

WHAT IS SELF-PUBLISHING?



“Be in control of creative and selling process.”—The Gist of Self-Publishing

Imagine your tangible dreams flowing through ink in a bundle of pages, ready to make its way to a stranger’s bookshelf. You knock one door, and the next, and the next, only to come home with a worn out hope and shattered ambitions. Nevertheless, with a willing heart, you stumble upon one door that welcomes you with open arms, giving you the deserved comfort and authority on your work of art.

The door of Self-Publishing - opening new horizons for budding, as well as established authors.

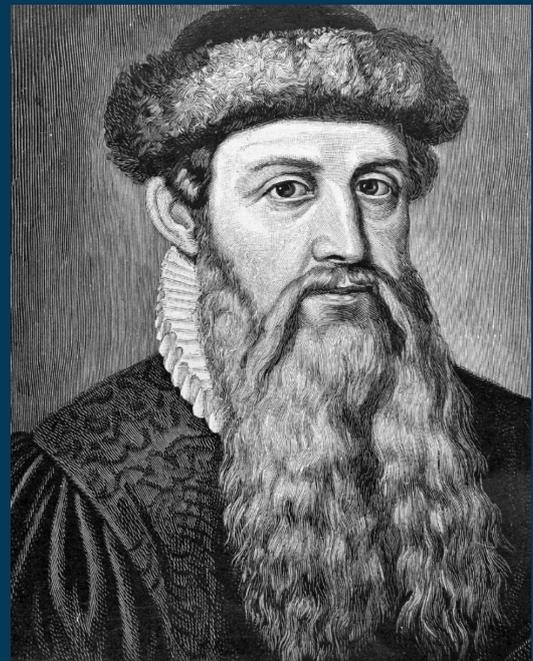
Publishing the work independently without sharing the rights and royalties, and keeping the complete control of the entire publication process is Self-Publishing.

In self-publishing, an author levers the complete book publication development, including printing, distribution, and marketing. The author accomplishes all the details during the self-publishing process which is also commonly called independent publishing.

The author either should have the dexterity to carry out the book publishing step, such as beautifying the interior of the book, or take up professionals to complete the process for them. In short, the author largely crafts his or her own self-publishing knowledge.

However, self-publishing is certainly not a new phenomenon.

Johannes Gutenberg was the world’s first self-publisher when he invented the printing press in 1440 C.E



Early Self-Publishing Examples:

In 1759, British humorist Laurence Sterne’s self-published the first two volumes of *Tristram Shandy*.^[8] While most novels were disseminated by time-honoured publishers, there have been authors who chose to self-publish, or who chose to start their own presses. A few noted writers are John Locke^[9], Jane Austen, Emily Dickinson, Nathaniel Hawthorne, Martin Luther, Marcel Proust, Derek Walcott, and Walt Whitman.^[8] In 1908, Ezra Pound sold *A Lume Spento* for six pence each. In 1911, ^[8]Franklin Hiram King’s book *Farmers of Forty Centuries* was self-published and was later published for profit. In 1931, the writer of *The Joy of Cooking* paid a local printing company to print 3000 copies; the Bobbs-Merrill Company acquired the rights, and since then the book has sold over 18 million copies.^[10] In 1941, writer Virginia Woolf chose to self-publish her final novel *Between the Acts* on her Hogarth Press, in effect starting her own press.

“Self-publishing helps up and coming writers realize their dreams of becoming published authors.”

Self-publishing emerged out of a longing to help blooming writers realize their dreams of becoming published authors. Since the veracity of the traditional publishing houses is both expensive and restricted to publish a book, self-publishing offers authors have the rare opportunity to preserve the creative rush of their book, ensuing higher quality, and above-par product.

While self-publishing requires the author to carry out any and all outlay associated with publication, distribution, and marketing of their book, it helps the author keeps 100% sales profits. As such, royalty earned from self-published books will be significantly higher than those from books released by mainstream publishers.

Self-publishing places accountability for all facets of production, marketing, and distribution of writer’s book in their hands. This includes the editing, formatting, printing, marketing and distribution of each new copy to buyers. As the fastest-growing area of the book publishing industry, self-publishing has recently grown more popular due in part to the propagation of **print-on-demand technology**, which wipe out the need for maintaining hefty quantities of books.

Once an author has their self-published book in their hands, it is up to them to pulsate the necessary hype in order to sell more copies.



WHY SELF-PUBLISHING?



Equipped with the apparatus to help authors reach prospective readers through marketing and distribution, self-publishers can help you accomplish the opportunity you have set for your lately published book. When you take the publishing pedals, you will certify that your book reaches the widest achievable readers.

In the traditional publishing process, an author may come up against much hindrance to getting their work published. Whereas traditional publishing houses are both expensive and restricted, self-publishing permits the author to purge the “middle man” altogether.

If you are enthusiastic to see your hard work come to fruition, then self-publishing may be an idyllic option for you. At BlueRose Publishers, you can have a hand in every step of the process by working one on one with our seasoned team of professionals to create a product that not only meets but also exceeds your standards.

SIMPLE GUIDE FOR SELF-PUBLISHING

Follow these guidelines for a smooth and easy process, and a brighter chance of success.

1

Type your book in a word processor such as MS Word.

This allows for publishers to speedily and effortlessly convert your manuscript into PDF format during the formartting phase of production. Some newer versions of Word have built-in PDF creation, but many self-publishing companies request that you send in your manuscript as a .doc.

2

Research for a relevant and beautiful book cover design.

If the self-publishing company you are publishing with does not already offer this service, you should know that a book cover is essential to how the public perceives your book. Your cover design may ultimately cause your campaign to fail or succeed, so it is important you take care when designing your cover. At BlueRose Publishers, our award-winning graphic designers have received numerous accolades from authors who have been repeatedly pleased with their work.

3

Have you done your final editing proofreading?

By polishing the manuscript with a fine-toothed comb, you will certify that your book stir potent readers and reviewers. If you don't feel as though you are capable of doing this kind of work, you might want to consider an editorial service provider. With the help of a professional editorial service provider, you will augment the quality of your final product. BlueRose Publishers provides self-publishing editorial services, which enables you to choose between copy-editing and substantive editing.

4

Do some early research.

During the time your book is in production, you should be surveying out local and national newspapers for book reviewers who might be interested in reviewing your new title in their column. Continue to search for other marketing opportunities so that when your book is completed, you can hit the ground running with your promotional campaign. BlueRose Publishers also offers self-publishing marketing services.

SELF-PUBLISHING MADE EASY!

If you are looking for an affordable, hassle-free way to make your publishing dream a reality, BlueRose Publishers makes it easy to get self-published in as little as 45 days. We take your manuscript and turn it into a beautiful finished product with a cover designed by our talented graphic artists.

BlueRose Publishers takes the trouble out of arranging for all aspects of your book to be handled; from cover design, to typesetting, to production and distribution, we will design your book with your suggestions and ideas in mind. Then, once you have the completed book in hand, you can take advantage of our marketing tools to kick start your journey straight to the top of the bestseller list.

Thanks to BlueRose Publishers' partnership with distribution service providers like Amazon, ShopClues, Flipkart, SnapDeal and BlueRose's Webstore, your book will be available at most of the locations in India and abroad and will find its way to bookshelves once it gains widespread success on online stores.



STEPS TO PUBLISH AT BLUEROSE

- Get in touch with a Publishing Consultant and submit a sample chapter of your book to get the Editorial Approval.
- The Editorial approval takes about 48 hours. Once your sample is approved, select a package which suits the requirements of your manuscript. If you feel confused about the process, do not worry! The publishing consultant will guide you at each step.
- Once you have decided the package, the consultant will help you forge a loyal and authentic relationship with the publishing house by signing a legal contract.
- No sooner the contract is signed; a dedicated publishing manager will be assigned to your dream project, who will help you at each step all through the publishing journey of carving a raw manuscript into a beautiful book!

Self-publishing has gained eminence in the last couple of decades with writers often choosing to enjoy resourceful control over their works.

Amish Tripathi, one of the most successful Indian Authors of recent times, decided to self-publish his first book, The Immortals of Meluha, after being rejected by trade publishers over 20 times. Amish's Shiva trilogy is regarded as one of India's most successful series. According to Forbes, Amish's earnings, just by book sales alone, have crossed more than 16 crore. Additionally, Dharma Productions bought the movie rights for his first book in the Shiva trilogy, The Immortals of Meluha.

Believe in yourself, and fetch the manuscript in your computer to let the world see the magic of your words!

