



Course Syllabus for Bibliocrunch Author Academy Back to School with Author Academy!

Congratulations, you've embarked on the journey to self publish your book!



For this reason, we have compiled an ever-increasing array of video courses and resources so you can learn from the best, most experienced professionals in the industry. We call our collection "[Author Academy.](#)"

[Author Academy](#) will teach you to self-publish your writing, grow your presence as an author, help you get reviews, and sell thousands of books.

Read on for the full course syllabus.

Keep on keeping on,
Miral Sattar
CEO, [Bibliocrunch](#)

Author Academy Course Syllabus

I. Self Publishing Basics

- A. Learn to Self-Publish in 24 Hours (ebook)
- B. How to Avoid Common Self Publishing Mistakes (video)
- C. Assembling a Rock Star Publishing Team (course slides)
- D. Basics of Children’s Book Publishing

II. Editing and Cover Design

- A. Different Types of Editing (video)
- B. Basics of Cover Design

III. Formatting/Layout

- A. Basics of Print and Ebook Formatting (video)
- B. Best Practices for Fonts (video)
- C. How to QA and Proofread Your Book (video)
- D. Print On Demand Options (video)

IV. Distribution

- A. Beginner’s Guide to Online Book Retailers (video)
- B. How to Get Your Book onto Amazon (video)
- C. How to Get Your Book onto Barnes and Noble (video)
- D. How to Get Your Book onto iBooks (video)
- E. Tools to Sell Your Book Directly From Your Website (video)
- F. Distribution Options for Your Book (video)

V. Marketing

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- A. Getting Started with Marketing with Penny Sansevieri (video coming soon)
- B. How to Send Review Copies of Your Book to Reviewers (video)
- C. How to Get Press for Your Book (video)
- D. How to Sell Books By the Truckload on Amazon by Penny Sansevieri (ebook)
- E. 52 Ways to Sell More Books by Penny Sansevieri (ebook)

- F. How to Send Review Copies to Potential Reviews (video)
 - G. How to Get Reviewers for Your Book (video)
 - H. List of Sites to Advertise for Your Book
 - I. How to Run a Free or Discounted Book Promotion
 - J. Sample Marketing Plan Template (for an author who got 81 reviews and 65,000 new readers)
 - K. Case Study: How One Author Took His out of Print Books, Digitized Them and Sold Several Thousand Copies (PDF coming soon)
 - L. Mastering Your Book Description (coming soon)
- VI. **Templates & Resources**
- A. Pricing Guidelines, How much You Should Pay for Author Services
 - B. Sample Contracting Agreement (PDF)
 - C. Sample Book Budget (XLS)
 - D. Sample Marketing Plan (PDF)

ACCESS AUTHOR ACADEMY NOW BY UPGRADING TO A VIP MEMBERSHIP

NEW MEMBERS: USE CODE "TWENTY" TO GET \$20 OFF A YEARLY
MEMBERSHIP.

CURRENT MEMBERS: UPGRADE TO A YEARLY MEMBERSHIP TO
AUTOMATICALLY GET \$20 OFF



ADDITIONAL RESOURCES

- 1) Bibliocrunch.com to connect with trusted professionals to help guide you through the publishing process
- 2) <http://bibliocrunch.com/blog> to get self-publishing tips
- 3) Find us on [Facebook.com/Bibliocrunch](https://www.facebook.com/Bibliocrunch)
- 4) Find us on Twitter [@Bibliocrunch](https://twitter.com/Bibliocrunch)
- 5) Our weekly chat for authors called [#indiechat on Twitter](https://twitter.com/indiechat)
- 6) Find us on [LinkedIn](https://www.linkedin.com/company/bibliocrunch) to connect with like-minded authors
- 7) Live in NYC? We have a Meetup that gathers once a month <http://meetup.com/selfpub>