



FLAT MOUNTAIN
PUBLISHING

Self Publishing 101 - I Wrote It, What Next?

Sohrab Rezvan

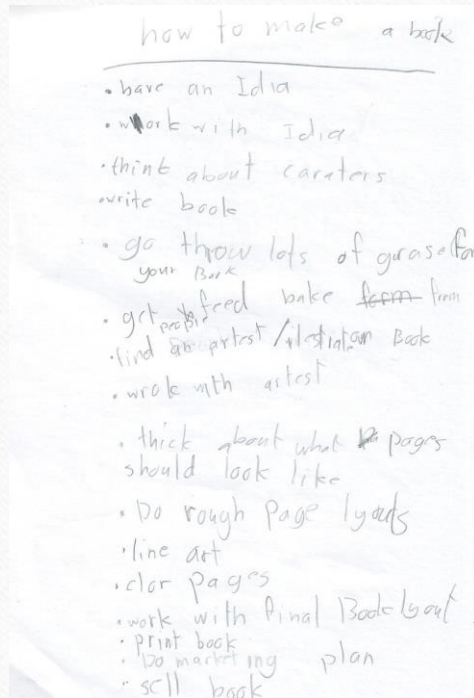
Children's Book Author

and

Founder of Flat Mountain
Publishing

My Writing Process

(for self-publishing)



1. Get an Idea / Brainstorm
2. Expand on the Idea
3. Character Development
4. Write
5. Revise
6. Initial Book Layout
7. Revise Again
8. Artwork
9. Other Book Material
10. Publication
11. Marketing

Previous Presentation
(My Writing Process)

My Writing Process: Other Book Material

- Copyright Page
- About Page(s) for Author and Illustrator
- Review Request from Readers
- Description Information (i.e., back of book)
- Book Metadata (e.g., reading age, book categories)
- Book Previews for More Books

My Writing Process: Publication

- Purchase an ISBN
 - Some distributors provide free ISBNs, but it may be worthwhile to purchase your own ISBN
- Create the cover and manuscript files suitable for publication
- Order a printed proof
- Publish the book
 - Paperback and ebook
 - Amazon, distributor (e.g., IngramSpark, Smashwords), and professional website

My Writing Process: Marketing

- Administrative

- Update book(s) in Bowker
- Update/add book(s) in Goodreads
- Order print copies to sell at shows
- Generate Amazon Associates QR codes

- Websites and Social Media

- Update your professional website (blog, links)
- Post update/media to Amazon Author page
- Email family and friends
- Email your website mailing list
- Post to social media (Facebook, IG, etc.)
- Facebook Shop / Instagram Shopping
- Post to Goodreads blog
- Submit books for reviews
- Cross-promote with other authors

My Writing Process: Marketing (continued)

- Paid Options
 - Amazon Advertising Campaign
 - Goodreads giveaway
- Promotional Items
 - Bookmark
 - Poster
 - Coloring pages and crayons
 - Business cards
 - Review sheets/slips
- Book shows and booths
 - Book fairs
 - Libraries
 - Bookstores
 - Booth setup (signage, Square reader, table skirt, change, etc.)

About Sohrab Rezvan

- 12+ years in the field of data analytics
- 4 years in the field of emergency management
- BS, Computer Science
- MS, Information Systems
- Graduate Certificate, Web-based Software Engineering
- Project Management Professional (PMP)
- Founded Flat Mountain Publishing in 2021



Questions

- Facebook and Instagram: @FlatMountainPublishing
 - info@flatmountainpublishing.com
 - www.flatmountainpublishing.com
 - [Amazon Author Page](#)
 - [Goodreads Author Page](#)
- Please consider leaving a review for my books on Amazon and Goodreads. Thank you!