

Intro to Self-Publishing

By Rob Archangel

Dear authors,

If you're reading this, I'm guessing you have some interest in self-publishing. Maybe you're a seasoned vet in the game, or maybe you just woke up and thought, "Hey, maybe I can write a book and make it available for the public." In this post, I want to go over some of the basics of self-publishing, so you can navigate the landscape a little bit more comfortably.

What Is Self-Publishing?

When you self-publish a book, it means that you assume all of the roles that a publisher would traditionally take on; that includes writing and editing the book, which can be as in-depth as developmental or line editing, or as basic as copy editing or proof-reading. It includes formatting the book (typically for digital and paperback and/or hardcover editions), designing a compelling cover, laying out the interior design of any print editions, and narrating, editing, and mastering an audiobook edition. It also includes selecting your distribution platforms and creating your sales page and book description. Then there are marketing aspects to consider, like selecting appropriate keywords and categories to help your readers find you, and directing your marketing efforts if your goal is a return on your investment, or even just finding your readers.

It's a lot of work, and if you're a little overwhelmed at the thought of all that, you're not alone.

BUT, Don't Give Up Hope

You might think after reading the above, "Why bother?" Or "I might as well let a publisher handle that." But don't despair. There are tools out there to help (especially if you have more sweat equity to offer than money to invest).

And the upshot of it all is significant. For a traditionally published author, you might earn only 5-15% of your royalties, but with self-publishing, you keep 100% of your royalties, aside from whatever your distribution platform takes (which in some cases is almost nothing).

You also get creative control of your work; you get to deliver the vision you have to the world, without having to convince an editor or team of gatekeepers that your concept is worth it. You can create it as a passion project, and possibly find a market niche otherwise missed by the big publishers.

Getting Started

There are *many* websites, videos and message boards on the internet that cover these topics and more when it comes to self-publishing, and you can get a useful education for free if you have the inclination. But the material can be diffuse and it may take a while to consolidate into actionable information.

That's why we've put together a free [Self-Publishing Report](#) to provide a little more context and a basis for moving forward confidently. It's roughly 5000 words and after reading it, you'll have fewer unknown unknowns as you navigate the path forward.

Self-publishing provides opportunity to radically democratize the authorship field, and our goal is to help writers find their place, share their stories, and put their best foot forward.

Rob Archangel is the owner and co-founder of [Archangel Ink](#), a self-publishing company created to help authors streamline and professionalize their self-published material.