

What They're Saying ...

Dr. Judith Briles provides easy to understand advice on how to publish painlessly in *How to Avoid 101 Book Publishing Blunders, Bloopers & Boo-Boos*. This is essential reading for all authors wishing to self-publish.

—Robin Cutler, Director of IngramSpark

Judith Briles has created a wonderful collection of 101 gems of book publishing wisdom. *How to Avoid 101 Book Publishing Blunders, Bloopers & Boo Boos* helps authors publish in print with greater pride, professionalism and success. Learn how to approach publishing as a business, avoid predators, and target and reach the right readers.

—Mark Coker, Smashwords founder

Judith Briles shows you how to avoid 101 of the most expensive and time-consuming mistakes that have haunted thousands of other authors. This book is like a combination safety net, burglar alarm and crash helmet. Buy it. Read it. Follow it. It will keep you out of trouble.

—Joan Stewart, The Publicity Hound

Judith Briles does it again, providing exactly the resource indie authors need to make their way through the publishing jungle. From planning to platforms to real-world strategies, this is the go-to guide that I'll be recommending.

—Joel Friedlander, *TheBookDesigner.com*

If I had a nickel for every time a person called me and said, "I just spend \$30,000 publishing and marketing my book and I have nothing to show for it. What can you do for me?" I'd take all those nickels and buy a zillion copies of this book and give them away. Authors would save a small fortune and will produce a much better book!

—Dan Janal, founder of PR LEADS
and author of *Reporters Are Looking for YOU!*

After reading this very clever book, I can say with all confidence that Judith Briles knows exactly what a new author needs to know to publish properly.

This list of bloopers and blunders is insightful, helpful, and very complete. Taking the advice in this book will save authors and indie publishers a great deal of time, trouble and money.

—Amy Collins, Publishing Expert
and author of *THE WRITE WAY*

If you are overwhelmed by the mountain of information (and misinformation) offered to independent authors, rest easy—this book will guide you through the maze. Judith Briles offers a tremendous amount of helpful content in a no-nonsense, quick-to-read style. She takes you by the hand 101 times, offering advice for the issues you knew about and problems you would never see coming without her help. Don't indie publish without this guide or the other titles in her *AuthorYOU Mini-Guide Series*.

—Michele DeFilippo, book designer
and author of *Publish Like the Pros*,
A Brief Guide to Quality Self-Publishing

Here's what I love about Judith Briles and this book: She gives it to you straight. No coddling. No B.S. She's the poster child for self-publishing tough love. Judith knows what will make a positive difference for authors and shares it in this gem that I will recommend to every author who asks me, "What do I need to know about publishing my book?"

—Sandra Beckwith,
BuildBookBuzz.com

This little big book packs a powerful punch. As a book designer for over 20 years, Judith Briles answers many of the design, publishing and marketing questions daily thrown my way. If you're a serious author, this book needs to be on your desk—ESSENTIAL READING!

—Nick Zelinger, NZGraphics.com

Judith Briles knows her audience for sure! This guidebook perfectly encapsulates the questions we authors who write to help authors succeed get asked most often. And no one knows the answers better than the Briles!

—Carolyn Howard-Johnson,
author of the multi award-winning
How To Do It Frugally Series of books for writers

This book will help you avoid the most common book-publishing blunders. Each concise point delivers the most important information you need on the subject—with tips showing you how to implement them. Judith's brilliance will help you sell more books more profitably.

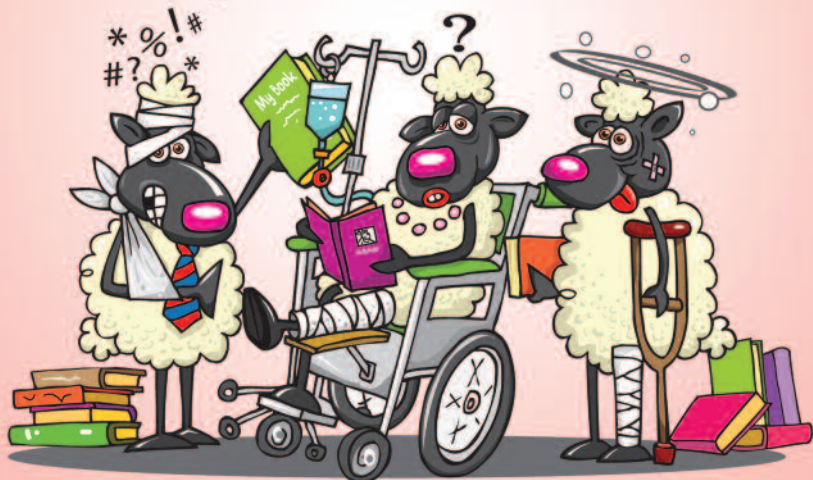
—Brian Jud, author of *How to Make Real Money Selling Books* and Executive Director of the Association of Publishers for Special Sales

AuthorYOU Mini-Guide Series

How to Avoid



Book Publishing Blunders, Bloopers & Boo-Boos



JUDITH BRILES

Mile High Press, Ltd.
www.MileHighPress.com
MileHighPress@aol.com
303-627-9179



© 2016 Judith Briles
All rights reserved.

No part of this book may be reproduced in any written, electronic, recording, or photocopying form without written permission of the publisher. The exception would be in the case of brief quotations embodied in critical articles or reviews and pages where permission is specifically granted by the publisher.

Although every precaution has been taken to verify the accuracy of the information contained herein, the author and publisher assume no responsibility for any errors or omissions.

No liability is assumed for damages that may result from the use of information contained within.

Books may be purchased in quantity
by contacting the publisher directly:
Mile High Press, Ltd., PO Box 460880, Aurora, CO 80046
or by calling 303-627-9179 or email MileHighPress@aol.com

Editing: John Maling, EditingByJohn@aol.com;
Peggie Ireland, TheBookShepherd.com
Cover and Interior Design: Nick Zelinger, NZGraphics.com
Illustrations: Don Sidle, www.DonSidle.com

978-1-885331-60-1 (paper)
978-1-885331-61-8 (eBook)
978-1-885331-62-5 (audiobook)
LCCN: 2016905299

1. Publishing 2. Self-Help 3. Author 4. Reference

First Edition Printed in the United States

In memory of Dan Poynter ...
Friend, Publishing Visionary, Truth Teller

CONTENTS

Preface.....	3
1 The Business of Publishing & Platforms.....	7
2 Publishing Predators	27
3 Publishing Service Contracts.....	43
4 Writing Smarts	65
5 Editing Musts.....	87
6 Front Matter Must Haves.....	99
7 Cover & Interior Design.....	115
8 Printing Panache	135
9 eBook Ahas.....	153
10 Social Media Moxie	165
11 Ninja Marketing	179
12 Blogging Power.....	215
13 PR & Publicity.....	225

14	Amazon Savvy	237
15	Bookstores	249
16	This 'n That	257
17	Author Success	279
	One More Thing	307
	Cheat Sheet.....	309
	Thanks to My Village	315
	About the Author	321
	Working with Judith	325



Preface

THERE ISN'T AN AUTHOR who doesn't have a list that starts with "Next time ..." or "If I had it to do all over, I would ..."

It is essentially an author and publishing bucket list of things to do "right" vs. snafus and boo-boos along the way. We all make them, even those of us who have published many times.

Those blunders, bloopers and boo-boos—mistakes—cost you money. Sometimes they are just small amounts of time and/or money; unfortunately, sometimes they are sizeable enough to literally knock you out of the playing field. Mistakes range widely. They are about working with the wrong people, getting on the wrong path, not planning, not being realistic, sometimes even low-balling what your real potential is. Mistakes can even easily suck you

into publishing predator land. And, they can launch you into a misdirection, one you hadn't planned to go down.

Initially, I envisioned the *AuthorYOU Mini-Guides Series* opening with *Publishing Timelines*. It didn't. Instead, *The Crowdfunding Guide for Authors & Writers* jumped ahead of what I planned. That happened on a Saturday morning during my monthly AuthorYOU free coaching that I hold in my home in Colorado. One of the participants was contemplating a crowdfunding campaign and was clueless as to what it took—how to even go about it. She, and others, needed a mini-guide.

With that written and published, I thought I could turn my attention back to *Publishing Timelines*. Nope. Once again, between the monthly in-person coaching and the weekly phone coaching, there was another nagging topic that kept surfacing—mistakes. Those blunders, bloopers and boo-boos that

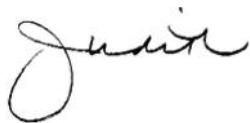
are common, not-so-common, costly and author-sucking mistakes.

Yikes, at times I wondered to myself—Why? Why are the same blunders, bloopers, boo-boos, mishaps, snafus—you name it—keep bubbling up? Surely there is enough info on the Internet to shout out fair warning.

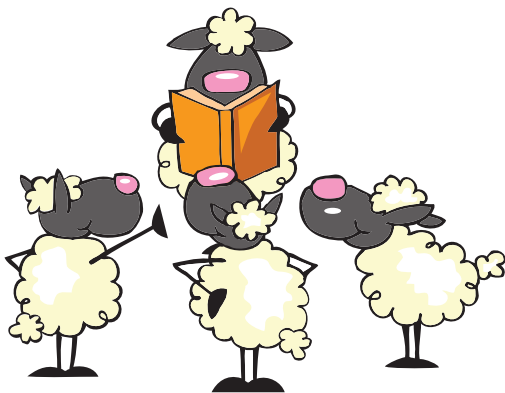
Once again, *Publishing Timelines*, as did *Publishing Costs*, got pushed back. Author and book mistakes prevention was critical. Authors had to avoid those perilous paths whenever possible. If the long laundry list of blunders, bloopers, boo-boos wasn't put out, timelines didn't matter. It's now slated as "next" in the *AuthorYOU Mini-Guide Series*.

Newbie authors can easily become overwhelmed. Old-timers can as well ... or they just get tired with all the "new stuff" that keeps gurgling up that they are told they "must do." Within *How to Avoid 101 Book Publishing*

Blunders, Bloopers & Boo-Boos I've identified a variety of critical elements to publishing success that are unknown or ignored (or sometimes forgotten). Either way, there is a huge cost to authors.




P.S. One of the blunders that authors make is not asking for help. All authors want reviews, need reviews, of their work. Do this author a favor and post a review on Amazon for my book. Thank you.



The Business
of Publishing
&
Platforms





Any author who desires to be successful needs to put on his or her big author pants. Learn the business elements around publishing. Dabbling and being a hobbyist will not move you forward. Platform building should start from the author's get-go. You seed it with your vision, your passion/enthusiasm and commitment.



Treat Authorship and Publishing as a Business

ARE YOU IN THIS for “something to do,” or are you serious about being a success? Be clear on what it takes to break even. Just how many books do you have to sell to cover your initial expenses? Do you have a plan? Success in authoring rarely happens overnight. It takes time and patience along with any plan. It’s your choice; you choose.

TIP: Publishing has a cost to it: the investment includes your time, your energy, and yes, your money. Start by getting educated. Hang out

with authors who “are doing it” and identify who the top influencers are in publishing.

I’m not talking about the one-book wonder who is the current buzz or self-proclaimed guru. I’m talking about those who have some roots; have been at the game for years; experienced the roller coaster of ups and downs. In other words, they are seasoned and can talk the walk because they have really walked the talk. Follow their blogs, join their communities and make comments. Attend high-content conferences (AuthorU’s Extravaganza in September should be on your must go-to list).





Do Your Pre-Work

IF YOU HAVEN'T DONE your pre-work to know what's out there in the bookstores and on the Internet, you are making a huge mistake. If you don't have your name, your topic, key phrases and topics registered on Google Alerts or Talk Walker, you get big demerits.

Bookstores, and the people who work in them, can be your best friend. Your authoring journey is the perfect time to become a familiar patron at your local bookstore—one of the biggies, like Barnes & Noble and one of the independents. I'm in Colorado—we've got the fabulous Tattered

Cover, Boulder Bookstore and the Bookies; and wonderful places like the BookBar are popping up. I bet that there is something that is unique to you and your locale as well. Whatever is close, go. Get to know the personnel, the person who heads up the section/genre that your book would land in, and meet the manager.

For the developing and emerging author, experienced bookstore employees can offer some coaching: what's moving in the store; what colors are popping on covers; what type of books customers are asking for, or what types of problems customers are seeking solutions to; and what the local book clubs are reading and buzzing about.

Pay attention to what's happening within your genre. Whether it's in the news, in the blogs, or in your head, be prepared to focus when needed.

What you don't want to create is something that has become passé or just another cliché. Yes,

things do go retro ... but if you are a nonfiction author, determine where the need is, figure out what has been done in the area, then do your version with a twist. For fiction, it's only your imagination that is the limit. How awesome is that?

TIP: Think of yourself as a universal sponge; what's hot, what's not. Get that publishing is a business. If you are a dabbler or a hobbyist, the odds of being successful are remote.





Create Author and Book Platforms

DO YOU KNOW WHAT ignites your *passion* for your topic? Have you created a vision for both you as the author and for your book? Have you really probed into your *commitment factor* in time, energy and yes, money? And, do you know who your *crowd* is? All these come into play when it comes to building a solid Platform for you and your book. Use ***Author YOU: Creating and Building Your Author and Book Platforms*** workbook as a guide that is available on Amazon.

The Internet has been a game changer for authors. With a few strokes, you may find a

viral world that is chomping at the bit for your info and your stories. If you already have a following, you should be teasing them with “glimpses” of what’s to come.

One of the most common mistakes authors make is not recognizing that book marketing starts within the Platform. Pre-launching a book long before it is out and available versus waiting until it is can make the difference between success and sputter.

TIP: Savvy authors not only let their crowd know that a book is in the works—they start the buzz. The Author and Book Platforms focus on who your book is for; where they hang out; what their communities are all about; and they set the stage for you to succeed. Your Platforms: don’t leave home without them.