



## **10 Essential Things You Need to Know to Write & Self-Publish a Book**

### **1. There has never been a better time to write and publish a book.**

It is an exciting time to venture into becoming a published author. Past roadblocks to publishing have disappeared. In the past, authors needed to find a publisher to agree to publish their books. Rejection letters were the norm. Self-publishing options were wildly expensive. Now self-publishing has become affordable and even authors who could publish traditionally are finding self-publishing is a better option!

### **2. You do not need to have an Original Idea.**

If your book is too original, it may not be relatable to readers. Solutions to common problems or situations will always be popular. Stories that people can relate to will always be read and enjoyed. Your solution can be positioned to ensure your book will stand out in the crowd.

### **3. Authentic is better than unique.**

New authors often get off track trying to sound smarter or wittier than they truly are. They want so badly to be unique that they often sound phony. It never works. Readers enjoy sincere books that are authentic. The interesting thing is that since there is only one of you, writing authentically is your best shot at ending up delivering a unique book.

### **4. Good books focus on the reader.**

A good book has an identified reader. Authors love to tell stories, and that is a good thing. The author needs to stay focused on choosing stories that interest the identified reader. (Your favorite Uncle Louie story might not work.)

**5. Inspiration often comes after you begin writing.**

Many authors are waiting for inspiration to write their book. It is a common trap. Inspiration might come first from time to time, but often it is in the actual act of writing that inspiration sneaks up and takes you by surprise. If you want to write a book, just take the steps to make that happen and stop waiting for inspiration.

**6. Do not let writer's block stop the writing.**

The easiest way to get out of a block is to go through it. Just sit tight and write through the block. It is usually a gift in the end. Resistance is often a sign that a big breakthrough is about to happen!

**7. NEVER edit until the first draft is complete.**

NEVER EVER. If you keep fussing with a word, a sentence, or a paragraph, you will never complete your book!

**8. All first drafts are shitty.**

Yours will be too. I mean, the draft will be dreadful, horrifying, embarrassing. It is just the way it is. Do not let that demoralize you. Instead, understand that completing your draft is a cause for celebration! It is a critical step in the process to complete your book.

**9. Amazon is a self-publishing author's best friend.**

I am not a stockholder, or even a fan, of Amazon. However, Kindle Direct Publishing will publish both your physical book and ebook with no upfront costs. These books go for sale on Amazon.com often as early as overnight. The author can affordably purchase a typical physical book for around \$3.00. Online sales are fulfilled by Amazon. Physical books are printed on demand. Print-on-demand means that whenever an order is received, a single book is printed! The writer's share of the sale proceeds are deposited directly into their bank account!

**10. Good self-publishing is team publishing.**

I know some talented authors who did all components of their book. Most of us, however, will need some team members to finish the book professionally. At the very least, the majority of books will need an editor and designers for the book interior and the cover.



**Dorothy Holtermann,**  
Founder of Birth a Book

Birth a Book programs and retreats are designed to assist authors to write and publish their books. Using a supportive system that is affordable, the Birth a Book System takes best advantage of the new opportunities currently available.

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