



# Promote & Market Your Book Online Course

How to Increase Sales & Put  
Your Book to Work for Your  
Business

# Module 2 – Your Publishing Options



- **Lesson 1:** Publishing and Print Versions
- **Lesson 2:** Digital Books
- **Lesson 3:** Audio Books



# Module 2 – Your Publishing Options

## Lesson 1:

### Publishing and Print Versions



# Learning Objective:

Choose from the publishing options available



# Current Publishing Options

Choose the most suitable option for you and your book



**Traditional  
Book Deals**





**Traditional  
Book Deals**



**Self-  
Publishing**





**Traditional  
Book Deals**



**Self-  
Publishing**



**Hybrid  
Publishing**



# Print-On-Demand (POD)

- Print-on-demand publishing is now the norm
- When someone orders a copy, it's printed then and there



# Action Steps:

1. Consider the publishing options. Decide on the best method for a professional print version.
2. Make a list of the tasks you could outsource.
3. Sign up for an account with Author Academy Bookstore



# Module 2 – Your Publishing Options

## Lesson 2: Digital Books



# Learning Objective:

Publish a digital version of your book



# Go Digital

When you have a print version, it's easy to add a digital one



Get your book formatted by a professional



# Action Steps:

1. If you don't have a digital version of your book, create an account with Author Academy Bookstore and follow the steps for uploading and promoting your digital book.
2. Decide what you need to outsource to get help with this.





# Module 2 – Your Publishing Options

## Lesson 3: Audio Books



# Learning Objective:

Publish an audio version of your book



# Add Audio

- Many people like to listen to books on the go
- Make an audio book of every book you publish



## Length

- Keep to 3000 words/18 mins

## Resources

- For any additional visuals create a resources page on your website

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# Length

- Keep to 3000 words/18 mins

# Resources

- For any additional visuals create a resources page on your website

# Narration

- You may want to outsource to a professional

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## Length

- Keep to 3000 words/18 mins

## Resources

- For any additional visuals create a resources page on your website

## Narration

- You may want to outsource to a professional

## Recording Studio

- Consider a professional studio if you narrate it yourself

## Tech

- Upgrade your tech if you are recording from home



- Audiobook publishers also offer done-for-you services [spoken Realms](#)



- Try ACX first
- Set a budget and stick to it





# Action Steps:

1. Review the process for creating an audio book with ACX. Make choices about your audio book:
2. If you decide to go ahead, follow the steps with ACX to create an audio book version.





**What's Next?**

**Module 3**

**Set Up for Sales  
Success**