



Resource Guide

MYTH TO MANUSCRIPT: YOUR GUIDE TO SELF PUBLISHING SUCCESS

WWW.BELLARMINEPUBLISHING.COM

The essential steps to publish your non-fiction book

Develop your Book idea

To develop your book ideas, start by pinpointing your passions and expertise, which will keep you motivated and lend authenticity to your work. Understand your target audience to tailor your content to their needs and preferences. Define your purpose for writing the book—whether it's to share knowledge, inspire others, or establish authority. Conduct market research to analyze similar books, identifying their strengths, weaknesses, and gaps your book could fill. Finally, organize your relevant experiences, perspectives, and insights into a structured outline that ensures a coherent flow for your content. Most importantly, commit yourself to begin.

Plan and Outline Your Book

Begin by outlining your book's main idea and key points, establishing a clear focus for your writing. Start with a mind map to brainstorm and visually organize your thoughts, allowing you to see connections between different concepts. Once you have a comprehensive mind map, group related ideas together and arrange them in a logical sequence that will guide the reader smoothly through your content. Create a detailed outline that includes a summary of what each chapter or topic will cover, providing a clear roadmap for your writing process and ensuring that your book has a coherent and engaging structure.

Write your Manuscript

To write your manuscript, begin by setting up a dedicated writing space and developing a consistent writing schedule that fits your lifestyle. Use your outline as a roadmap, allowing you to write extensively about each topic or chapter. Focus on maintaining a steady writing habit rather than achieving perfection with every sentence. Celebrate small milestones to keep yourself motivated, and don't hesitate to take breaks when needed. Seek constructive feedback from trusted sources to refine your manuscript and enhance its quality. It's better to write a little each day rather than just one long day of writing.

Edit and Proofread

After writing your manuscript, the next critical step is editing and proofreading. This process ensures your book is polished and professional. Begin by thoroughly editing your content for clarity, coherence, and consistency. Pay close attention to grammar, punctuation, and spelling errors. Books also need to be meticulously formatted to ensure the accuracy of fonts, spacing, indents, titles, and page numbers, creating a seamless reading experience. An experienced designer should craft a visually appealing and eye-catching cover using high-quality images or graphics, as this is often the first impression potential readers will have of your book. Additionally, don't forget to obtain your ISBN numbers, which are essential for the distribution and cataloging of your book in bookstores and online platforms. Investing time in this phase will significantly enhance the professionalism and marketability of your book.



Format Your Book

Proper formatting is crucial for creating a professional and reader-friendly book. Start by ensuring consistency and accuracy in fonts, spacing, indents, titles, and page numbers, which helps in maintaining a polished look throughout the book. Pay special attention to the layout, ensuring that chapters and sections are clearly defined and easy to navigate. Additionally, consider hiring an experienced designer to create a visually appealing and eye-catching cover using high-quality images or graphics, as this will be a key factor in attracting potential readers. Don't forget to obtain your ISBN numbers, which are essential for the distribution and cataloging of your book in both physical and online bookstores. Proper formatting not only enhances the reading experience but also boosts the credibility and marketability of your book.

Choose a Self- Publishing Platform

Selecting the right self-publishing platform is a critical decision that depends on various factors, including your goals, budget, comfort level with technology, and distribution needs. Amazon's KDP (Kindle Direct Publishing) and IngramSpark are two of the most prominent platforms, each offering extensive distribution networks and various tools to help you publish and promote your book. Amazon's KDP is user-friendly and provides access to a vast audience, while IngramSpark offers broader distribution options, including brick-and-mortar bookstores. If you're looking for a balance between traditional and self-publishing, Bellarmine's hybrid model could be an ideal choice. This model allows authors to share costs and royalties, providing professional support while maintaining full control over their intellectual property. Carefully evaluate each option to determine which platform aligns best with your publishing vision and needs.

Publish Your Book

After choosing your self-publishing platform, it's time to upload your manuscript and finalize the details of your book's release. Carefully follow the platform's guidelines to ensure proper formatting and a smooth upload process. Select pricing strategies that reflect your book's value and appeal to your target audience; consider print and digital versions to maximize reach. Examine the royalty structures of your chosen platforms closely, as they can vary significantly, and some may include exclusivity agreements that impact where else you can sell your book.

In addition to major platforms like Amazon, publish your book on your website to retain more control over sales and customer interactions. Plan for in-person events such as book signings, workshops, and local author fairs to directly engage with your audience and boost visibility. Ensure that all sales channels are well-integrated and that you have a strategy for managing inventory and distribution if you handle physical copies. A comprehensive approach to publishing will enhance your book's accessibility and profitability.

Market Your Book

Effectively marketing your book is essential to reach a wide audience and drive sales. Start by building a strong author platform that showcases your brand and connects with readers. Utilize social media to post regularly, share updates and behind-the-scenes content, and engage with your audience. Creating a blog or website can be a hub for your online presence, offering valuable content, book updates, and a place for readers to interact with you. Leverage marketing tools such as book promotion services, which can help boost visibility through features and reviews. Implement email marketing to inform your audience about new releases, special offers, and events.

Consider investing in paid advertisements on platforms like Facebook, Instagram, and Google to reach a broader audience. While not mandatory, these strategies significantly enhance your book's discoverability and sales potential, allowing you to build a loyal reader base and expand your reach.

Launch your Book

The launch of your book is a critical milestone in your publishing journey and can significantly impact its success. Begin planning your launch at least six months before your publish date, focusing on a comprehensive strategy that includes in-person events, online promotions, and audience engagement. Now is the time to execute that plan meticulously. Organize book signings, virtual events, and webinars to create buzz and connect with potential readers. Leverage social media platforms and email marketing to spread the word about your book, using teasers, countdowns, and exclusive content to generate excitement. Outreach to your audience through newsletters and blog posts, keeping them informed and engaged. Encourage early readers to leave reviews on platforms like Amazon and Goodreads to build credibility and attract more readers. A well-executed book launch can boost visibility, drive sales, and establish a strong foundation for your book's ongoing success.

Market Your Book

Effectively marketing your book is essential to reach a wide audience and drive sales. Start by building a strong author platform that showcases your brand and connects with readers. Utilize social media to post regularly, sharing updates, behind-the-scenes content, and engaging with your audience. Creating a blog or website can serve as a hub for your online presence, offering valuable content, book updates, and a place for readers to interact with you. Leverage marketing tools such as book promotion services, which can help boost visibility through features and reviews. Implement email marketing to keep your audience informed about new releases, special offers, and events. Consider investing in paid advertisements on platforms like Facebook, Instagram, and Google to reach a broader audience. While not mandatory, these strategies significantly enhance your book's discoverability and sales potential, allowing you to build a loyal reader base and expand your reach.

Monitor and Optimize

Continuous monitoring and optimization are crucial for your book's long-term success. Monitor your sales, marketing efforts, and advertising campaigns closely to understand what works best and where improvements are needed. Use analytics tools from your publishing platforms and marketing services to track performance and gather insights.

To sustain interest and engagement, regularly connect with your readers through social media, email newsletters, and in-person or virtual events. Encourage feedback and reviews to build a strong community around your book. If you have a website, update it frequently with fresh content, news, and events to keep your audience and search engines engaged. Adapt your strategies based on data and feedback to maximize your book's visibility and sales potential over time.

Myth Busters about Self-Publishing

Myth 1: Self-Publishing Means No Quality Control

Myth 2: You Can't Make Money with Self-Publishing

Myth 3: Self-Publishing is Only for Failed Writers

Myth 4: Self-Publishing Books Don't Get Reviewed

Myth 5: Self-Publishing Limits Your Marketing Reach

Myth 6: Self-Published Books Don't Win Awards

Myth 7: You Have to Be a Tech Genius to Self-Publish

Myth 8: Self-Publishing is Too Expensive

Myth 9: Self-Publishing Isn't Respected in the Industry

Myth 10: You Need an Existing Audience to Succeed

Myth 1: Self-Publishing Means No Quality Control

Many believe self-published books are not held to the same quality standards as traditionally published ones. This is not true. Self-published authors often hire professional editors, proofreaders, designers, and formatters to ensure their books meet high standards. Platforms like Amazon Kindle Direct Publishing (KDP) and others have strict guidelines and quality checks to maintain credibility.

Myth 2: You Can't Make Money with Self-Publishing

There's a misconception that self-publishing doesn't pay well and that authors can't make a living. However, self-publishing can be highly profitable, with successful authors earning substantial incomes. Unlike traditional publishing, self-publishing allows authors to keep a larger percentage of the royalties. Many self-published authors also leverage marketing strategies, such as social media and email campaigns, to boost sales and generate revenue.

Myth 3: Self-Publishing is Only for Failed Writers

Many assume that only authors who can't get traditionally published opt for self-publishing. Many successful writers choose self-publishing for greater control over their work, quicker publication times, and higher royalty rates. Self-publishing is a strategic choice for many creative and business-savvy authors.

Myth 4: Self-Publishing Books Don't Get Reviewed

There's a belief that reviewers and professional critics ignore self-published books. This is not the case. Many self-published books receive reviews from reputable bloggers, online publications, and traditional media outlets. Additionally, platforms like Goodreads and Amazon provide avenues for garnering reader reviews.

Myth 5: Self-Publishing Limits Your Marketing Reach

Some think that marketing efforts are futile without the backing of a traditional publisher. However, self-publishing offers numerous marketing opportunities. Social media, email lists, book blogs, and online advertising enable self-published authors to market their books effectively. Many authors even find that they can reach niche audiences more effectively.



Myth 6: Self-Published Books Don't Win Awards

There's a misconception that self-published books can't win literary awards. In reality, numerous awards specifically recognize excellence in self-publishing, and some mainstream awards also accept self-published entries. Winning an award can significantly boost an author's credibility and sales.

Myth 7: You Have to Be a Tech Genius to Self-Publish

Self-publishing can seem daunting if you're not tech-savvy, but many user-friendly platforms make the process straightforward. Tools and services such as Amazon KDP, IngramSpark, and others simplify formatting, publishing, and distribution and provide step-by-step guidance.

Myth 8: Self-Publishing is Too Expensive

Initial editing, cover design, and marketing costs can make self-publishing seem expensive. However, many resources and service providers fit different budgets. Additionally, earning higher royalties can offset these costs over time.

Myth 9: Self-Publishing Isn't Respected in the Industry

While this misconception persists, the increasing number of high-quality self-published works and successful self-published authors has helped to change industry perceptions. Many readers and literary professionals now recognize that self-publishing can produce excellent and influential books.

Myth 10: You Need an Existing Audience to Succeed

While having an established audience can help, many self-published authors build their readership from scratch. Effective use of social media, engaging with readers online, and intelligent marketing strategies can help authors develop a loyal following over time.



Ten Factors that Influence Book Sales

Marketing Efforts

Authors who invest time and resources in marketing their book—through social media, email lists, book promotions, and ads—tend to see higher sales.

Quality of the Book

Well-written, professionally edited, and attractively formatted books are more likely to succeed.

Cover Design

A professional and eye-catching cover can significantly impact sales.

Genre and Niche

Books that target a specific niche or cater to a defined audience often perform better.

Pricing Strategy

Competitive pricing can make a big difference, especially for new authors trying to gain readership.

Reviews and Ratings

Positive reviews and ratings can enhance the book's credibility and encourage more readers to purchase it.

Author Platform

Authors with an established platform (blog, social media following, podcast, etc.) tend to have better sales outcomes.

Distribution Channels

Utilizing multiple distribution channels—such as Amazon, other online retailers, and even local bookstores—can increase the book's visibility and sales potential.

Book Launch Strategy

A well-planned book launch, pre-launch activities, and coordinated promotional efforts can lead to a solid initial sales surge.

Ongoing Engagement

Maintaining regular communication and engagement with readers helps to build a loyal audience. This can include updating them on new releases, providing exclusive content, or hosting live events.

Recommended Self-Publishing Books

Here are some helpful books on self-publishing. Don't try to read them all, as that can lead to procrastination. Bolt's book, based on his self-publishing course, covers every step of the process

- *Published.: The Proven Path From Blank Page to Published Author* by Chandler Bolt.
- *Let's Get Digital: How To Self-Publish, And Why You Should* by David Gaughran
- *Lifelong Writing Habit: The Secret to Writing Every Day: Write Faster, Write Smarter* by Chris Fox
- *Writing Habit Mastery – How to Write 2,000 Words a Day and Forever Cure Writer's Block* by Steve Scott
- *Business For Authors: How To Be An Author Entrepreneur* by Joanna Penn
- *The Miracle Morning for Writers: How to Build a Writing Ritual That Increases Your Impact and Your Income (Before 8 AM)* by Hal Elrod and Steve Scott
- *Write. Publish. Repeat. (The No-Luck-Required Guide to Self-Publishing Success)* by Sean Platt and Johnny B. Truant
- *Platform: Get Noticed in a Noisy World* by Michael Hyatt
- *Guerrilla Publishing: Dangerously Effective Writing and Book Marketing Strategies* by Derek Murphy
- *Why Authors Fail: 17 Mistakes Self-publishing Authors Make That Sabotage Their Success (And How To Fix Them)* by Derek Doepker
- *You Can Write a Book* by Jerry D. Simmons.
- *Writing Nonfiction: Turning Thoughts Into Books* by Dan Poynter
- *Writing Tools: 55 Essential Strategies for Every Writer* by Roy Peter Clark.
- *Bird by Bird: Some Instructions on Writing and Life* by Anne Lamott.
- *The Nonfiction Book Publishing Plan: The Professional Guide to Profitable Self-Publishing* by Stephanie Chandler and Karl W. Palaachuk.

Self-publishing Courses

Check out the best self-publishing companies and courses. Compare value and pricing to find a course that offers community support and a step-by-step blueprint. Quality self-publishing courses typically cost between \$500 and \$6,000, with options ranging from beginner to advanced levels in book marketing. Pricing may not be the most recent costs. Check websites for additional costs and information.

Mark's course is in development and will be shared toward the end of the Guide. The pre-order cost is \$350. The normal cost is \$495

Self-Publishing School with Chandler Bolt

- Overview: Known for its comprehensive approach, this course guides you from writing to publishing and marketing your book. It includes modules on building your author platform, email list, and marketing strategies.
- Cost: \$5,000 and up
- Pros: Step-by-step guidance, extensive video content, and support through a private community.
- Cons: Higher cost with no refund policy.
- Best For: Beginners to advanced authors looking for a detailed blueprint and long-term business strategy ([Kindlepreneur](#)) ([TCK Publishing](#)).

Authority Pub Academy

- Overview: This course by Steve Scott and Barrie Davenport focuses on creating a bestselling book and building an author brand. It covers writing, publishing, and advanced marketing techniques.
- Cost: \$597.
- Pros: In-depth modules, access to a private Facebook group, supplementary materials like Canva tutorials.
- Cons: Primarily for those with some prior publishing experience.
- Best For: Authors who want to build a sustainable author platform and brand ([SelfPub.com](#)) ([TCK Publishing](#)).

Mark Dawson's Self-Publishing Launchpad

- Overview: This course offers a thorough look at the entire self-publishing process, with a strong emphasis on email marketing and building an author website.
- Cost: \$597.
- Pros: Extensive video content, practical examples, and focus on long-term income generation.
- Cons: Not for those looking for a quick publishing solution.
- Best For: Authors at any level who want to establish a solid online presence and marketing strategy (Kindlepreneur).

Your First 10K Readers by Nick Stephenson

- Overview: This course focuses on advanced marketing tactics to help authors build a strong platform and achieve significant reader engagement.
- Cost: Premium: 12 monthly payments of \$99; Standard: 12 monthly payments of \$49.
- Pros: Detailed training on landing pages, email autoresponders, and marketing strategies, plus access to a private Facebook group.
- Cons: More suited for those who already have a book and want to focus on marketing.
- Best For: Intermediate to advanced authors looking to enhance their marketing efforts and grow their readership (TCK Publishing) (Freedom Bound Business).

A Fearless Way to Publish by Alessandra Torre

- Overview: This affordable course covers editing, proofreading, self-publishing, and marketing your book. It also includes step-by-step instructions for publishing on various platforms.
- Cost: Affordable pricing compared to other courses.
- Pros: Step-by-step details, regular updates, supportive Facebook page.
- Cons: Not as advanced as some other courses.
- Best For: First-time authors who need a comprehensive guide to the entire self-publishing process (Kindlepreneur) (SelfPub.com).

Self-Publishing Expenses

These costs can vary significantly depending on the quality, provider, and scope of services chosen, but this list should give you a solid foundation for budgeting your self-publishing journey.

Pre-Publishing Costs

Market Research Tools:

Publisher Rocket: \$97 (one-time fee)

KDP Spy, KDP Rocket, etc.: \$50-\$100 (varies)

Editing (Online Freelance Editors (e.g., Fiverr, Upwork):

Basic editing: \$0.01-\$0.03 per word

Comprehensive editing: \$0.03-\$0.07 per word

Professional Editors:

Copyediting: \$300-\$2,000 depending on book length

Content editing: \$500-\$3,000 depending on book length

Proofreading: \$0.01-\$0.02 per word

Book Formatting:

Ebook Formatting: \$50-\$500

Print Formatting: \$100-\$500

Cover Design:

Pre-made Covers: \$50-\$200

Custom Cover Design: \$300-\$1,000

Writing and Notetaking Software:

Scrivener: \$49 (one-time fee)

Ulysses: \$5 per month or \$50 per year

Evernote: Free basic plan; \$7.99 per month for Premium

Microsoft Word: \$69.99 per year or \$149.99 (one-time fee)

Mind Mapping Software:

MindMeister: \$4.99 per month (basic); \$8.25 per month (personal)

XMind: Free basic version; Pro version \$39.99 per 6 months

ISBNs:

Single ISBN: \$125

10 ISBNs: \$295

100 ISBNs: \$575

Legal Fees:

Copyright Registration: \$55-\$85

Legal Consultation: \$100-\$300 per hour (if needed)

Self-Publishing Expenses

Post-Publishing Costs

Email Marketing:

Mailchimp: Free for up to 500 subscribers; \$11 per month for 500-2,500 subscribers

ConvertKit: Free for 300 subscribers; starts at \$15 per month for 300+ subscribers

Website Design and Hosting:

Domain Registration: \$10-\$20 per year

Website Hosting: \$3-\$25 per month (e.g., Bluehost, SiteGround)

Website Design (DIY tools like WordPress, Squarespace):

WordPress: Free (basic); \$4-\$45 per month (premium plans)

Squarespace: \$16-\$54 per month

Professional Website Design: \$500-\$5,000

Advertising and Book Promotion Sites:

Amazon Ads: \$50-\$1,000 per campaign (depends on budget)

Facebook/Instagram Ads: \$100-\$500 per campaign (depends on budget)

Book Promotion Sites:

BookBub: \$500-\$2,000 depending on genre and subscriber reach

Bargain Booksy: \$25-\$100 per promotion

Freebooksy: \$100-\$500 per promotion

Ereader News Today: \$20-\$200 per promotion

Book Reviews (Optional):

Kirkus Reviews: \$425-\$575 (varies)

Editorial Reviews (e.g., BlueInk Review): \$395-\$595

Printing Costs (for Print-On-Demand or Bulk Printing):

Print-On-Demand (POD): Cost per book varies by page count and color options; typically \$2-\$10 per copy

Book Distribution Fees:

Amazon KDP: Free to list; 30-70% royalty rates

IngramSpark: \$49 setup fee per format; \$12 annual fee per title

Social Media Management Tools:

Hootsuite: Free basic plan; \$19 per month for professional plan

Buffer: Free basic plan; \$15 per month for Essentials

Self-Publishing Summary

Self-publishing can seem daunting, especially when you consider the range of expenses involved, but it's important to remember that you have options tailored to your budget and needs. While professional services are highly recommended for the best results, you don't have to do everything yourself unless you want to.

There are different levels to self-publishing: you can go the DIY route, which might cost you between \$1,500 and \$5,000, depending on the tools and services you choose. Alternatively, you can work with a hybrid publisher, who will often share the upfront costs in exchange for a higher percentage of royalties, making it a more affordable option with professional guidance.

Finally, you can hire a company to handle everything, saving you time and ensuring a polished final product. No matter which path you choose, there's a solution that fits your goals and budget, so don't let fear hold you back—your book deserves to be published!

What is Hybrid Publishing

Hybrid publishing companies behave just like traditional publishing companies in all respects, except that they publish books using an author-subsidized business model (as opposed to financing all costs themselves).

Using a hybrid publisher, like in self-publishing, requires the author to pay for most upfront costs for book production, but a hybrid publisher has its own team of editors and designers who design the book and handle all production and distribution setups. The authors have access to a cohesive team of book professionals they might not have if they self-publish.

A hybrid publisher makes income from a combination of publishing services and book sales. It's the Do It With Someone Model rather than Do It Yourself and is an excellent path for the majority of authors who are looking for the benefits of traditional publishing but with more control of their creativity, timing, and intellectual property.

My Author Journey

I began writing my first book, ***Ten Days With Dad: Finding Purpose, Passion, & Peace During The Darkest Days Of Alzheimer's and COVID-19***, three years after my dad's Alzheimer's diagnosis, right around the time his health started to decline. The beginning pages came right from my personal journal, but I knew there was a larger story to share.

Realizing the need for guidance in the self-publishing process, I enrolled in Chandler Bolt's Self-Publishing School. The most valuable part of the course was the coaching and accountability, which kept me on track and motivated.

I found the course's detailed, step-by-step approach to self-publishing valuable. It was an expensive endeavor, but if you have the resources, it is worthwhile—provided you take full advantage of it. The nuts and bolts of self-publishing were laid out, and I followed them meticulously. However, my success was driven by my determination. I invested in myself, committed to writing daily, and focused on my goal.

I proudly published my book on my fiftieth birthday, March 13, 2022. Building on this momentum, I published my second book, ***The Greatest Burden The Greatest Blessing: Caregiving Stories of Hope, Humility, and Love***, the following August. Achieving two self-published books in two years was a significant milestone.

Beyond the writing, I taught myself to market, sell, and promote my books. I created a book sponsor program, which helped me secure hundreds of presales. My efforts have been rewarded with book awards and over 5,000 copies sold.

I created Bellarmine Publishing to help authors get their ideas from their brains to the bookshelf, removing as many obstacles as possible. We all have a story to share, and I am dedicated to supporting authors on their journeys to publication.

A graduate of Fairfield University, I am a promotional branding expert, author, speaker, publisher, and podcaster. I also write a weekly newsletter called MARK. Set. Go. Most importantly, I'm a husband and father of three awesome kids (young adults).

You can learn more about me, my online course, and publishing offerings at markjresnick.com and bellarminepublishing.com

-Mark J. Resnick

Ready to begin your journey?

You've just finished reading the Resource Guide on self-publishing, and by now, you have a solid understanding of the steps and processes involved.

But knowledge alone isn't enough; it's time to put what you've learned into action. The journey from concept to completion can be overwhelming, but it doesn't have to be.

That's where the **Brain to Bookshelf: The Path to Publishing Your Non-Fiction Book in Under a Year** course comes in.

The course is designed to be your comprehensive guide, walking you through each stage of the publishing process, from refining your idea to holding your finished book in your hands. Get the tools, insights, and support you need to confidently bring your book to life. Don't just dream about publishing your book—make it a reality.

Join the course and start your journey from brain to bookshelf today. If you follow the steps and commit to writing almost every day but don't publish within a year, I'll buy your first 100 books when the book gets published.

The other promise I make: get a full refund if you are not completely satisfied with the course.

To schedule your call, email: mark@markresnic.com

Schedule a free 20-30-minute call with me. I'll answer every question and recommend the course of action that's best for you.

Do you have questions about the writing or publishing process or want to pick my brain? There's no cost, obligation, or pressure to do anything. I'll give you my honest opinion on your book idea and anything related to the book, publishing, and sales/marketing.

ABOUT BELLARMINE PUBLISHING

Named in honor of the esteemed scholar and saint, Robert Bellarmine, and the namesake building where I proposed to my wife, Bellarmine Publishing's focus and mission is to bring your literary dreams to life.

We do this through our online publishing course, personal or group coaching, mastermind community, and full-service publishing division. You decide which support and expertise you require to fulfill your publishing goals.

Bellarmino's hybrid publishing model combines the best of traditional publishing services with the flexibility and autonomy that modern authors crave.

Beyond writing, editing, formatting, and design, Bellarmine also equips its authors with the tools they need to succeed after publication. From crafting compelling book launches and marketing content to developing effective sales strategies, Bellarmine's mission is to see its authors' work published, celebrated, and shared with a wide audience.

While we finish building out www.bellarminepublishing.com, you can learn more about me and the hats I wear at www.markjresnick.com.

To book a free consultation call, email mark@markjresnick.com or call me directly at 617-549-9706.

