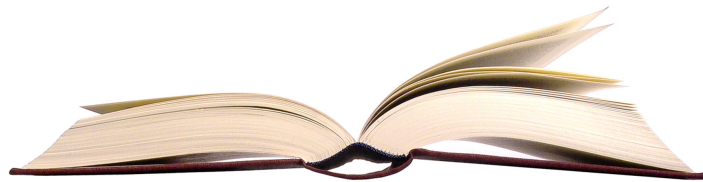


8 Simple Steps to Self Publishing Books From Your Website Content

*Publish Your Book as a Softcover Book, PDF eBook,
Audio Book and Kindle Book*

Interested in self publishing books? If you have a website, you can re-purpose your best articles into a book. Think about it. Once you have tons of quality content and plenty of traffic on your website, why not re-purpose all of that same content into a print book, PDF eBook, audio book and Kindle book to get the most out of your time and effort. www.self-publishing-coach.com/self-publishing-books.html

Here are my 8 Simple Steps to Self Publishing Books:



1. **Write an outline for your book chapters** using the best articles from your website.
2. **Write your book** in a Microsoft Word book template (or your preferred software) formatted for your preferred book size: www.self-publishing-coach.com/self-publishing-book-template.html
3. **Save your book** into PDF file: www.self-publishing-coach.com/self-publishing-software.html
4. **Design your book cover** by hiring a book designer ...or DIY: www.self-publishing-coach.com/book-cover-design.html
5. **Choose your self publishing company:** www.self-publishing-coach.com/self-publishing-companies.html
6. **Sign up for an account** with your self publishing company and upload your files, if applicable: www.self-publishing-coach.com/createspace.html
7. **Now start your book marketing** by selling copies online at Amazon.com, via your own website and in person when speaking or at events.
8. **Re-format your book** into a PDF eBook, audio book and Kindle book.

That's what I did with my website www.Teen-Beauty-Tips.com. It was the fall of 2008 when I stumbled upon the idea of self publishing books. One of our friends, who is also a speaker, showed us his self published book.

The quality was good and we found out he was able to buy his self published books at his cost for only \$2-3 per book. Not only would it be additional income to sell books at speaking events, but it also gives instant credibility to be a "published author." I thought, "Wow...I can do this."

And so, I put together an outline for my book based on the best articles on my website. Then, I came up with the title, *"Mirror Mirror...Am I Beautiful, Looking Deeper to Find Your True Beauty"*

Next, I began to copy and paste my articles into a Word document template and reformat them slightly. I then converted my Word document using the free version of PDF995.com (click on properties, then the advanced option and choose "Statement [5.5 x 8.5]" from the dropdown menu for paper size).

Even with working full time as a Physical Therapist and speaking/traveling occasionally, I had a 190-page book ready to print within a month.

I had a low budget (or should I say no budget) and so I took the DIY approach. I researched formats for my template and made a book cover in Photoshop. I researched self publishing companies and decided to go with Createspace (www.self-publishing-coach.com/createspace.html , a company of Amazon.com) because there are no upfront costs, they list you on Amazon.com and I am able to buy copies of my book at the lowest costs I could find anywhere.

For example, a 190 page B&W softcover is only \$3.13 + shipping, using the Pro Plan - which I highly recommend by the way. The Pro Plan is a one time fee of \$39 and then a yearly fee of \$5 but well worth it in increased royalties and decreased per cost book. There's really no reason NOT to go with the Pro Plan (that is, unless you don't sell any books at all!).

Once my book was published on Createspace and Amazon.com, I also had it available in the PDF eBook version. I give the PDF version away to my newsletter subscribers, which in turn has helped me build my list in a very small niche (christian teen girls) to around 2700 as of today and growing.

I then decided to record my book as an audio book using Audacity (<http://audacity.sourceforge.net/>) and a \$30 microphone. I now sell the MP3 download on Clickbank.com and also sell a CD of my audiobook on www.Kunaki.com. With Kunaki I can buy CD's at cost for as little as \$1 (+ shipping), which I also sell at my events and online through my website.

Finally, I took my Word document took out any pictures embedded in my file and saved it as a HTML document. I then uploaded it to Amazon's digital text platform (<https://dtp.amazon.com/>) and I now offer the Kindle version from my website as well.

In such a small and specialized niche, I'm not getting rich from selling books from my website. However, there is a steady income both from online and offline sales and as my traffic increases (now over 1000 visitors/day) so do my sales. You can see my sales page here: www.teen-beauty-tips.com/true-beauty-book.html.

Obviously if you are wanting to "hit it big" in publishing, you'll want to hire a professional to design your interior book template as well as design your book cover. I eventually did decide to have a designer spruce up my book cover for me.

Also if you want to do TRUE self publishing and do all the leg work yourself, you can use this self publishing books company, www.LightningSource.com, and use a book like Dan Poynter's "Self Publishing Manual" to guide you.

Since you've already put so much time and effort into writing your website, it may be worth it to take some extra time and re-purpose that same information into a hard good, like a paperback book, CD as well as digital products like a PDF eBook, Kindle book and MP3 downloads for your visitors.

If you're not trying to be a national bestseller, but simply want to offer additional resources for your website visitors and an additional income stream, then download my free templates at www.self-publishing-coach.com/newsletter.html, sign up for a free Createspace account here: www.self-publishing-coach.com/createspace and get started!

Oh, and have fun...soon you'll be a "published author."



Shelley Hitz is an entrepreneur, speaker, author and consultant to organizations, individuals and businesses who want to multiply their impact through self publishing. She teaches from personal experience. Over a two year span, while working full-time, she self published five books, multiple audio CDs, authored two websites that attract thousands of visitors each month, and created multiple products that she sells through her website and at her speaking engagements.

www.Self-Publishing-Coach.com also offers a monthly newsletter, tele-classes, special reports, e-books, webinars, podcasts, videos and other resources to help small ministries, individuals and businesses achieve their goals and multiply their impact through self publishing.



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