

How You (or Your Child) Can be a Published Author

by Carol Topp, CPA

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TaxesForWriters.com

Types of Publishing

Traditional: Small press or large publishing houses

Self-Publishing/Indie Publishing

- Hand holding (I used Aventine Press for my first book)
- Self publishing service (CreateSpace is very popular and owned by Amazon)
- Independent (Lightning Source is a printer for indie publishers)

Traditional Publishing

Pros: reputation, prestige, editor, cover design, interior formatting, etc. all paid for.

Cons: book proposal or query needed, author must still do marketing, you're on their schedule, rejection, may need an agent first

Traditional Publishing Tips: use an agent, go to writers conferences, be patient, good choice if your book has a wide audience

Self Publishing

Pros: You are in control, no rejections, better profits

Cons: Investment, marketing, all on you-editing, cover design, marketing, etc.

Self Publishing Tips: read a lot about self-publishing, hire an editor, a cover designer, and a publicist, build your platform while you are writing, know your niche, consider POD (print on demand) and ebooks.

Print on Demand (paperback): CreateSpace.com and Lulu.com

Electronic books: Clickbank.com (pdf), Smashwords.com and Kindle Direct Publishing (owned by Amazon). Conversion to ebook can be difficult especially for non-fiction. Recommend
<http://www.firststepspublishing.com/> Suzanne F Parrott or templates from
BookDesignTemplates.com

How to Get Started

Finish writing

Self edit: read it aloud, use strong nouns and active verbs not adjectives and adverbs, avoid clichés, jargon, and unnecessary words, vary sentence length.

Consider beta readers (see *APE: Author Publisher Entrepreneur* book)

Hire a professional editor

Start building your platform while you are writing your book

Build Your Platform

Blog: Under 400 words per post, use visuals, use Wordpress.org not the free Wordpress.com, good practice in writing, tweet and pin your blog posts.

Social Media: Your blog is your hub. Tie everything in social media back to it.

Articles: 700-1000 words, read magazine first, query idea, get editors and beta readers, EZineArticles.com tutorials

Speaking: local libraries, schools, <http://SkypeAnAuthor.com>

How a Parent Can Help

Find a mentor/editor/agent/writing coach

Network and advertise

Coach: encourage, set goals

Ask questions instead of critique: How does your main character develop? What is your story arc?

What is the conflict and sub conflicts?

Legal representative | Money management

Cautions

Own your ISBN. Different ISBN for print and e-book versions. Buy in blocks of 10 for \$250 from Bowker at <https://www.myidentifiers.com/>

Visit Preditors and Editors <http://Pred-ed.com> for publishers to avoid

Minors cannot enter into a binding contract. Createspace will not issue a check to a minor

<http://taxesforwriters.com/createspace-for-minors/>

Free Resources

JaneFriedman.com blog category: Getting Published <http://janefriedman.com/2012/01/28/start-here-how-to-get-your-book-published/>

GoodReads group Writers Who Are Children (42% write fantasy)

Your Guide to Book Publishing podcast by Judith Briles <http://authoru.org/>

Worth Every Penny Resources:

APE: Author Publisher Entrepreneur by Guy Kawasaki and Shawn Welch

Dan Poynter's *Self-Publishing Manual*

Writers Market, Christian Writers Market

Writers Digest Tutorial webinars <http://tutorials.writersdigest.com/>

Micro Business for Teens books at <http://MicroBusinessForTeens.com>

Resources

Information in a Nutshell

Writing and Publishing

Business Tips and Taxes for Writers by Carol Topp, CPA

Available from MediaAngels.com, and Amazon.com

Carol Topp can be found at
TaxesForWriters.com
Carol@TaxesForWriters.com

Facebook.com/BusinessTipsAndTaxesForWriters
Pinterest.com/caroltopp/
Twitter.com/CarolTopp

