

APA | Webinar

# *Supercharge* Your Presence Self-Publishing: How to Get Started

Presenter: Daniel Wendler, MA

May 14, 2019 | 2:00 PM – 3:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



# Welcome

## Discussion Topics

The benefits (and potential risks) of self-publishing

How to choose between self-publishing, traditional publishing, and other routes like blogging or YouTube

How self-publishing works and how to get started

# DISCLAIMER

- The views expressed in this presentation are those of the presenters and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

# LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



# HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for our presenter by using the "Questions" field located in the webinar control panel.



# PRESENTER: Daniel Wendler, MA



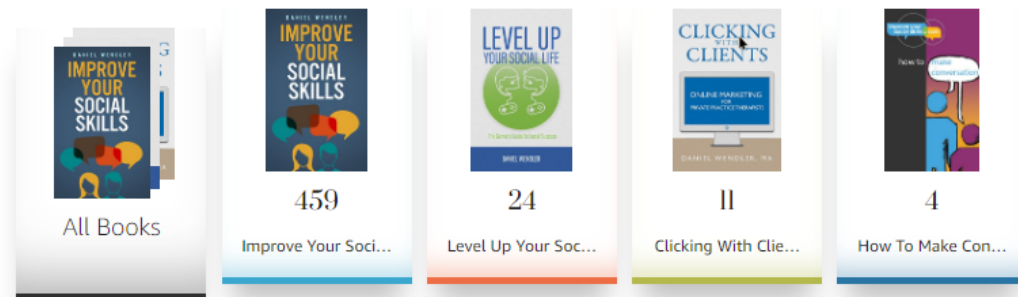
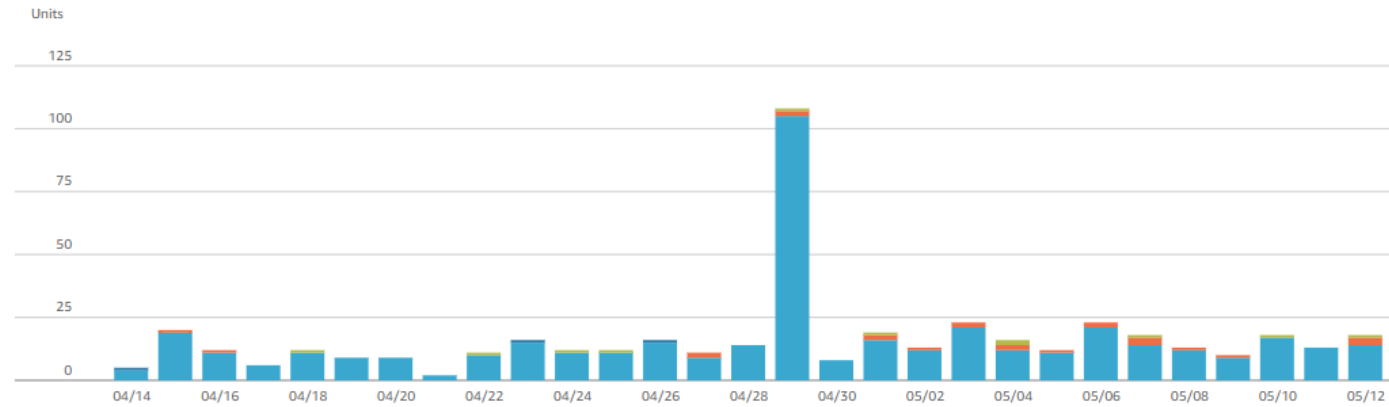
- PsyD Student at George Fox University
- Doctoral Intern at University of Houston CAPS
- Founder of [MarketingforTherapists.org](https://MarketingforTherapists.org)
- Author of *Improve Your Social Skills, Level Up Your Social Life and Clicking With Clients: Online Marketing For Private Practice Therapists*



# Why Listen to Me?

498 units for  
April 14 - May 14, 2019

CHART VIEW   | ☐ Free ☒ Paid



# Roadmap





# Why Write a Book?

- Make a wide impact
- Refine your ideas
- Establish yourself as an expert
- Extra income & opportunities



# Self-Publishing vs Traditional Publishing

## Self Publishing

- Less credibility
- Narrower distribution
- DIY or find your own help

## Traditional Publishing

- Greater credibility
- Wider distribution
- Expert professional support

# Self-Publishing vs Traditional Publishing

## Self Publishing

- Full control & ownership
- Higher royalty share
- No barriers to entry

## Traditional Publishing

- Limited control & ownership
- Lower royalty share
- High barriers to entry



# If You Choose Traditional Publishing...

- Get a platform
- Get an agent
- Do your homework



# Other Options

- YouTube
- Blogging
- Speaking



# Ethical Issues of Self-Publishing

- Client confidentiality
- Self-promotion
- Bounds of competence



# Financial Investment of Self-Publishing

- Cover creation \$50 - \$500
- Manuscript preparation \$200-300
- Editing – varies
- Marketing budget – varies



# Financial Risk of Self-Publishing

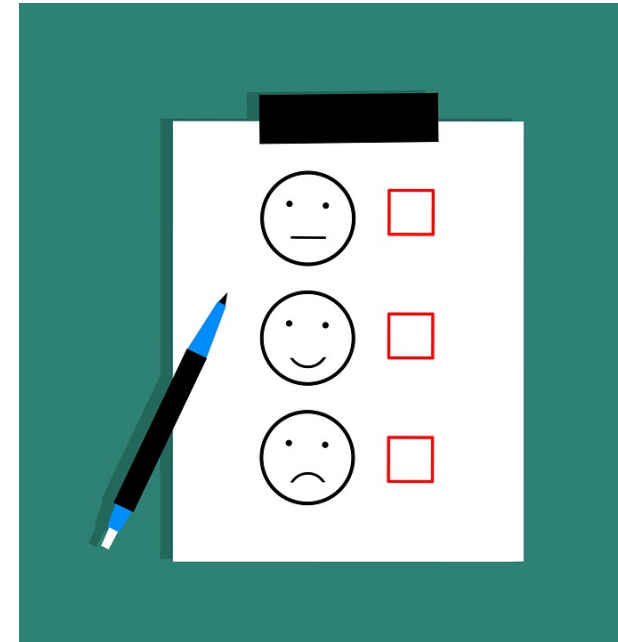
- Royalty of ~\$3.50/sale
  - For \$5 ebooks and \$12 paperbacks
- Sell ~200 copies to break even
  - Assuming \$700 initial investment





# Options for Self-Publishing

- Website giveaways
- Amazon
- Other platforms



# Website Giveaway Strategies

1. No strings attached (build SEO)
2. Mailing list builders
3. Behind a paywall



# Why Amazon?

- Wide distribution
- High royalty rate
- Legitimacy
- Cheap printed copies



# Kindle Direct Publishing (KDP)

- Kindle and paperback
- Worldwide distribution
- No upfront costs



# Getting Started on KDP

- Sign up at [KDP.Amazon.com](https://kdp.amazon.com)
- Upload a manuscript & cover
- Choose pricing & distribution
- Fill out book information



# Consider Audiobooks

- ACX.com
- Recruit audiobook narrators
- Choose between royalty split and outright payment



# Three Ideas for Getting Started

- 1) Read related books
- 2) Do the Seth Godin Challenge
- 3) Publish a tiny book





# Seth Godin's Writing Challenge

- Create a free, anonymous blog
- Commit to writing ten 500+ word posts in 30 days
- Get feedback, then make a decision





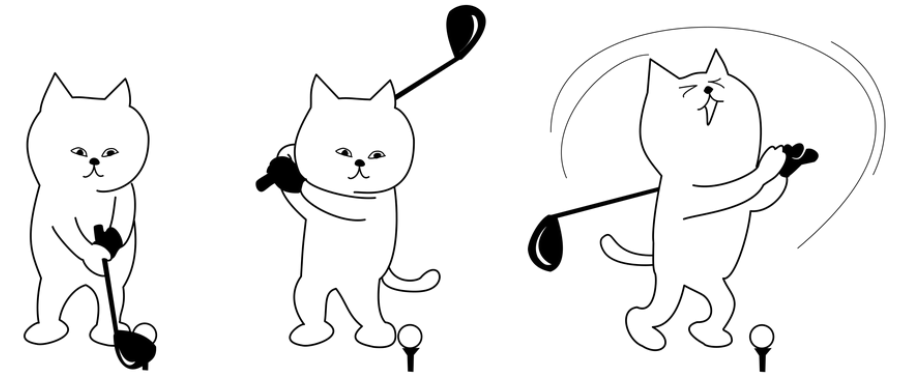
# Writing a Tiny Book

- 20-30 pages
- Sell for \$0.99
- Focus on a single, helpful topic
- Invest minimal time and money



# If You Need Help

- Editor/writing coach
  - <http://kylershumway.com/>
- Manuscript formatter
  - <http://www.gessertbooks.com/>
- Cover designer
  - <https://damonza.com/>



# Helpful Books

- “The War of Art” by Stephen Pressfield
- “Bird by Bird” by Anne Lamott
- “On Writing Well” by William Zinsser



# QUESTIONS & ANSWERS

# Protect your creativity

Register your copyright to protect  
your work against infringement



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# Final Thoughts

- Webinar recording will be emailed to you in 3 weeks
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- *Our next Self-Publishing Supercharge* webinars:

Writing Your First Book  
Thursday May 16 at 1pm EDT

Marketing Your Book  
Friday May 17 at 2pm EDT

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*Supercharge* Your Presence

THANK YOU

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