Employer Response Flag **Review** ...

[Author Solutions' Rep: People Complaining About Our Scammy ...](#)

www.techdirt.com/.../author-solutions-rep-people-complaining-about-ou... ▾

Jul 23, 2013 - **Author Solutions Inc.** is a "self-publishing" company currently doing ... [sic] essentially hiring people to write **bad reviews** about big companies.

[Author Solutions, LLC Review - Publishers - Book in Bloomington ...](#)

www.bbb.org ▸ [Accredited Business Directory](#) ▸ [publishers - book](#) ▾

BBB's Business **Review** For **Author Solutions, LLC** that includes background information, ... BBB Accreditation status, **BBB Rating**, customer **reviews**, **complaints**, ...

[Is the Author Solutions Acquisition a Good Thing for Authors? | Jane ...](#)



janefriedman.com/.../self-publishing-is-it-really-the-wave-of-the... ▾

by Jane Friedman - in 6,763 Google+ circles

Jul 20, 2012 - **Author Solutions (ASI)** is the world's leading provider of a litany of **complaints** about **Author Solutions** and their subsidiaries over the last few ...

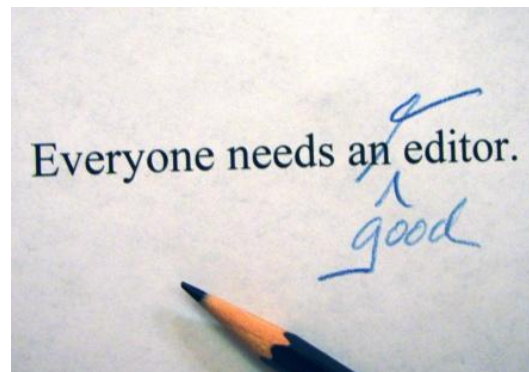
[Ripoff Report | author solutions directory of Complaints & Reviews](#)

www.ripoffreport.com/directory/Author-Solutions.aspx ▾

Ripoff Report | **author solutions** directory of 14 **Complaints & Reviews**: Trafford Publishing books, Xlibris, Palibrio, **Author House**, **author solutions** Trafford Publ.

Not Hiring a Professional Editor

- Make sure to hire or work with an editor
- Make sure the editor has worked with a self-published author
- Ask a lot of questions
- Agree on a fee structure
- Make sure the person has worked in your genre
- Not having an editor is like not testing a drug before it goes out into market



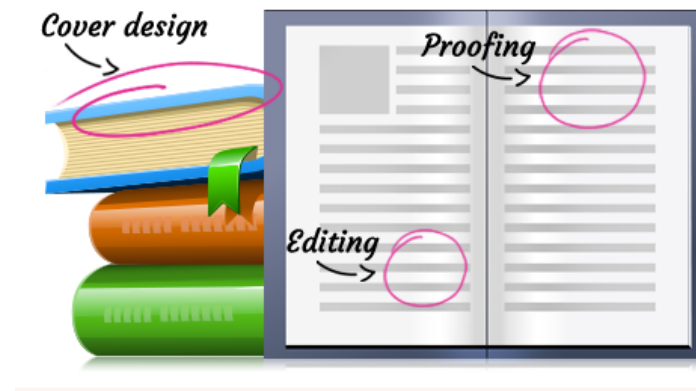
Not Have Quality a Quality Cover

- Make sure it's optimized
- JPEG will work with all retailers
- Size of 1600px by 2400px works for all digital books
- It should look good in color
- It should look good in black and white
- Optimized for all screen sizes (Kindle, iPad, iPhone, Nook, etc)



Not Proofreading your Book

- It's your book, make sure you go through it on a digital device or simulator before putting it onto the market
- Even if you hire someone you might find a mistake
- All the retailers (Amazon, BN, iBooks, Kobo) let you preview your book online
- You want to make sure you catch the errors before the book goes out into the world



Doing Print Runs

- Don't pre-print books without having a distribution deal in place
- Try Createspace or Lightning Source for good print-on-demand services

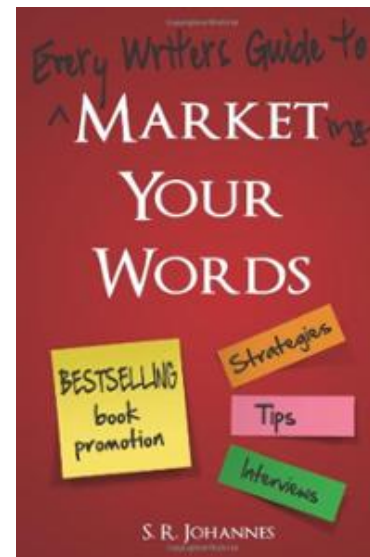
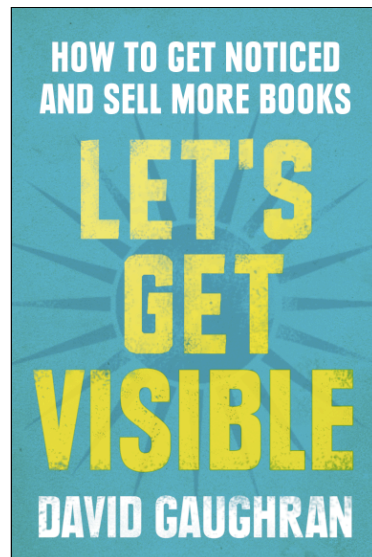


Not Having Reviews

- Send free copies of your digital books to encourage reviews
- Before you do any marketing plan, make sure you have at least 10 reviews
- Signup for NetGalley to get reviews
- There's a list of free blogs where you send your book to reviewers on <http://blog.bibliocrunch.com>

No Marketing Plan

- Make sure you have one
- Books don't sell themselves and you will spend a lot of time here
- Let's Get Visible by David Gaughran
- Check Market your Words by S.R. Johannes



All the tools to self-publish a great book
are available to you!

Sign up to get a copy of the slides and
our tip sheet

Additional Resources

- BiblioCrunch.com – Author services marketplace that matches authors with quality, vetted book publishing professionals
- Self-Publishing Tips Blog – <http://blog.bibliocrunch.com>
- PBS Self-Publishing Articles on MediaShift
- <http://www.pbs.org/mediashift/author/msattar/>

Questions?

Miral Sattar

miral@bibliocrunch.com

@miralsattar @bibliocrunch

<http://about.me/miral>