Online: Self-Publish Your Book

This is a tutor-led course that takes place entirely online. A new lesson will be posted every one to two weeks.

You will need to follow the guidelines to complete specific tasks by provided deadlines to ensure your book is ready for publication by the end of the 12-week course.

This course has no set meeting times, and you can work at your own pace, provided you are meeting the deadlines.

Lesson One

- Course schedule
- Market overview
- Scheduling overview (how long does it take to make a book)
- Comparison titles/positioning
- How to do a cover brief
- Metadata – what is it?
- How to write an effective book blurb and author bio

Mandatory tasks to complete before the next lesson

- Make a cover brief
- Submit book blurb and author bio for review

Lesson Two

- Review of cover brief
- Review of book blurb and author bio
- Deeper dive into metadata – pricing, territorial distribution, channels
- Typesetting overview
- Preparing a Word document for digital conversion

Mandatory tasks to complete before the next lesson

- Submit metadata
- Submit styled-up Word document for typesetting

Lesson Three

- Review of metadata
- Review of styled-up Word document
- How an ebook file works
- Ebook file formats & which stores use what type of file

Lesson Four

- Review cover designs – how to give feedback to designers
- Review digital files – how to do quality checks for ebook files
- Distribution overview

Mandatory tasks to complete before the next lesson

- Send feedback to designer
- Send ebook file feedback to tutor (for typesetter to incorporate)

Lesson Five

- Print on demand (POD) overview
- Setting up POD distribution
- How to brief a full cover

Mandatory tasks to complete before the next lesson

- Send full cover feedback to designer
- Liaise with designer to fix issues

Lesson Six

- Setting publication dates/realistic schedules
- Amazon and distribution services
- Compensation rates, territories, discounts
- Set up of ebook distribution

Mandatory tasks to complete before the next lesson

- Final covers should be done
- Final internal files should be done

Lesson Seven

- Pushing the upload button
- Importance of pre-sales
- Marketing strategy
- General wrap-up