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WRITER'S NEST

The Official Newsletter of Print Hall Publishing

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THE NEW WORLD OF SELF PUBLISHING

by NATANAEL COSTEA

Welcome to our "Writer's Nest", Print Hall Publishing's official quarterly digital newsletter aimed to ignite you and aflame you in your writing journey.

I thought I would begin with an update on where the self-publishing trend is at the moment and how you can fast-track your book writing and distribution.

The old self-publishing was quite straight forward:

1. You wrote the manuscript
2. You had it edited
3. You organized the design, typeset and layout
4. You printed the book
5. You distributed it to bookstores
6. You sold it direct
7. You had special sales depending on your sphere of influence

Things have changed. When I say this to people, most think I am talking about the digital age and the need for e-books. This is part of the new world of self-publishing, but there is a lot more.



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FAST-TRACK

- > **Write for specific audience**
- > **Educate yourself in marketing**
- > **Be creative in distribution**

There are several avenues to consider and many will have to be adjusted and refined until you reach your target audience. Knowing however your audience from the very start will give you much needed clarity.

Therefore, before I go into the steps, please consider carefully who you are writing the book for. Be specific, very specific. This will give you the laser focus aim required for you to hit your target.



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“I KEPT ALWAYS TWO BOOKS IN MY POCKET, ONE TO READ, ONE TO WRITE IN.”

-ROBERT LOUIS STEVENSON

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Then, know that your biggest challenge is not just in writing the book, but also in its marketing and distribution channels. The New World of Self-Publishing is inviting you into a steep learning curve that will take you to the top.

Here are the steps:

1. **Choose Specific Audience**
2. **Write the Manuscript**
3. **Edit the Manuscript**
4. **Design, Typeset and Layout**
5. **Prepare: E-book, POD book, Audio book, Video book, Print**
6. **Marketing - Free: Blogs, Book Launch, Social Media Pages, Guest Posts, Articles, Press Release, Book Bloggers, Community**
7. **Marketing - Paid: Book Competitions, Web Traffic, Ad Spaces, Paid Press Release**
8. **Distribution & Sales: Bookstores, Direct, Special Events, E-Retailers, Amazon, Website, Re-Purposed Content Direct**