The Indie Author SURVIVAL GUIDE

Self-Publishing Essentials

The

Indie Author

SURVIVAL GUIDE

Self-Publishing Essentials

By Derek Murphy

Welcome! If you're reading this, you're probably working on a book and thinking about publishing soon; or maybe you've already published but aren't seeing the results you want. The truth is, self-publishing is a billion-dollar scam.

A booming author services industry serves the needs of the tens of thousands of authors who have written books that nobody else wants to read (whether because the content doesn't satisfy; or it isn't packaged attractively; or doesn't communicate trust and benefits).

Whether self-publishing is your first choice, or you've already spend years querying agents before deciding on this arduous quest, you may at times feel overwhelmed, unsupported, and frustrated with all the things you need to learn before you can publish successfully.

Unfortunately, most authors would rather pay someone to publish and market their book for them – and these services almost never produce real results because they focus on all the wrong things.

Over the past decade, I've helped tens of thousands of authors navigate these murky waters, avoid scams, publish with confidence and sell enough books to write full time. In just the past year, over 50,000 authors have signed up to download my free book design templates, and my publishing tutorials have over 2 million views on YouTube.

I wanted to be as helpful as possible, so my emails kept growing longer and longer, with dozens of links and resources and video tutorials. Some authors say my free materials are life-changing (seriously, the grateful comments and emails I get make me blush), but because this was a daily email series, far too many authors were falling behind – it was just *too much* content to go through.

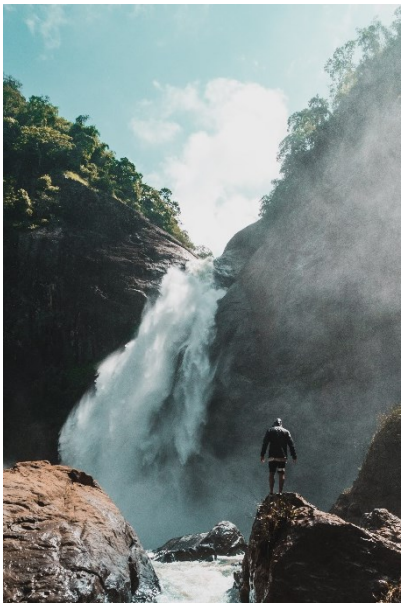
I don't want to be sharing my best content with people who aren't going to use it, so recently I decided to try something new. I linked ALL the emails together into one easy PDF (you're reading it right now!) It's only 3 pages, but unfolds into a multi-faceted labyrinth of my best content. Think of it like a treasure map.

Keep in mind, this isn't a polished book – there are probably even some typos and mistakes. But if you go through it at your own pace, I guarantee you'll save yourself a hundred hours of useless internet browsing, avoid embarrasing publishing mistakes that tank book sales, and learn to market your book like a pro.

If you make it to the end, you'll be invited to download my more advanced guide to book marketing (don't sign up before you're ready.)

Here are the topics: click the links to view each email online.

1. Why do you write? (find your purpose)
2. The art and science of book design (the #1 thing authors get wrong)
3. Be clear before you're clever (choosing the right keywords)
4. How to get tons of free publicity (overcoming procrastination)
5. The 3 things you must have to sell more books (book launch basics)
6. Special offer (premium templates + book marketing for ~~**$197**~~ $47)
7. How much do authors really make (fix weak writing before you edit)
8. Build an email list BEFORE you launch (your first 1000 fans)
9. More book reviews without begging (don't promote until you do this!)
10. Blogging for authors (attract an infinite stream of new readers)
11. The ugly truth about self-publishing (avoid predators)
12. 1100 places to promote (and 437 book marketing tips)
13. Is your writing good enough? (when to just give up)
14. $27,352 from Kindle in 90 days (webinar replay)
15. Guerrilla Publishing (advanced book marketing)



I hope you find these resources useful! But I'll tell you a secret, we've only scratched the surface (this represents probably about 1% of the free content I've made available for authors).

I only want to send emails to those of you who are eager and willing to learn what it takes to publish successfully, ***so I'll make you a deal*** – look over some of these resources. Click the links. Read the articles or watch the videos. You don't have to get through *all* of it, but make an effort.

If you do that, I'll send you a new free book and a short companion video series that goes without it every week for the next month. You never have to buy anything, and you can unsubscribe any time.

Good luck with the templates – and if this little booklet was useful, feel free to pass it on to a struggling writer. A rising tide lifts all boats.

Sincerely,

Derek Murphy

http://www.creativindie.com