

**Self-publish**

and

**PROFIT**

# Self-publish

and

# PROFIT

Learn the 4 Step Success Formula for aspiring authors to publish amazing books that sell more and influence their author brand

**MODUPE TAIWO**

SELF-PUBLISH AND PROFIT © 2017 by Modupe Taiwo

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# Dedication

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This book is dedicated to my mother, Madam Comfort Abeni Taiwo for the value she places on education. For being uneducated, you made sure your only daughter is. I would have PhD by now, if left to you. Thank you, Iya Dupe!

To Olamilekan, for being you and accepting an imperfect but awesome me the way I am!

To my heavenly Father, thank you for creating this bundle of awesomeness to bless this generation and beyond with her creativity, skills and talent, why wouldn't I praise you and continually too?

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# Foreword

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Nigerian literature is one of the most respected in Africa. It even produced Wole Soyinka, Africa's first Nobel Laureate in Literature. Chinua Achebe wrote "Things Fall Apart", a book that has been read all over the world and forms part of many literature curricula. We can't forget the likes of Cyprian Ekwensi, Ben Okri, Mabel Segun, just to mention a few. What these icons have in common is the fact that they had publishers. These publishers not only printed their books, they also managed distribution, marketing, and publicity.

In present day Nigeria, that is no more the case. Viable Publishers are simply not plenty enough. We can actually count them on one hand—Cassava Republic, Farafina, Parresa. Even these ones would rather take on writers who are already established here or abroad, or writers who already have a following, or celebrity that can be used to push their work when it gets published. They probably took this stance because it is better to be efficient so they either reject your manuscript, or grudgingly accept it but never give it a look in.

This state of affairs is bound to kill present day Nigerian literature. Book adherents will be left at the mercy of books that tell the old stories and books from the few lucky ones who got publishing contracts. It will mean the dreams of many young Nigerian authors will not be fulfilled, and that conveyor belt of great stories which the rest of Africa has come to love will come to an abrupt end. It will also mean defeat in the battle to stem the steady decline of the reading culture in the land and the continent.

Modupe Taiwo leads us by hand into the world of self-publishing, showing us the dangerous turns and pitfalls. She also shows us the successes and how the intending author can achieve his or her dreams of having a published book and become known and respected. "Self-Publish and Profit" is the definitive "how-to" manual that described how to go from manuscripts to bookshelves without the need for a big name publisher. It is highly recommended for to-be authors, and authors who have become tired of the antics of big publishing houses.

Henry Okelue  
Abuja, Nigeria  
February 2017

# Acknowledgements

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My thanks go to the subscribers of the BookLovers BBM Channel for igniting my dream of owning a publishing outfit. In trying to create content for the channel I had to do some research into self-publishing which resulted in writing this book. Not forgetting members of the book club, The BookLovers Club (Jos) thank you for your confidence in me and my dream.

My thanks also go to the aspiring authors that have come my way. Your questions provided the fodder for this book.

Othuke Ominiabohs is one author I respect not only for how he uses the pen but for his unsolicited support for my book projects. It shows his love for the literary industry. Thanks for believing in me and my dream!

# Introduction

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Aspiring authors are often fixated on getting traditional publishing contracts and see that as the only way to actualize their publishing dream. 2016 marked the 170<sup>th</sup> year of publishing in Nigeria and for the majority of these years, an alternative to traditional publishing has been in existence; Self-publishing. It was what authors did when their manuscripts were rejected by traditional publishers.

It has taken a better form and is capable of producing the same and even better results than traditional publishing. It gives the author the opportunity to be in total control of their publishing career and earn all the profits from it if done right.

**Self-publish and Profit** is the formula for achieving a successful and fulfilling publishing career. It is a 4-step publishing success plan which when done right will produce an amazing published book that will increase the author's visibility and influence and position him as an authority which will enable him to earn more from his book.





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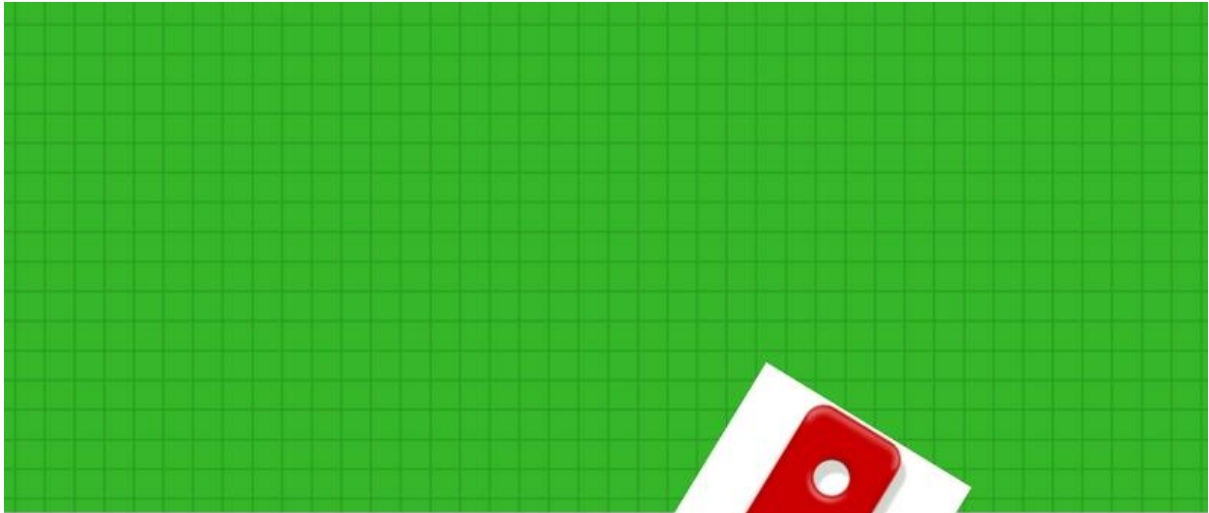
## **THE SELF-PUBLISHING ADVANTAGE**

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## **4 -STEP SUCCESS FORMULA**

- 1. Understand the psychology behind Self-publishing**
- 2. Develop a Compelling Book Brand**
- 3. Develop an Effective Author Platform/Brand**
- 4. Create Your Book Assets**



# STEP 1

Understanding the Psychology  
behind Self-publishing

# Chapter I

## To Self-publish or be Traditionally published?

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**S**o you have written a book or books and you want people to read your book because you have something to give to your audience through it. You want to impart them with knowledge or you want to explore your creativity and improve your craft, who better can help you do that, than your readers. Or you want to use your book as a springboard to chart a new course for yourself to become an authority in your career or genre.

### **So, you want to be published.**

Wouldn't it be nice to have your book on bookstore shelves or the eBook on major online stores? Selling in countries you don't even know about? But the problem is you have approached publishers like Farafina, Cassava Republic and other publishers and all you get is rejection.

### **Don't take it to heart!**

You know the saying; where there is a will, there is a way. There is a way to put that rejection to shame.

The year 2016 marked the 170<sup>th</sup> year of publishing in Nigeria. From the word go, there was and has always been two ways of publishing in Nigeria: Traditional and Self-publishing. Contrary to popular opinion especially online, self-publishing is not new, at least not to us in Nigeria. It has been the way of the majority of the authors who publish their books. It had something to do with being rejected by traditional publishing firms. It was the easier way to publish for some and to others it was the only and smart way to get published after being rejected by traditional publishers.

It operates this way: a writer finishes writing his manuscript; looks for a commercial printer popularly called "Printer" and engages him to print his book. Now, this printer may or may not offer other services like, cover art design, ISBN acquisition and editing. Most do not offer the latter. Either way, the book gets printed with or without editing or having ISBN (International Standard of Book Number, which is

a must have for all books). It has always been done and is still being done this way in some quarters.

Unlike traditional publishers who own publishing outfits and do a better and thorough job. In addition, they handle book promotion for their authors, thereby ensuring sales of the books. They in turn pay the authors royalties.

## **Let's take a closer look at both ways**

### **Traditional Publishing**

This involves an author giving a publisher rights to publish his manuscript and in turn be paid a royalty of between 10-20% of the profit from the sale of the book. In some cases, especially with established and well-known authors, the publishers pay the author in advance to write a book. Such payment is called an advance payment. The author still gets royalty on such books. But this is done for really established authors who already have a following and publishers know their book will sell.

Getting a publishing contract with a traditional publisher for an aspiring author is a long shot. Publishers are first and foremost business people who want to make money from their investments. Newbie authors are considered "high risk" and best left alone. So, I recommend self-publishing and these are my reasons:

## **Should You Self-publish your Books?**

### **4 Reasons You Should**

Before examining if self-publishing your own book is right for you, it is first important to familiarize yourself with self-publishing. As for whether or not self-publishing a book is the right option for you, there are some signs that you will want to look for. A few signs that self-publishing may be your best option is highlighted below:

## **#1 – You Have Received Multiple Rejection Letters**

What is first important to understand about the publishing process is that few authors receive offers from publishers on their first, second, or even third try. In fact, some authors try as many as fifty times or more to get just one book published before they receive an offer. As a good rule to set for yourself, be sure to send your manuscript to as many publishers as you possibly can, especially those that are looking for what you have. When there are no more publishers left, consider self-publishing.

## **#2 – Despite Rejection Letters You Still Believe You Have a Good Book**

Self-publishing is a wise choice for many, but for others it can be a costly mistake. Before deciding to go ahead with self-publishing a book, it is important to make sure that you are fully behind your book. Do you honestly and truly believe in your heart that you have a good book on your hands? If you do, self-publishing may be for you.

## **#3 – You Have a Book with Limited Readers**

When many of us think of publishing a book, we automatically think of captivating stories. Fiction books are not the only types of books written, although they do typically tend to have the largest audiences. If you have written a how-to book or a guide on a specific area that is likely to only draw in a limited number of readers, self-publishing may be your best option. Many well-known publishers tend to stay away from books that only have small target audiences.

## **#4 – You Want to Retain the Largest Profit**

Self-published authors stand the best chance of making the biggest profit. This is because publishing fees are not taken out of their profits. With that said, it is important to remember that self-publishing is not free. You will have to pay to have your books developed in print, but that fee is typically smaller than the cut that many well-known publishers take. There are always ways that you can save money with self-publishing, like by printing on demand, as opposed to a large quantity of books on hand. Of course, it is important to remember that just because you want to make money; it doesn't mean that you will. If you want to make the most money with a

self-published book, you have to do the proper amount of marketing. Self-publishers also like the freedom and control that they have over their book.

## Chapter 2

### What is Self-publishing?

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**F**or us in Nigeria, self-publishing is not new, it only took a better form. In self-publishing, the author is the publisher of his book. It is as simple as that! Unlike in traditional publishing where the publishing outfit makes all the decision concerning the book from cover creation to text layout and design to marketing with or without consulting with the author. In self-publishing, the author makes all the decision and does everything and that is what makes him a self-published author. I do not recommend this at all especially if you have not learnt what self-publishing is about and the skills you need to master e.g. graphic design, manuscript formatting etc.

So, an author goes beyond being a writer to become a graphic artist (creates cover design for book), typesetter (for text layout), a printer or goes in search one, editor (edits and proofreads the manuscript which is not advisable in the publishing industry), book promoter (markets the book using his author platform, social media networks and create his Amazon sales page) and acquire ISBN. Or do like I described in the previous chapter, just look for a printer and let him handle the job with your supervision. I will not recommend this either.

I stated earlier that self-publishing in Nigeria has taken a better form. This form is in the availability of self-publishing services providers. Since all these tasks in the publishing process often prove daunting to authors and coupled with the fact that most authors just want to write and not kill their creative juices to bother with these tasks, for this reason, these self-publishing services providers were created. They render services that the self-published author is expected to do himself or should learn to do e.g. graphic design. I totally recommend this option but BEWARE!

There are a lot of self-publishing services in Nigeria. Some are only after money hence will ask for a large amount to be paid before work begins on the manuscript. Avoid such. The reason is this; should they renege or for some reason abandon your book project half-way, getting your balance back will be a problem. Go for those that do something I tag: Pay As You Go with the publishing process. What I mean

by Pay As You Go is paying for each service as it is rendered rather than upfront for everything. This will give you the opportunity to opt out whenever you need to.

Secondly, avoid those who do not have any book promotion or marketing service or can't recommend one. What is the essence of publishing your book without selling it? And if they can't help you with that, who will? It only makes sense that they should help with that even if you have to pay for it. If they do not offer that service, they should know reliable book promotion services to recommend.

At CedarTree Publishing which is my business, our tagline is '**From Manuscript to Publishing to Sales.**' We do not just help authors to publish their books; we teach them how to sell their books. We also promote their books. We believe in rendering a mutually beneficial service, that is we profit, however little from the services we render to our clients and they in turn profit from the sales of their books.

Look out for those who have the Print on Demand (POD) printing facility or have access or can recommend one. With the POD technology, one can print small quantities of a book and market it to bookshops to gauge acceptability. You can use the POD to test run the market for your book. Let me quickly say this: printing with POD IS NOT CHEAP and with the current economic situation in Nigeria, the falling Naira and the fluctuating exchange rate, (as at the time of writing this) printing is expensive and printing with POD is more expensive and it is not as cost effective as printing with commercial printers. In most cases, the theory of the more you print, the less you pay in printing parlance does not apply. Most POD printers operate a flat rate. That is if the cost of printing of a book is ₦1,000 and you want to print 100 copies, it will be ₦100,000. Unlike with commercial printers that may reduce the amount since you are printing plenty especially if it is above 200 copies. Should you decide to print with POD, think about it very well, as printing cost will affect your selling price. But POD is ideal for small print runs.

### **The Pros and Cons of Self-Publishing Your Book**

When an author makes the decision to self-publish a book, he or she has complete control over the whole process. In fact, that is just one of the many advantages to self-publishing, as many authors like having complete control over their works of art. As for the responsibility of an author in terms of self-publishing, an author must write the book, edit it, find a company to print and sell the book. Although the



process does seem relatively easy to most, it is important to remember that there are a number of pros and cons to self-publishing.

A self-published author is responsible for the sale of his book. For many this is a difficult process. With traditional publishing, the publisher take on most of the work associated with selling a book, such as marketing. This is not how self-publishing works. Many self-publishers set up websites where they list their books and make it available for sale. Even then, however, that website must be marketed so that visitors will find it. Self-publishers also have the option of approaching retailers, including bookstores, hoping to get their books available for sale locally.

Another con or downside to self-publishing is the cost. Technically, you could say that even when using a third party publishing house, you still pay for the cost of getting your book published. This is because your publisher does take a fee out of the amount of money that you are paid; however, many authors don't even take this cut into consideration. Even though it will cost money to have your book transformed into print, there are steps that you can take to reduce the cost. The most common approach involves having your book printed on demand, instead of having books on hand. This saves you the cost of hiring a warehouse to store your printed books. With the POD system, you only print the quantity you need at any particular time. For instance, say you printed 10 copies of your book and it is being displayed at a particular bookshop. Then, it finishes or another bookshop is interested in it, you just back to print the quantity needed with the POD.

Some self-publishers find it difficult to sell their books. Yes, this process can be difficult, but many other self-published authors have seen success. When you put the proper amount of time, research, and energy into selling a self-published book, you stand the chance of making the biggest profit. This is because, aside from the cost of your expenses, you are able to retain all of your profits. There is no one else that must share your profits, unless of course you decide to hire help.

Another advantage to self-publishing is the fact that unknown authors are given the opportunity to shine. Some of the best-selling books today are written by authors who already have an established history or name. In fact, unless you have an absolutely amazing book or a well-known name, there is a good chance that many publishing companies will not want to take a chance on you. This doesn't mean that your book is a poorly written one or that it has a bad story line. It just means that the publishing market is a tough one.

Some years ago, when the concept of self-publishing was relatively new online and in the western world (I say, relative because, we have always known about self-

publishing in Nigeria), some booksellers don't like to deal with self-published books because they are accustomed to a particular buying protocol of discounts of 40% and above, also, a 90-day billing and full returnability which a self-published author may not want to give and traditional publishers give. It is not uncommon for booksellers to accept self-published books on SOR (Sale or Return) in which the self-published author gives the book to the bookseller at an agreeable (to both parties) price (the author does not have control over the eventual retail price) and such will be displayed in the bookshop without an upfront payment to the author. But at any point that the self-published author wants his/her book back, the number sold will be paid for and the rest returned to the self-published author. This is still in operation.

One of the biggest advantages of self-publishing is the opportunity to test- market a book to gauge acceptability. This is especially true with eBooks and when you print with POD. Based on the outcome of the testing, adjustments can be made to the book according to the dictates of the market. For instance, the cover design can be changed or it can be put into a new format or size.

As a way to recap all of these is to say, with traditional publishing, the risk is that you give too much away and for self-publishing, the risk is that you don't even make your money back.

## **Forms of Self-publishing**

1. Printed Books
2. eBooks
3. Audio books

**Printed Books:** this is the traditional form a book takes. And most traditional publishing houses only print books. But with the advent of the internet, a new form of book printing came into play. Not only is this form less expensive, takes lesser time and can deliver same (if not more) profits.

**eBooks** are the in thing in all countries, be it developed, developing or underdeveloped. There are websites catering to the needs of the entire world for eBooks. eBook publishing is an avenue for a self-published author to start and from there shine as an author. But it is worth knowing that it is not an exact science in

terms of sales. I highly recommend that aspiring authors, especially those with limited budget start with an eBook before the printed copy because it is cheaper to publish.

Electronic book (eBook) is a digitally published book and can come in different formats depending on the device, market and online book store it is intended for. The common formats include PDF, Mobi and ePub. Others include LRF, PDB, HTML. So, there would be need to convert to these formats for the different markets and online stores.

It is much easier to produce an eBook and they are charged at really cheap prices which can boost sales. Also, with eBook readers like Kindle, Nook and Kobo e.t.c being in vogue, there is a ready-made market for your eBook.

ePub/Mobi: ePub means Electronic publishing. Both ePub and Mobi are fairly similar to each other in that they both take full advantage of eBook smartness; the only difference is that Amazon will only support the Mobi files on their eReaders and through their eBook store. Both uses real-time flowable text so readers can read it on any eReader and adjust the font size and style to fit their reading experience.

PDF format is a fixed layout. PDF eBooks are like the sister of the two alternatives, although it will work on eReaders you would lose the technological benefits present in the other two formats for example, the eBook would not re-size itself over the various devices potentially giving readers a less than pleasurable experience but it is ideal for customers that won't be using eReaders and can be easily sent by email. It is ideal for eBooks that rely heavily on design elements, photos, and large illustrations e.g cookbooks, children's books, comics etc.

## **6 Reasons You Should Publish an eBook**

1. Less money needed for publishing
2. Cost of publishing is cheaper compared to printed books
3. Cost of publishing is a one-time fee except where adjustments and additions need to be made to the eBook
4. There are better sales outlets than for printed books.
5. Delivery is easier and can be automated.

6. Unlike printed books, eBook is ideal for testing the market because it is easy to change the cover or content to make it ideal for the market.

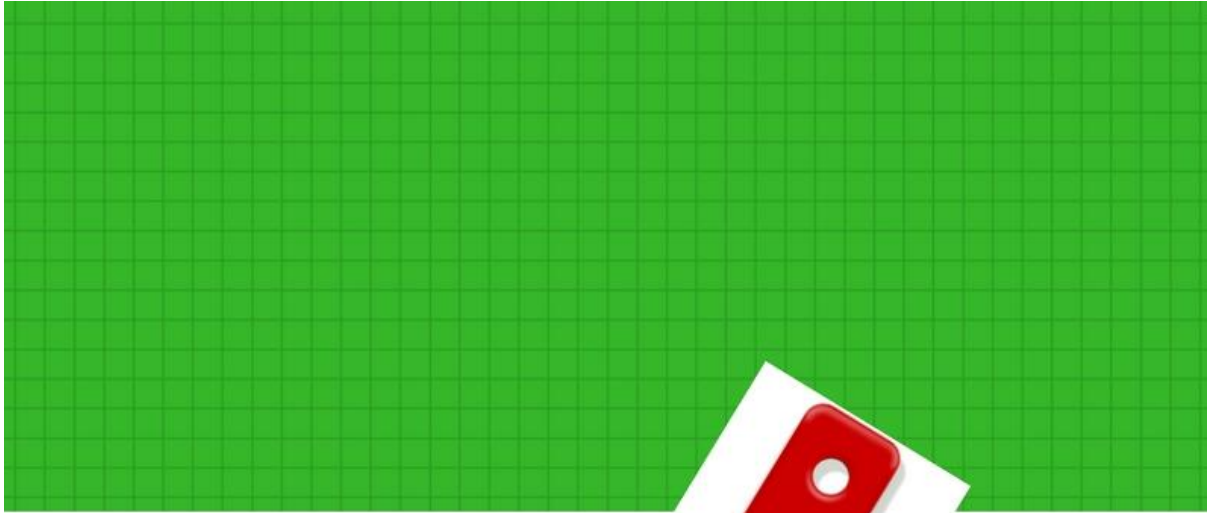
### **Important Things to Note about eBook Publishing & Distribution**

1. As with printed books, an ISBN (International Standard Book Number) is needed and must be acquired for the eBook. ISBN is a unique numeric commercial book identification numbering code. It is an international requirement if you want to sell your book online, in bookstores or with distributors and wholesalers, then you will to have an ISBN for each version of the book i.e. hardcover, paper cover, eBook or audio book. It helps to identify your books as original. But on some online stores, you can do without it. For instance, Amazon assigns its own number (ASIN) to books listed on their site.
2. Different online bookstores require different eBook formats.
3. You will need a mode of receiving payment for the sales of your eBook on all major online stores. Most online bookstores accept Paypal, except for Amazon which accepts only a US bank account. Paypal is about the easiest way of receiving payment online but unfortunately Nigerians cannot collect their money directly from Paypal. So, a means of receiving payment for eBooks sold online needs to be set up.

In the sequel to this eBook; **Publish your Book**, I wrote about a payment system that you can set up and link to your local or Nigerian bank account to collect the money for your book sales right here in Nigeria or anywhere in the world. This payment system will even create a US bank account for you for free. And if you want, you can get a UK and China bank account too.

4. The distribution of your eBook to online bookstores does not guarantee sales. The author needs to drive traffic to the book's sales page on these stores. There are a lot of books on these stores and there may be many in the same category as yours so there is a dire need to promote and market your eBook using your social media networks, word of mouth and author platform to the sales page. There are paid eBook promotion services too.

5. The online stores take between 40 -70% of sales. The amount varies. While some pay by the end of each month, others do so quarterly into the payment system you must have set up.



## STEP 2

# Develop a Compelling Book Brand

## Chapter 3

### Publishing Your Book

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**A** lot of aspiring authors are unsure of what to do after penning their manuscript. The only thing they are sure about is; I want to publish my book. They do not know the publishing process and how to go about it.

If you have decided to work with a self-publishing service provider, the publishing process will be taken care of by them. If you want to go the DIY (Do It Yourself) way, then you need the information contained in this chapter.

The publishing process are:

1. Editing your manuscript
2. Cover art Creation
3. ISBN Acquisition
4. Typesetting and text design
5. Book Printing /eBook Creation

#### **1. Editing Your Manuscript**

A lot of work and research goes into writing. It is not uncommon for an author to think his work is a masterpiece and should not be tampered with but be published as it is.

#### **Wrong!**

All manuscripts need editing. Seasoned authors who have published several books know this for a fact. No matter how much you have learnt to self-edit, your sentimental attachment will becloud your judgment and will not produce a good book. Therefore, you need an editor. A good editor is not just helpful but essential. Copyeditors can do more than check for errors, they polish and bring your book to life, re-writing where need be, as in the case of developmental editing. No wonder great novelist pour accolades on their editors for the good job they do.

There are different levels of editing. Though many levels of editing are being touted, it basically boils down to three major levels in my opinion, aside proofreading. They are

1. Basic/Line Editing
2. Medium/Content Editing
3. Developmental Editing

### **1. Basic/Line Editing**

This involves correcting faulty spelling, grammar, punctuation, incorrect use of words (such as can for may), checking specific cross-references (for instance, “As Table 14-6 shows...”), ensuring consistency in spelling, hyphenation, capitalization, punctuation, abbreviation, fonts, formatting of lists and bullets, and proper sequencing (such as alphabetical order) in list and other displayed material. It also involves checking contents page against chapters, check numbering of footnotes or endnotes, tables and figures. Taking note of any text, tables or illustration that may require permission to reprint.

### **2. Medium/Content Editing**

This involves all of the work done in basic editing in addition to basic research of and very minor rewriting of some obvious problem areas.

### **3. Developmental Editing**

The key difference between developmental and medium editing are the levels of judgment and rewriting involved. In developmental editing, the editor improves the flow of text rather than simply ensuring correct usage and grammar and may include heavy revisions of structure and language in keeping with the author’s intent and voice.

Developmental editing can include consultation before the writing begins. The developmental editor will work alongside the writer to plan the fleshing out of the manuscript: organization, features, and other aspects of the work, and prepare developmental reviews or analyses. It can also take place after the first draft revisions of a manuscript, involves an overall thorough read-through of the document, and subsequent evaluation.



I would like to say at this juncture that the editing services offered by different self-publishing service or copyeditor may vary for each level and may be called different names/levels, but it won't deviate so much from the description above.

Due to insufficient or lack of funds, many aspiring authors overlook editing. Doing this is a big mistake and scrimping on it is being penny wise but pound foolish. The least you can do to your manuscript is to have it proofread if you are that short of funds but never publish your book in its raw form or self-edited form. It is a recipe for disaster capable of hurting your author brand and career.

In **Publish Your Book**, I wrote about two ways you can self-edit your manuscript even though I do not recommend self-editing. But I do know that at the start of an intending author's self-publishing journey, he or she may not have enough funds to do all the publishing process, it is for this reason I gave out the information in the book. I don't want lack of funds to be a barrier to publishing your book and delivering that message to those who need it. Your book is a solution to the problem of some people, not everyone. Those are your target audience. You will read more about your book's target audience in a later chapter.

But to prove that self-editing does not work. I intentionally left some errors in this book. I self-edited this book and I didn't see about three grammatical and spelling errors until I was ready to convert it to PDF. Now, for you to better understand the significance of this mistake, you need to know that aside being a Self-publishing Expert, I am also a Copyeditor. I know and have a good understanding of all the levels of editing and I use the Chicago Manual of Style (CMOS) as my guide. I even have the 2016 edition of CMOS but I goofed! I didn't see those errors on time. It proves one cannot be totally be objective in evaluating one's work. You need another pair of eyes but ones that know what needs to be done to a manuscript.

## **2. Cover art Creation**

Another area of publishing that I have seen aspiring authors scrimp on is the cover art creation. Graphic artist charge as high as ₦50,000 to create a cover based on the level of creativity and imagination involved. To some newbie, it is a ridiculous amount of money to spend. Some think it is a waste. But what you are paying for is originality and a high level of creativity. Some would rather go online and grab images to use. An author on a Facebook group I belong to admitted doing that. It

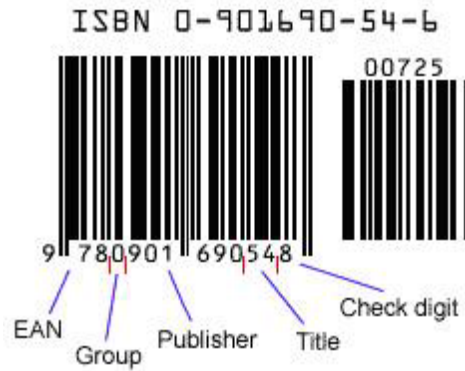
is a cheap and easy way out. If that author gets slapped with copyright infringement lawsuit later because of the use of the image, that book may stop selling and a lawsuit like that can affect the author's career. If you must go this way, be sure all images/content you use are free or in the public domain or labeled for reuse. There is a way to check that on Google.

Sometime ago, a lady brought a lawsuit against popular Nigerian author, Chimamanda Adichie. She claims she stole her storyline and even indicted the late Chinua Achebe for giving her story to Chimamanda to pass off as her own. Personally, I believe it is hogwash, because she waited too long to do it. But if it is true, can you imagine the effect on Chimamanda's career?

It is not a must you have to pay a high price for your book cover but look for an artist who has an understanding of how to create book covers (not every graphic artist can, if you must know), is creative and will create a good design not just with a Wow! effect but contains elements of a good book cover. You will find more information about creating a book cover (whether for print or eBook). Your book cover is very important. It is the first thing that will grab your reader's attention. If it does not entice them to pick it up, how will they browse through to see the content before deciding to buy or not?

### **3. ISBN Acquisition**

Both printed and electronic books (eBooks) need ISBN. ISBN (International Standard Book Number) is a unique numeric commercial book identification numbering code. It is an international requirement if you want to sell your book online, in bookstores or with distributors and wholesalers, then you will to have an ISBN for each version of the book i.e. hardcover, paper cover, eBook or audio book. It helps to identify your books as original.



### An example of an ISBN with explanation of the numbers

ISBN is gotten from the National Library of Nigeria offices in the different states. There is a protocol to be followed in applying for it and you can only apply for it using the letterhead of a publishing firm or a registered business.

#### 4. Typesetting and text design.

A book is divided into three distinct parts. The first part of a book is known as the front matter. The front matter contains pages normally found in every book such as the title page, copyright page, and table of contents. These pages are numbered using Roman numerals rather than the more common Arabic numbering. Along with the more common pages are a number of lesser known pages such as the Epigraph Page, Frontispiece, and Half Title Page

The second part of a book is the body of the text. When developing a book layout, these are the pages that require most of the attention in regard to choosing font styles, font size, margin settings.

The third part of a book is known as the back matter. The back matter contains a number of lesser known pages such as the Epilogue, Afterword, and Glossary. The back matter pages are numbered along with the body of text pages using the Arabic numbering rather than the roman numerals used in the front matter. Many books are produced which do not contain any of the back matter pages.

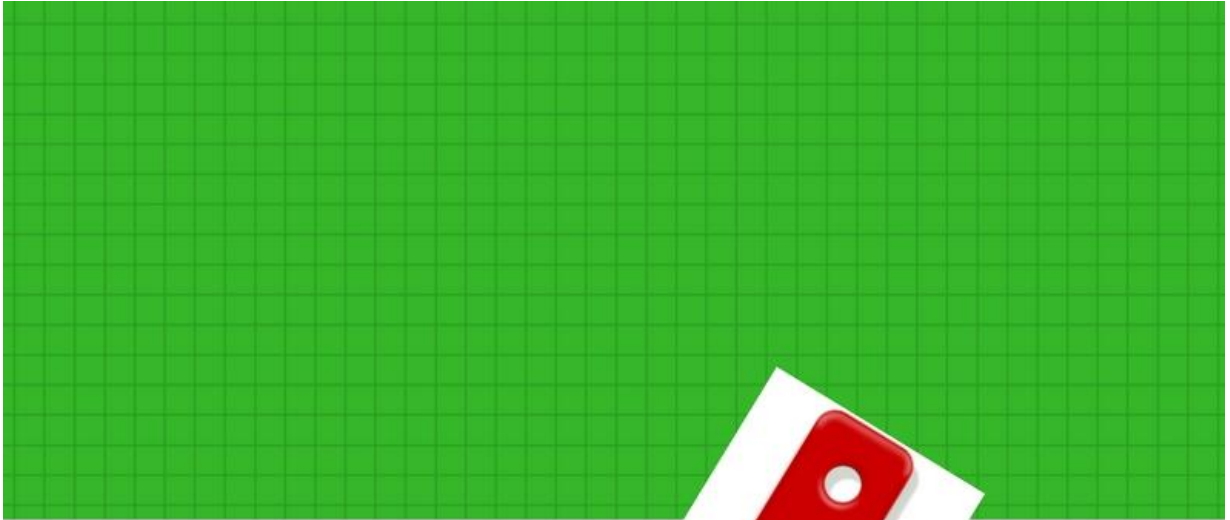
A proper book layout is the result of careful planning, and attention to detail. Choosing the proper page size, font styles, line spacing, and margin settings, are a large part of a book layout.

## **5. Book Printing / eBook Creation**

Printed books are commonly in 9" x 6" or 5" x 8" sizes. Book printing in Nigeria currently is expensive due to the ongoing recession and inability to get dollars. Printing supplies e.g. paper are imported into the country and with many companies unable to get dollars to pay for the supplies, it has created scarcity and increased the prices of such commodities.

eBook is a cheaper and faster option.

But if you have the funds, do look into POD printing or work with a commercial printer that is experienced in book printing and does a good job. Due to the fact that the books are mass produced, a lot of printing errors abound (missing pages, ink blots, overriding texts) be sure to check previous works done by such printer.



## STEP 3

Develop an Effective  
Author Platform/Brand

## Chapter 4

### Finding the Right Audience for your Book

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**H**e sat before me with a big smile, satisfied and happy with himself. I smiled back in encouragement. I understood his enthusiasm. What he has done can be considered a feat. Not many his age get to start and actually finish the project. At my smile, his smile widens to reveal white dentition...well, until I asked,

“So how are you going to promote your book when published?”

His smile varnished so fast, I thought I imagined it in the first place. His action confirmed my conviction that like most aspiring authors, he hasn't given a thought to this major aspect of publishing.

Aspiring authors write without considering how to promote their books especially when they self-publish. Some self-published authors think outsourcing book promotion is the answer. Well, there aren't many functional book promotion companies in Nigeria to start with. And they would need to do more than tweeting or posting about your book on social media to ensure sales. The bottom line? The newbie author will have to self-promote his book at some point.

Book promotion should not start when a book is published. That is a misconception. It should start long before the book is penned. This is done by building one's platform. Building your platform is the number one action to take on your publishing journey. Building your platform is connecting with your anticipated readers and audience ahead of time. It is gathering a following for yourself and your book. An author platform is the website for the author; detailing all one needs to know about the author and his books.

But I think it should go beyond that. Your platform will include your blog or website and your social media networks. It is building and engaging your audience on your social media networks before you write or finish your manuscript and this is key to book promotion that will eventually lead to sales.

To find the right audience which also means buyers for your book takes calculative actions. I am an advocate of early book promotion. By this I mean that you should start promoting your book long before you even write it. Why should you do this and when should you start? I will answer why in a bit but let's tackle when first.

## **When?**

It should be the minute you decided to be an author. That moment did not only define you but will change your life and the way you handle some issues especially your social media networks. More about this later. That defining moment will also come with deciding the kind of writing you will do. If you are imaginative and good at spinning stories, you know fiction is for you and there are different categories under fiction to choose from. So also, for non-fiction if that is the way you want to go.

Your book promotion starts after you have decided on the genre and book(s) you want to write. This will determine your audience. Understanding who your buyers are is essential for your marketing and promotion strategy. These are the people that will be interested in your book when published. You will need to find them and engage them long before publication. I see a lot of book promotion services tweeting or posting about books on their Twitter or Facebook timeline but if their followers are not book lovers or those who enjoy that particular genre, they won't make a sale. And this leads to why early book promotion is necessary.

## **Why?**

1. It will ensure you have a ready market for your book when published
2. It will build trust and let people to know you better
3. It will build your integrity as an expert in your field especially for non-fiction writers
4. Your audience will be willing to buy your book because of the rapport you have built with them unlike just seeing your posts or tweets about your book without a previous relationship. The former will guarantee more sales.

## **So how do you find the audience for your book?**

The simplest way to do this is to build your author brand and establish yourself as an authority and expert in that genre even if it is fiction. You start by building your Author Platform.

## 6 Ways to Build Your Author Platform

An author platform (this is not limited to the author's website) is the combination of all and any network which an author has influence over to engage his audience.

If you agree with my definition above then you will agree that an author's website alone cannot constitute the author's platform like most people think. The author's social media accounts should be included. Personally, I think a website should only be created when the author has published more than one book. By then, you will have enough content to enrich the website. But I have seen authors with one book having websites; they put lots of other features on it which is okay.

That said, below are six ways an author can build a platform that will help to promote his book when published:

1. **Guard your social media accounts:** If you are the type that share jokes, (especially the meaningless and lewd ones) and funny memes, you might want to have a re-think. Think of your social media accounts as a way to project and sell yourself as an author. You can't post just anything if you want to be taken seriously. You need to build trust in yourself and your craft. Share only valuable content. You can share motivational quotes, articles of other authors especially in the niche of your unpublished book and authentic news articles. You should also share bits of your upcoming books disguised as articles, first to arouse interest and establish yourself in that niche.

2. **Get a blog/Facebook page to share your articles:** You need to share frequent valuable content and a blog is a good place to do so. You can get one from [www.blogspot.com](http://www.blogspot.com) or [www.wordpress.com](http://www.wordpress.com). Both are free and easy to set up. Both have email subscription facility for your audience to sign up to receive your articles in their inbox. You can write articles based on the subject of your book and be consistent with your posts. If your book is on entrepreneurship, write and post valuable short articles on entrepreneurship. These blogs can also be published to your social media accounts so that your followers can read your article. A Facebook page can also serve and there are applications that you can integrate into Facebook, for instance Email sign up, Surveys, Giveaways etc. to extend the functionality of your page. With email sign up, you capture email addresses of potential buyers of your book.



3. **Email List:** An email list contains the email addresses of people who signed up on your blog or Facebook page and these are the people you will promote your book to when published. But to do this, you must build trust by sending regular emails or newsletter to them. You can use services like Mailchimp, Sendlane and Mail Munch to create nice looking newsletters (or Aweber for text only newsletter) and can send to large number of people at once with the click of a button.

An email list is also necessary to have for direct sales where you will earn higher profits from your book. What do I mean? If you distribute your eBook on online bookstores, each store will take a percentage of the sale. But if you sell directly to those on your email list, the total amount is yours.

4. **Networking with other writers:** gone are the days when self-published authors go 'solo' or refuse to help each other. Reach out to other writers and find a way to help each other. Join writer groups. Many abound on Facebook and on Goodreads. Promote their books on your blogs and social media account and when it is your turn, they will do same for you.

5. **Cultivate a relationship with media people:** this goes without saying. The media whether print (newspaper/magazine reviews), online (book reviewers, book bloggers) or electronic (TV /Radio programs) can really help in the sale of your book so it will be wise to reach out to these people long before the launch of your book. Be friends with them such that they know you and will be willing to promote your book even for free. Make regular blog comments; send mails to newspaper/magazine book reviewers commending them on their work. Same can go for TV/Radio programs. Be sure to send your emails in one thread so they see you have been in constant touch with them unlike if you send different emails every time. These are the people that will create a buzz for your book when you launch it. You also need them to build your author brand. You will need speaking engagements and interviews to build your brand.

6. **Facebook Advertisement:** if you have created a page for your book but since you have not written the book at this point, I will suggest you use a name that will depict your genre or your name. I have seen Facebook pages like IniWrites, Penpals Africa, African Stories e.t.c. Let the name depict you and what your book(s) will stand for. It is easier in the case of non-fiction, it can be the subject matter of your book e.g Entrepreneurs Hub, Counselling Unit. If you have been posting and have invited people to like your page, it is time to take it a notch up by looking for buyers for your book through Facebook Ads (Adverts).

Facebook Ads provides a reliable way to get actual book lovers who will buy your book and it is not so expensive. It does not take time to set up and allows you to reach a wider audience that you would normally reach. You can target your advert by user likes or user demographics. The advert will drive people to your Facebook page, website or blog where they can sign up and be added to your mailing list. Then add them to your Facebook page. Run the advert often to populate your page with audience you need.

I do not recommend buying Facebook likes. What I recommend is this; run an advert for lead generation (one of the options you will be given when setting your Facebook Ad). You will need something to give away (which will serve as bait) for them to download e.g. an eBook. It can be a few chapters of your book. Your advert should take them to a sign up page where they will need to put their email address and phone numbers before they can download the eBook. You need the email addresses for your email list and phone numbers for SMS marketing. You can now use their email addresses to invite them to like your Facebook page. This way the advert serves two purposes unlike if you just run the advert for just page likes. Secondly, anyone can like your page and may not necessarily be your target audience but whoever takes the pain to download your eBook is a book lover.

## **5 Reasons you should use Facebook Ad**

1. Facebook is about creating relationships and making connections and earning trust. It is great for engaging your audience in a two –way conversation
2. Your audience is already on Facebook. Facebook is about the most visited site on the internet
3. Facebook Ads are effective. You can buy likes (in this case, audience) for less than you will pay. When setting up your ad, Facebook will tell you how many people you can reach.
4. You can create your email list of potential buyers that you will keep advertising to for life
5. Response time is quick. Response to your ad is quick because people are online all the time

## Chapter 5

# Book Promotion and Marketing Strategies

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If you thought penning your manuscript was hard. Try promoting and selling it! It is harder! It is incomparably harder now with the recession biting hard in Nigeria (as at the time of writing this book) which is why I advocate the early book promotion strategy in an earlier chapter. Be sure you have put those strategies into action. This chapter will cover strategies not being used by Nigerian authors but works. It covers what to do when the book is about to be published and published.

### Pre-Launch Strategies

1. Book Reviews
2. Book Giveaways
3. Blog Tour
4. Book Launch

### After Launch

1. Book Reading
2. Book Clubs

### Book Reviews

Aspiring authors often overlook this important and good promotional tool. I will have you know that for any book to be worth its salt on Amazon, it must have at least 10-20 reviews whether good or bad. The reviews must not all be singing praises of the book. I will be highly skeptical of such book. Get people especially book worms who love the genre your book is in to review your book and post them online. And be sure to use them on your social media accounts as some sort of endorsement of your work.

Why are reviews necessary? It helps potential customers to decide. It is like word of mouth advertising. You would trust the words of someone who has tried a product, wouldn't you? Same goes for reviews. Potential customers depend on reviews to

make their decision. It is especially true for those who stumbled on your sales page and do not know you or have not seen your promotion. If 8 out of 10 give a positive feedback on your book, people will be more inclined to buy.

If someone gives a negative review of your book, do not edit or respond to such. If you cannot be diplomatic in your response, just let it be. Do not explain or justify your writing. It is an opinion and the reviewer is entitled to his opinion. Besides I will be wary of a book where all reviewers praised the book. It is a red flag that there is some manipulation at work. They could have been coerced to write glowing reports.

### **Book Giveaways**

You can use this to create a buzz for your book especially if you have a launch: whether physical or online. It can be done on the same day of the launch. Allow people to download the book for free for a limited time. Be sure to capture the emails of those who do and ask reviews too. By now, you should know other things you can do with those emails too.

### **Blog Tour**

Arrange to be interviewed by 3-5 online book reviewers and book sites at about the same time as your book launch. Let the blog tour lead to the book launch to gather momentum. Be sure to promote it on your social media accounts.

### **Book Launch**

Is a book launch necessary? If it is part of your budget and you have the money for a physical book launch, then go ahead. It is a good way to sell your book if you can attract a considerable number of people. My grouse with the Nigerian version of these launches is the way attendees are extorted with different fundraising methods the moderators employ.

If you cannot afford a physical launch, you can do one online and it will cost less.

### **After Launch**

#### **Book Reading**

Arrange to have a book reading at bookshops and book clubs around you and if you can go interstate too, it will be good. Target leading bookshops. For the bookshop to accept, you need to let them see the benefits to their business. This is where early

book promotion is beneficial, if you have a good social media following spanning followers from different places, you can use this to buttress the benefits you will sell to the bookshops. A lot of sales will be made and they will get commission on each book sold.

### **BookClub**

If you do not belong to a book club, I will advise you join one, whether offline or online. The benefits are immense especially when you publish your book or it is about to be launched. Your book club members will become your influencers and your launch committee. They are also good for word of mouth advertising. They can serve as your reviewers. They will buy your book especially when it is used as the book to be reviewed in the book club.

### Other Strategies

1. Social Media
2. Website
3. Paid promotion
4. Guest Posting

## Chapter 6

### Building Your Author Brand

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**P**romotion and how to profit is what everyone needs to learn to be successful. Knowing how to market and promote your book in every distribution channel is what will give you a huge competitive edge and help you reap the rewards of what writing a book can do for you.

Your goal as an author is for your book to be published everywhere so you can be seen and heard and read, listened to and watched on any device anywhere, anytime. If you are wondering if your book is capable of doing this for you, it can and even much more. Sometime in late 2016, Chimamanda Adichie was a guest on a BBC program to discuss the American election. Really, what does a fiction writer have to do with politics? But guess what? They only wanted her opinion and that came as a result of being a writer.

The objective for your book should be to be accessible to your audience and in many formats. Once you have created your book, it is relatively easy to convert your book content into derivative contents e.g. audio book, videos, podcasts, documentary shows, articles in social media content, infographics and content that can be used in traditional media like radio, television and print. The bottom line is to publish your book in many formats and on many channels as possible.

For your book to be read and make impact on people's lives, you need to drive highly qualified traffic to your website and sales pages. Building your author brand will help you achieve this.

Author brand is the image, identity perception, feeling and experience an author builds with his audience about himself and his craft. The word "brand" refers to something unique about a product, company or person. Such uniqueness identifies that product, company or person. As an author you need to build an image that your audience can identify with you. Your author brand must pull people towards you, through a relationship with them, and a promise of a higher quality through the value in your book. Have you noticed in some Nora Roberts books, there are no book

blurbs at the back of the book? There is just her picture and yet people still buy them without knowing what the book is about! She has created a brand – a relationship with her audience and confidence in her craft. They know the book will be worth reading because she wrote it. That is the power of creating an author brand!

You may think it is inconsequential at this stage of your writing career since you are an aspiring author, but whether you like it or not, all authors have a brand that will be judged by your audience, media and the bookseller. Will it not be better to be proactive about it rather than let others label you? Position and present yourself and your craft the way you want to be seen rather than let others do it for you!

Earlier on in this book, I wrote that the moment you decide to be an author is a defining moment because it will dictate how your career will go. It will also dictate who your audience is and ways to seek and get them. For instance, an author writing on entrepreneurship and business cannot have the same author brand as someone who writes comics or fiction. The content the former will share will differ greatly from those of the latter. Same goes for perception and image both will give. It won't be just what you will say but the way you say it. It will be about how your readers like to speak and be spoken to. When you do decide, you will need to be consistent anywhere you are communicating e.g. interviews, blog, website, social media content.

Your identity needs to be same throughout.

- Book cover
- Book interior
- Social media profiles,
- Business cards
- Promotional materials
- Email signature/letterhead

-

What your readers see about you (Visual Identity) needs to be consistent across your author platform. It will help your audience to identify you easily. It should reflect your values and attract your audience.

Being able to write is not enough. You need to be able to create an emotional connection with your readers, long before they have a chance to read your book. This is why early book promotion through creating a relationship is necessary. An effective author brand is the basis for your audience building efforts and earning money from your book than through sales or royalty payment.

It is worthy to mention that an author brand does not just happen, it is designed and created. It won't happen by chance. It is a continually evolving story that communicates what makes your work unique and what they can expect you to deliver.

## Steps to Creating an Author Brand

1. Create an awesome product. From the cover art of your book to the typeset, printing and binding of your book, make sure it is great if not the best. Aspiring authors tend to scrimp on money preferring to do things themselves than pay a professional, e.g. book cover. Your book cover is the first thing a reader will see and like it or not that first impression will either make you or mar you. If the book cover appeals to the reader, he will want to take a closer look, skim through then decide to buy. But that won't happen if your book cover suck.

Another area I have seen aspiring authors scrimp on is editing. It pisses me off when I hear comments like "My manuscript does not need editing, "I have self-edited it" or "My Cousin/Mother/Brother/Sister edited it". When I hear such statements, I find a way to end the discussion especially when the speaker can't be dissuaded. There is no need getting involved with such manuscript and I have a reputation to protect. An unedited book is a turn off to readers which can make them not to buy subsequent books you publish and it will hurt your author brand.

2. Take time to discover your brand personality and message points. Discover who you are and what you want to do. Take into cognizance your strengths, passion and goals which will help give rise to your message points. How do you want to be known and for what? Decide on your message points and what your brand is about and keep to it. Find a word or phrase to define your craft and what is unique about it. Your message points are the core of your branding and should elicit an emotional reaction from your audience. You will need to do some research. Check out the websites of authors especially those in your book category.
3. Give equal attention to all aspects of your brand. The three aspects of your brand are



- **The Visual Element:** the look of your letterhead, website, social media profiles, your photograph
  - **The Verbal Element:** the message points you use in all your written and spoken communication
  - **The Action Element:** how you behave towards people especially your readers. You need to be professional and approachable.
4. Be consistent in the promotion of your brand. Every aspect of your brand needs to communicate your message points. It must be the same on all your platforms. Don't say something on Facebook and another thing on Twitter. Your image in the public should be the same. If your brand is about comedy and laughter and then, when you are being interviewed, you are stoic and stone-faced, it doesn't portray your brand. Your audience will expect a light-hearted personality that will crack jokes and make them laugh. Be consistent. This is why your brand should be about who you are so you don't fake it.
  5. Deliver beyond expectation. Nothing will hurt your brand more than when your audience expectations are not met. It is a recipe for disaster. Whatever your brand promises make sure you deliver it. This is why publishers require their authors to use pseudonym when writing something different from what their audience expects e.g Nora Roberts and J.D Robb are one and the same person writing in different categories.

There would be need to continually evaluate your brand and to refine it. This is especially so if your audience changes, then the value of your brand will change. Say for instance after publishing your books on business strategies, you start getting paid speaking engagements from high profile companies, you will need to refine your brand to cater for this new set of audience. Your author brand is a continuous process.

## **8 Ways your Book will help your Author Brand**

1. It will build and boost your credibility
2. Your book can go places you cannot go/open doors for you
3. It will get traffic, generate leads and build your list
4. You book can sell your business faster than any marketing strategy
5. It can position you as an authority or consultant in your niche

6. It is a great way to get speaking events/opportunities
7. It will help get media attention
8. You will earn more money in the long run

### **1. Build and boost your credibility**

I wrote a post on my blog titled, #1 Thing to do before you Publish your Book. In the post I established the need for early book promotion long before the book is published. And I stated that having a relationship with your audience through consistent blog/Facebook posts will create credibility in you and your craft. If you consistently provide content in a particular niche, it will cause people to trust you.

When your book is published, it will raise the bar on your credibility. Haven't you found yourself giving a little more respect to writers, just because they are published authors? Imagine meeting Prof. Wole Soyinka or Chimamanda Adichie? Even if you don't say it, you will accord them some respect or simply be awed by their presence. That feeling arose from having a relationship with them through their books in a niche they have been consistent with and showed some level of expertise.

Remember the example I gave of Chimamanda Adichie on a BBC program? If she hadn't authored several books, would they have invited her?

### **2. Your book will open doors for you**

You must have seen authors giving out complimentary copies of their books. It is not only for goodwill. They use it to pave the way for greater opportunities. It is a way of building relationships because those they give will get to meet and know them in their book. It is a way to start to a one-way conversation with them. You reveal what you are about and do in your book which creates a reason to contact or invite you for interviews (especially with media people) or other opportunities you might be suitable for. Go the extra mile, let it be gift wrapped, autographed and possibly delivered by a courier service (if you can afford it), this will surely grab the attention of the recipient and ensure you are not forgotten. Where you cannot go, send your book.

### **3. It will get traffic, generate leads and build your email list**

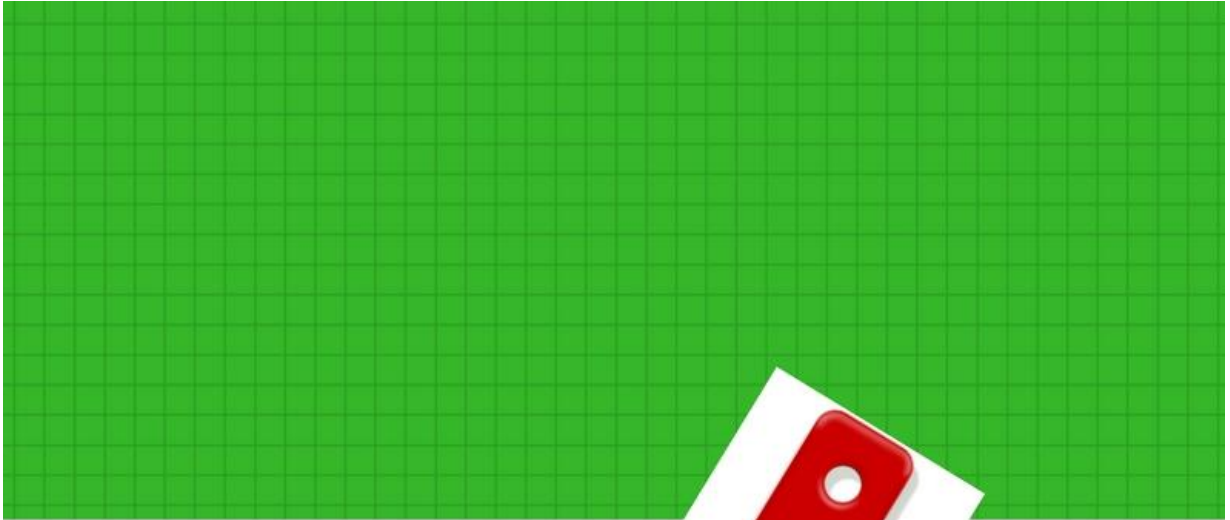
Customers are needed for any business to thrive and succeed. If you can see your writing as not just a hobby but a business venture, you will realize you need

customers and lots of them too! Your customers in this case are your audience, those who will buy your books. As with any business, a product or service is needed. Your book is your product.

Your product is the tool you need to generate traffic to your website or blog, get people interested in your business (if you have one, consulting in your book niche) and to create an email list. How do you do this?

Have you read eBooks even some printed books with links to claim a bonus or gift? When you go or click on such links, you are then required to put your email and phone number before you can download the free eBook or get the gift. That is one strategy to build an email list. The author is simply using the bonus or free gift to get your email which he or she can use to continue communication with you. By communication, I mean, advertising his services or other books to you. I just did the same thing. I offered you this free eBook for your contact details.

Nigerian authors haven't adopted this strategy yet though traditional publishers often use it. A lot of traditionally published authors depend on their publishers for the promotion of their books. I do not believe in doing this. The author should also promote his or her book to generate direct sales which the publishing house will not take a portion of. Besides, if they are to leave that publishing outfit, say to self-publish, they can leverage on their personal email list to sell their books.



## STEP 4

# Create your Book Assets

## Chapter 7

### Create your Book Assets

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**Y**our book assets are other products you can create from your book i.e. derivatives of your book

#### 1. eBook Distribution /Royalties:

Traditional publishers pay royalties to their authors and it is same in Nigeria as it is everywhere but for those who are self-published, how do they earn money? It is mostly from the sale of their books in bookshops. Not many have embraced eBook distribution in Nigeria. Some just upload to Amazon and feel that is it. There are many more online stores where your book needs to be for it to be easily accessible and create visibility for yourself.

Your book should be on all the major online stores e.g. Smashwords, Barnes and Noble, Kobo, Nook, Bookbaby, Garner's Books, Baker and Taylor, Scribd. Don't limit yourself to Amazon alone though it is the most visited site for book purchase especially their Kindle books. Listing your book on other platforms will increase visibility. If it is not seen on Amazon there is the likelihood it will be seen on Nook or Kobo.

When your eBook is listed and distributed on major online stores, you'll start getting paid every 30 days (for some it is every quarter) after your book starts selling.

**In my Get Published coaching program,** participants are given all the distribution services that will list and distribute their books on major online stores, should you want to distribute your book yourself (and not go through third party distributors); we show you the different ways and places to get published. An advantage of doing this is to earn more royalty. There are self-publishing service providers offering to help authors distribute their eBooks online and globally for a fee, which is good but the thing is, they also go through another distribution service. So if the online store takes, say 40% of the book sales, the distribution service will take 20% and the third party distributor will also take 20% which makes a total of 80%, leaving just 20%

for the author. But if an author learns to do it himself, the 20% for the third party distributor will be eliminated so they author earns more.

## **5. Audio book**

This form of publishing has gained equal popularity with eBooks and printed books. Creating an audio book is another distribution channel to increase visibility. More channels equal more customers and more exposure. Book listeners are often very different from book buyers. It is a way to reach even more people in a very, very intimate fashion. With audio books people can listen to you on their phones, in cars, tablet or computers. It is easier than you might imagine.

For aspiring authors who have difficulty in writing or have no time to write, an audio book is an excellent option. If you have determined what to write, use a sound recorder to record what you would have written down. You can even use your phone! All phones especially smartphones have a sound recording function. Use that! You don't have to go and buy a sound recorder which sells between ₦10,000 - ₦40,000 at Computer Village in Ikeja. When you are done recording, take it to a good music studio where it will be generally edited. They will put background music. Level the tone and do lots more to give a perfect product.

Mrs. Modupe Ehirim, an elderly friend of mine and my namesake didn't have time to sit and write a book due to her many engagements especially as the President of the Christian Booksellers Association of Nigeria then, so she recorded the book and produced an audio book which she sells to members of The Right Fit Marriage Academy Facebook Group. She is still selling the audio book till date.

Amazon has a program called Audio Creation Exchange (ACX) that will help you sell your audio book. They will pay you 40% to 50% commission or even higher if someone downloads your audio book. If they become an audible subscriber, they give you an extra \$50 bonus for that.

Apple's iTunes store is another market for audio books and a very huge one too. Listing your audio book on both stores (iTunes and Amazon's ACX) is free. You own and control your audio book. The visibility that your audio book will give can be considered in search engines.

## **6. Build a Consulting Business**

Non-fiction writers can start a side business using their book. The book can be used to generate leads (customers) for the side business. You can become a consultant based on your book's theme and subject.

Say you wrote a book on business strategies for small businesses and you do know a lot about the subject. What you will do is this; in your book you put an opt-in form that will capture phone numbers and email address (for your email list we discussed earlier) for those who want practical implementation of the strategies you wrote about. So, in your book, you show them the “what” and then ask them to sign up for the “how.”

They will sign up for your course and you will charge a fee for teaching them. You have started a consulting business. Make sure to give them value for their money. Give more than they ask for, this is what will keep you in business. You then create other products or services and advertise to them after the course. If you did well with the course, chances are high that they will sign up for your other products and services.

Fiction writers are not left out. Mirandah Uyeh is the author of *To Die Once*. *To Die Once* is a lovely read and well written. I interviewed her for an episode of *The Book Chat (TBC)*. TBC was a literary community of bookworms on WhatsApp where I interviewed authors. *The Book Chat* is one of the products of CedarTree Publishing; it is an avenue for creating awareness about books and bridging the gap between authors and their audience.

After the chat, I was impressed with her and her writing prowess. She had a good understanding of the craft so I approached her to facilitate *The Writers Circle*, a writing workshop. Unknown to me she had a creative writing course planned for aspiring authors and she used *The Writers Circle* as a test ground for her course.

What am I saying? She has a creative writing course which aspiring authors will pay for and this came as a result of her writing. That course is a side business that can become a full time business given some time.

## **7. Speaking Engagements**

Your book will pave the way to have speaking engagements; both free and paid. I will suggest you start with free ones so you can build credibility, confidence and hone the craft of public speaking.

A lot of people have respect/admirations for authors and when it comes to booking facilitators for their seminars, trainings and conference would want an expert and authority in that field. If you have authored a book that makes you an authority.

With your book you can reach out to organizers of seminars and trainings, offer to teach for free for a start and give them your book to read for free. After reading your book and knowing its value and the inherent knowledge, you will be called to teach at the seminar especially if you offer to do it for free.

But before you can do this, do make sure you have an awesome product that is, your book.

There are many WhatsApp groups doing free trainings and seminars. I have one; **TBEN** (The Business and Entrepreneurship Network) and I belong to many more e.g. **PAC** (People and Career), **GIFT** (Girls International Frank Talk) etc.

These are avenues to start out. Reach out to the organizers. You can also organize your seminars if you have the means. There is a place on Opebi Road in Lagos that you can use as venue for such seminars. The place is ideal for a seminar, conference and it is cheap at ₦6,500 for an hour (as at the time of writing this) and can conveniently seat 25 people. It is air-conditioned and has training facilities such as projector.

## **8. Community and Events: Literary Events**

Remember author brand is about increasing visibility and reaching more people so you can sell more of your books. What better way to do that than through literary events? Nigerians love parties and hanging out. We love to have a good time. How can this help you?

You can plan a literary event. It doesn't have to be a physical event. It could be online. For instance, I interviewed authors every month on WhatsApp, (the popular instant messaging app). I did it consistently for seven months and it became synonymous to my name and CedarTree Publishing, my business. You can also plan a blog tour. Contact 3-5 bloggers and arrange to be interviewed by them on their blog. You both promote the blog tour massively

Let me give you another example. Grill and Read is a literary event organized by Abigail Anaba, the author of Sector IV, another good read. She hosted it in Abuja and the last one was in Lagos. What is it about? Grill and Read is a party in disguise! There is lots of music, book reading, written word and host of other literary



activities. And of course; barbecue! No party is complete without food. She charges ₦1500 - ₦2000 as gate fee.

The significance of having a consistent event associated with you as an author is to reach more people. There are people who do not like reading but love attending parties (or any event you package). They will attend not because of your book but because of the party. They will keep coming because they had fun and one day, they will buy your book or recommend it to someone who reads. Should you have a new release or launching a new book, you can count on them to be there.

Producing your own event is a very powerful way to generate income like Abigail Anaba does. It can also be a means of fulfillment. It is where you actually connect and touch your tribe and your following. It is also a good place to launch a new book.

## **9. Guest posting**

Adetayo Adegbemle is a friend of mine and is quite vocal about politics and is an energy and electricity activist. He is the brain behind PowerUpNg. He does not have a website or blog though he is popular on Twitter. He sends his articles on his various interests to blogs and online news websites to be posted and he has become quite popular through doing that.

He was recently invited to Abuja (an all-expense paid trip) by Channels TV to participate in their program on electricity issues in Nigeria with the likes of Mr. Babatunde Fashola in attendance. I know he has been to many more meetings like that.

My point is, his articles on blogs and websites made him popular, increased his visibility and influence. A lot of people read (and look forward to) his articles because he tends to go against the norm.

You can borrow a leaf from him and send articles from your book to relevant blogs and websites that allow such or calls for people's opinion on some matters. Be sure to include in your bio that you authored a book and give the title.

## About the Author

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Modupe Taiwo is an **Author, Personal Development Strategist and Self-publishing Expert**

Over a decade ago, she searched for an alternative to traditional publishing when her manuscript was rejected by traditional publishers. She stumbled on self-publishing and spent over ten years researching on it. The knowledge culminated into **Self-publish and Profit**, her first self-published book and her publishing program; **Get Published**.

Her love for books and passion to improve the reading culture of Nigerians gave birth to the defunct BookLovers BBM Channel (with over 200,000 subscribers from all over the world), The Book Chat on WhatsApp while her stint on PRTVC in Jos presenting the BookLovers segment on the popular HomeFront program gave birth to The BookLovers Club (book club) in Jos.

She managed Oasis Bookshop, Lagos for 4 years before leaving to pursue her life's purpose of imparting knowledge and developing talents as a Personal Development Strategist.

She currently serves as a member of the Editorial Board of Oasis International Ltd, a foremost publishing company in the US.

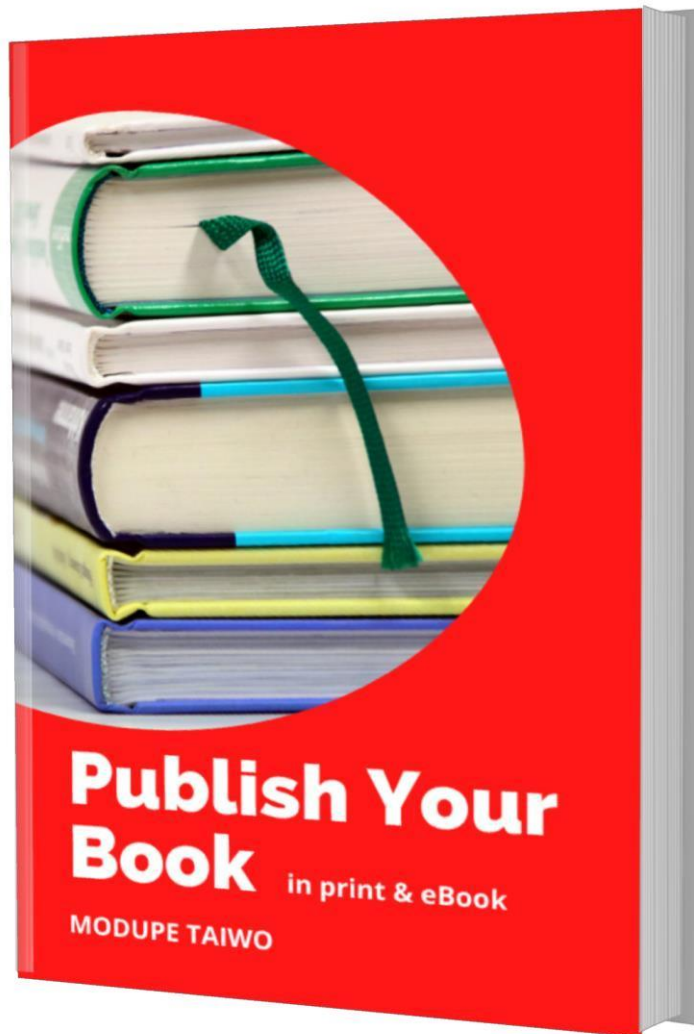
As a Publishing Expert, she helps intending authors to publish amazing books that sell more and influence their author brand. She has helped quite a number of intending authors to self-publish their manuscripts and she wants to help more.

As a Personal Development Strategist, she helps individuals gain clarity, re-discover self and life's purpose for influence, impact and income

She loves to cook and volunteers her time for charitable purposes when not reading, writing, and working.

Connect with Modupe Taiwo on [www.modupetaiwo.com](http://www.modupetaiwo.com) or on social media

# Introducing



If you have decided to go the true self-publishing way of not outsourcing the publishing of your book but doing it yourself, then you need to learn the publishing process and how to do it yourself.

**Publish your Book** is a 60-paged eBook packed with the information you need to turn your manuscript to eBook and in print. It contains all the information you need to

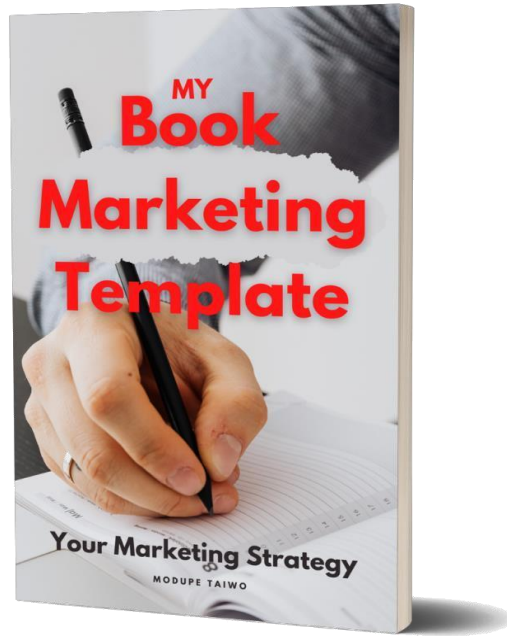
- a. Self-edit your manuscript if you cannot afford to pay a copyeditor for now.
- b. Create your book cover. This information is worth at least N10,000 for the Email Course. Graphic artists also charge between N15,000 – N50,000 for book cover creation. Sample book covers are also given in the book to inspire creativity.
- c. Professionally format your manuscript. Book formatters charge N10,000 – N30,000 to format manuscripts for eBook creation. You will learn from my formatting mistakes which means you will not make them and your manuscripts will be accepted on online bookstore the first time you upload it
- d. Upload and distribute your eBook to Okadabooks, Amazon and other online bookstores. You will learn how to set up a payment system that allows you to collect the money from your book sales right here in Nigeria.

**And that is not all...**

If you pay for the book within the next 8 hours, you will get these irresistible bonuses...

**Bonus #1**

**My Book Marketing Template**



**(Value ₦5,000)**

**Inside you will learn...**

- ✓ Identify the target audience for your book
- ✓ Write your book description
- ✓ Identify the problem your book will solve for your target audience which will be the USP for your marketing campaigns
- ✓ Plan your book promotion and sales strategies
- ✓ Create your Book Assets

## **Bonus #2**

**One Month Coaching Access**

**(Value ₦30,000)**

**You will have a direct line of communication with me for ONE WHOLE MONTH after purchase to help you with any issue that may arise from implementing the strategies in the eBook**

# So, what will it take for you to get **Publish your Book?**

Now, considering the total value of the bonuses alone (~~₦35,000~~), the cost of **Publish Your Book** shouldn't be less than ~~₦50,000~~

But it is not about the money for me...

I sincerely want to impart knowledge and help many intending authors to become self-published authors

## **Which is why, if you pay TODAY**

You will get **Publish Your Book** for just

**₦3,500**

Yes, you heard me right...

But I must warn you to take action **FAST**...

I cannot guarantee that the price will remain the same by the next time you visit the payment link.

So get it now before it goes back to the original price

**Access is limited...so hurry!**

To get the book, use the payment link below

Payment link: <https://selar.co/qog4>

If you prefer direct deposit, make a deposit of ~~₦3,500~~ into the bank account below.

Bank: **Fidelity**

Name: **CedarTree Publishing**

No: **5600840745**

Upon payment into the bank account, send your payment details and email to 09060055785 or to [cedartreepublishing@gmail.com](mailto:cedartreepublishing@gmail.com) for immediate delivery of the eBook.