

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



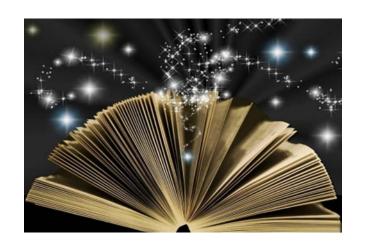
Learning Objective:

Publish a digital version of your book



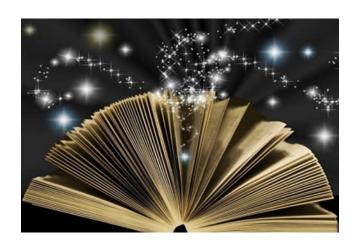
Go Digital

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





Get your book formatted by a professional





Action Steps:

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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Narration

You may want to outsource to a professional

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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-foryou services





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





Action Steps:

- 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.





