

An INDiEMOSH Guide



Self publishing for Australian authors

What you need to have, know and do

Jennifer Mosher, AE

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If you're looking for self publishing assistance, please consider using the services of the above.

Also by Jennifer Mosher:

Business books

How to create a Facebook page for your business
(ebook only, published 2012)

Children's books

Who Caught the Yawn? and Where Did the Sneeze Go?
(combined in print and separately as ebooks, published 2013,
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Self publishing for Australian authors

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An IndieMosh Guide

Jennifer Mosher, AE

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Dedicated to my late mother

Margaret Butler
(1921-2015)

who used to say:

'If you don't like it,
then do something about it.'

Thank you, Mum.

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Preface

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I have been helping people self publish since 2009 and have learned a lot – nearly all of it the hard way. This book is about sharing that knowledge.

While it is not meant to be a step-by-step guide to self publishing, the chapters have been organised based on what you need to have, know and do to self publish your book, and so the contents listing itself is a general checklist for the aspiring self publisher.

Within each chapter the text will help you consider what's important to you, what you can and can't do yourself, and help you work out what's vital to you when comparing different service providers for different tasks. You will also find some repetition here and there, and for that I apologise. However, I realised that many people will read by dipping in where they're interested, rather than reading in order from start to finish, so it was important to ensure that they didn't miss what I felt might be important nuggets.

Examples in the book were created by me for this book or for other books or workshops I run. While there are plenty of examples of bad writing out there, I don't like to disparage other authors, and am plenty capable of creating my own bad writing, so why not use it?

One thing you will notice in this book is the abbreviation 'ATTOW'. This is short for 'at the time of writing' and I use it often when referring to things which may change after this book is published. It's just a pointer to you, dear reader, to remember that change is the only constant in life!

You will also find, here and there, the odd section called 'The IndieMosh way'. These sections are designed to help Aussie authors considering our service to understand whether we'd be a good fit for them or not. However, these sections can also be used by the general reader to get a handle on what one company

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does and so use that compare other self publishing facilitators (SPFs).

Hopefully, this book will help you work out what gaps you need to plug before embarking on your self publishing journey. Self publishing is not for the lazy – not if you want to do it properly. It takes dedication and hard work if you want to produce something that you can be proud of. (And yes, I ended a sentence with a preposition – who'd have thought? More on that under *Engaging an editor or proofreader* in *Chapter 4: Preparation*) But it's achievable if you're prepared to invest a little time and thought and sometimes a few dollars to get a quality product.

I don't have all the answers, I only know what works for me and the bulk of our IndieMosh clients. It's up to you to do your own research, look inside yourself, and work out what's best for you. Technology changes, companies change, attitudes change, and so do laws, so there is always the chance that something in this book will not be accurate by the time you read it. Please do your own additional research as I take no responsibility for any loss (or profit!) you may make as a result of reading this book.

Please also know that where 'he' or 'she' have been used in a general sense in this book, they can be used interchangeably and they refer to all genders.

I wish you well on your self publishing journey, and I hope this book helps by guiding you away from those paths which don't suit you, and towards those paths which will.

Cheers and thanks for reading on!

Jenny Mosher

May, 2016