

SELF PUBLISHING 101

Vancouver Burnaby BCRMTA ~ September 23, 2019

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Format

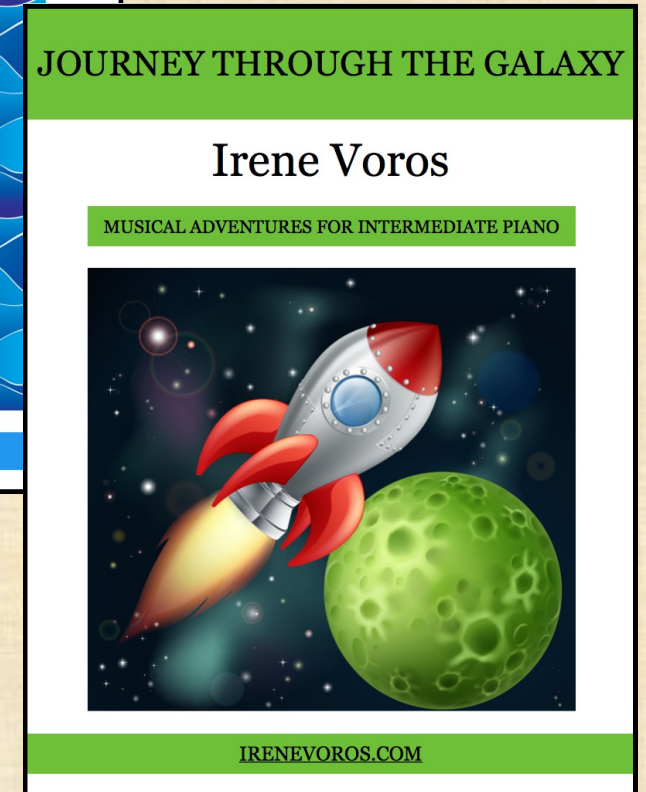
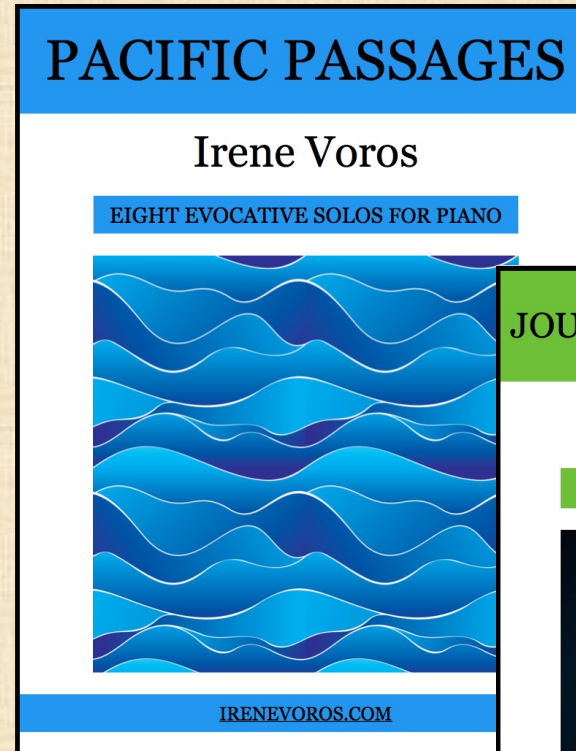
- Introduction
- Panelists
- General Thoughts
- Publishing: Traditional and Online Options
- Marketing Strategies
- Graham Blank ~ Vice President & Director, Tom Lee Music Ltd
- Lunch courtesy of Tom Lee Ltd

PANELISTS



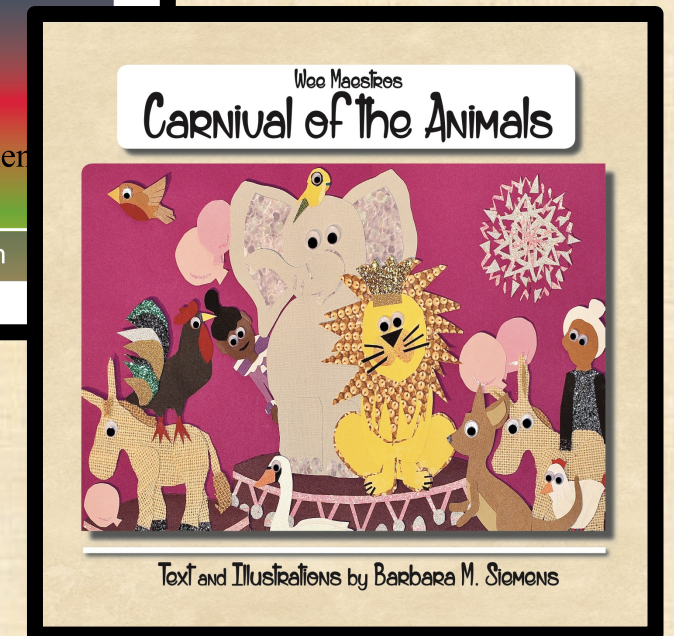
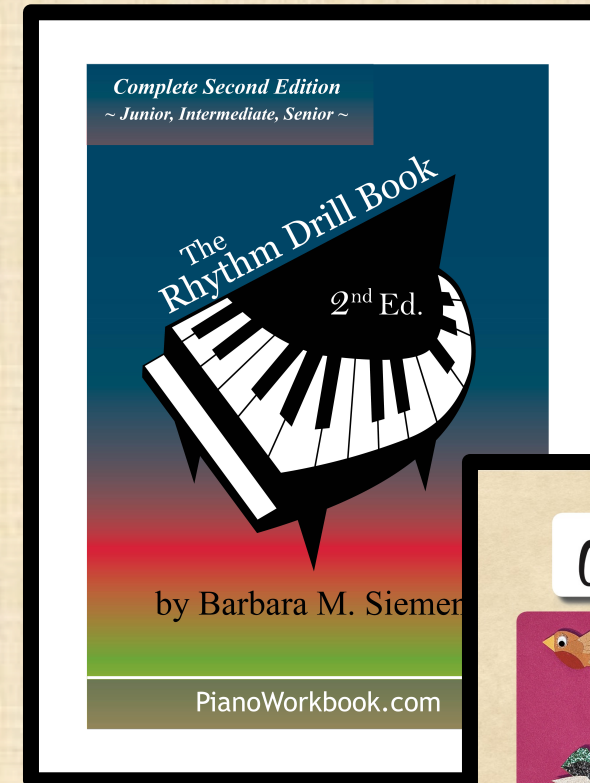
Irene Voros

- Composer, Teacher, Pianist
- Member of Red Leaf Pianoworks
- A.R.C.T. Piano Performance
- A.R.C.T. Piano Teacher
- A.Mus. LCM Music Theory



Barbara Siemens

- Teacher, Adjudicator, Author
- A.R.C.T. Piano Performance
- A.R.C.T. Piano Teacher
- B. Mus., M. A. Historical Musicology
- B.C.R.M.T. Vancouver Burnaby Branch



GENERAL THOUGHTS



Expectations

- Be realistic
- Understand your motivation
- Focus on the product
- Enjoy the process
- Learn to take constructive criticism
- Be flexible if necessary

Design

■ Interior

- Choose size according to print options
- Uncluttered layout
- Avoid dense text
- Allow for wider margins
- Copyright material

■ Logo

- Branding
- Graphic artist

■ Cover

- Front cover: upper left information
- Back cover: advertising
- Spine: easy identification

Computer Programs

- Scoring
 - *Finale*

- Text based
 - *Adobe Indesign*
 - *Word*

Backups

Hard Copies

- Mail to yourself for copyright purposes
- Keep a library of successive editions

Digital

- Cloud
- Time Machine
- External Hard Drive

PUBLISHING

Traditional and Online Options



Traditional Option

■ Companies

- Minuteman Press
- Longbow Publishing Ltd
- Frederick Harris Ltd
- Debra Wanless Music
- Friesen Press Publishing Ltd

■ Considerations

- *Printing costs*
- *Print Runs*
- *Shipping and Handling*
- *Receiving payments*
 - Paypal
 - Stripe

Online Option

■ Company

- Kindle Direct Publishing (KPD)
- Formerly “Create Space”

■ Considerations

- *Printing costs*
- *Print Runs*
- *Shipping and Handling*
- *Royalties*

Kindle Direct Publishing with Amazon

kdp.amazon.com

kindle | direct publishing



Self-publish eBooks and paperbacks for free with Kindle Direct Publishing, and reach millions of readers on Amazon.

Get to market fast. Publishing takes less than 5 minutes and your book appears on Kindle stores worldwide within 24-48 hours.

Make more money. Earn up to 70% royalty on sales to customers in the US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more. Enroll in KDP Select and earn more money through Kindle Unlimited and the Kindle Owners' Lending Library.

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KDP Publishing

■ Pros

- Complete control of product
- No minimum orders
- Updated files live in 24 hours
- System relatively user friendly
- Easy access to support staff
- Royalties vs billing
- Consistent quality

■ Cons

- 3 week processing
- Printed outside Canada
- Limited product size choices
- No coil binding
- No hard cover
- Online permanently
- Digital Restrictions Management (DRM)



CreateSpace is moving to Kindle Direct Publishing

If you have books on CreateSpace, [move them to KDP](#) in three steps.

Create a New Title



Kindle eBook



Paperback

- ✔ **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. [Get started with Kindle content creation tools.](#)
- ✔ **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. [Creating a great cover.](#)
- ✔ **Description, Keywords and Categories:** Tell readers [about your book](#) and help them [find it on Amazon](#).
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Publication Date (Optional)

Your 'Live on Amazon' date will be used



Print Options

The default options selected below are based on the most common selections. [How will printing cost be calculated?](#)

Interior & paper type

[What ink and paper types does KDP support?](#)

Black & white interior
with cream paper

Black & white interior
with white paper

Color interior
with white paper

Trim Size

[What is a trim size?](#)

6 x 9 in
15.24 x 22.86 cm

Select a different size

Bleed Settings

[What are bleed settings?](#)

No Bleed

Bleed

Paperback cover finish

[What is a cover finish?](#)

Matte

Glossy

Trim Size



Most Popular Standard Trim Sizes:

5 x 8 in
12.7 x 20.32 cm

5.25 x 8 in
13.34 x 20.32 cm

5.5 x 8.5 in
13.97 x 21.59 cm

6 x 9 in
15.24 x 22.86 cm

More Standard Trim Sizes:

[Compare all standard sizes](#)

5.06 x 7.81 in
12.85 x 19.84 cm

6.14 x 9.21 in
15.6 x 23.39 cm

6.69 x 9.61 in
16.99 x 24.4 cm

7 x 10 in
17.78 x 25.4 cm

7.44 x 9.69 in
18.9 x 24.61 cm

7.5 x 9.25 in
19.05 x 23.5 cm

8 x 10 in
20.32 x 25.4 cm

8.5 x 11 in
21.59 x 27.94 cm

Non Standard Trim Sizes:

These sizes have limited distribution options. [How is my book affected?](#)

8.27 x 11.69 in
21 x 29.7 cm

8.25 x 6 in
20.96 x 15.24 cm

8.25 x 8.25 in
20.96 x 20.96 cm

8.5 x 8.5 in
21.59 x 21.59 cm

Self Define Trim Size:

Set up your book with your own trim size.

in



Width:

Height:

Select

Manuscript

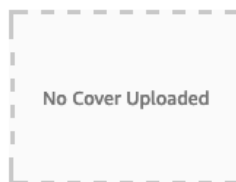
Upload a manuscript of your book interior content. For best results, we recommend using a formatted PDF file to create your paperback. You can also upload a DOC (.doc), DOCX (.docx), HTML (.html), or RTF (.rtf). [Learn more about manuscripts](#) or [download a KDP template](#) for your preferred trim size.

Upload paperback manuscript

Book Cover

We recommend a book cover for a good reader experience. You can create a cover using our Cover Creator tool or upload your own book cover. [Learn more about book covers](#) or [download a KDP template](#) to create your own cover.

Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)



Launch Cover Creator

Upload a cover you already have (print-ready PDF only)

Book Preview

Preview your file to check for formatting and print quality issues. [Learn more about formatting and print quality on KDP.](#)

Launch Previewer

Financial

■ Pricing

- US\$ (*KDP sets minimum*)
- Available internationally
- conversion to other currencies
- Taxes as applicable
- Shipping costs variable
- Billed to credit card

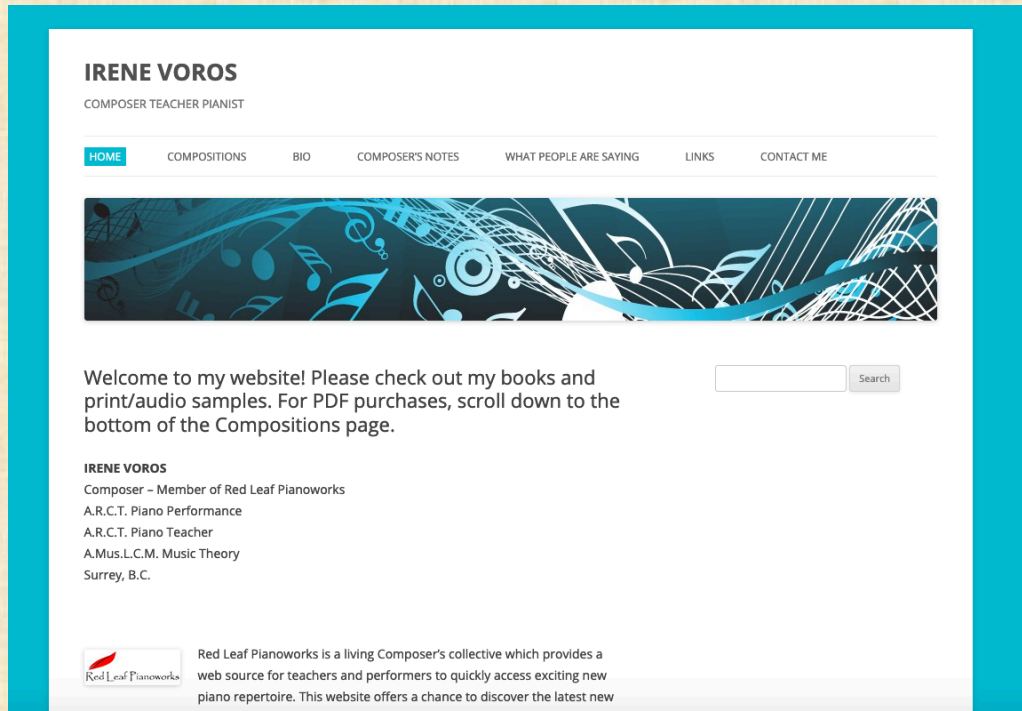
■ Royalties

- Paid 2 months after purchase
- Direct deposit
- Converted to Can\$ on deposit
- Easy tracking for tax purposes
- credit union vs traditional bank

MARKETING




Website




IRENE VOROS
COMPOSER TEACHER PIANIST

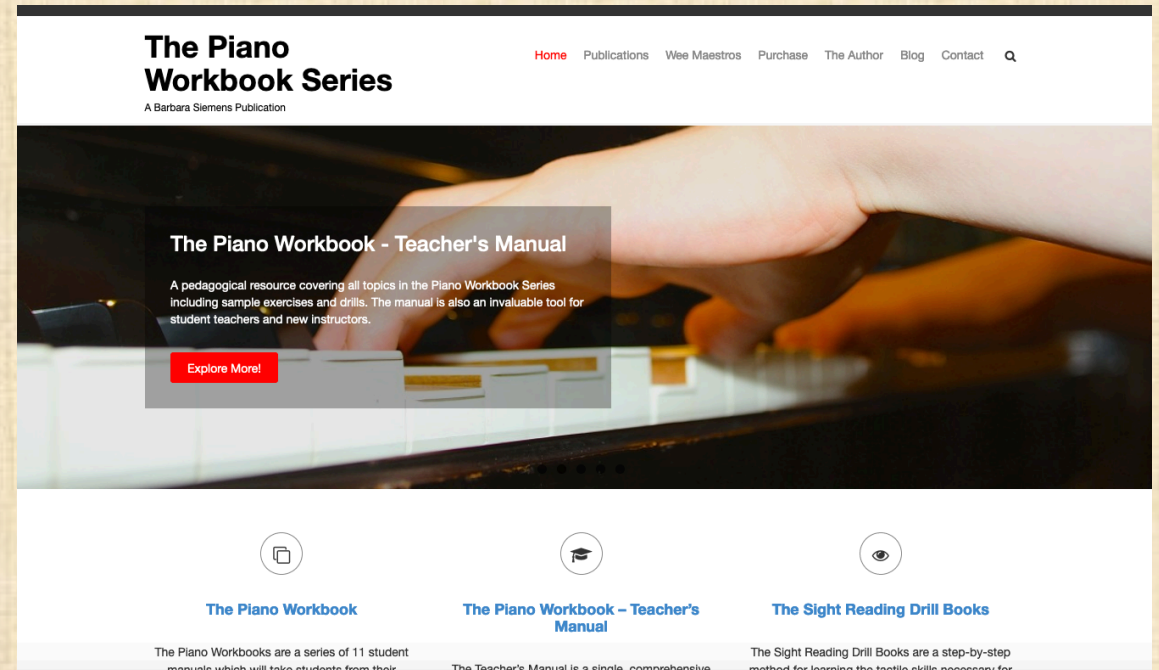
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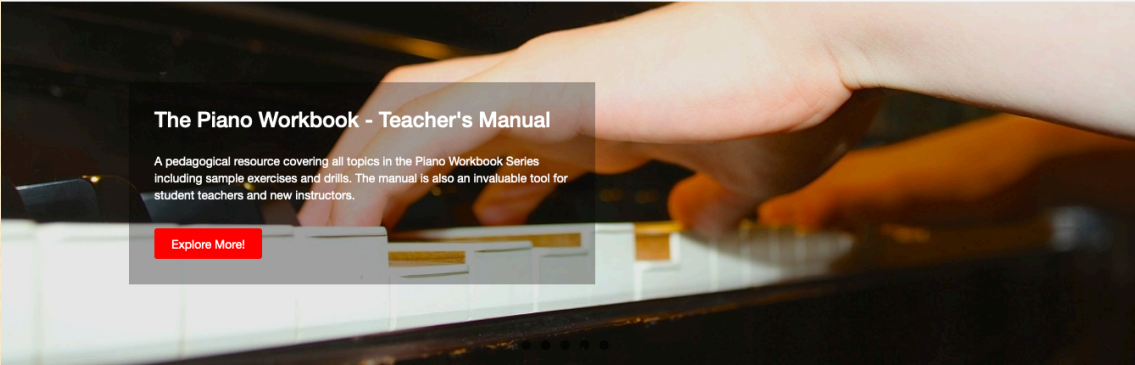
IRENE VOROS
Composer – Member of Red Leaf Pianoworks
A.R.C.T. Piano Performance
A.R.C.T. Piano Teacher
A.Mus.L.C.M. Music Theory
Surrey, B.C.

 Red Leaf Pianoworks is a living Composer's collective which provides a web source for teachers and performers to quickly access exciting new piano repertoire. This website offers a chance to discover the latest new



The Piano Workbook Series
A Barbara Siemens Publication


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The Piano Workbook - Teacher's Manual

A pedagogical resource covering all topics in the Piano Workbook Series including sample exercises and drills. The manual is also an invaluable tool for student teachers and new instructors.

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 **The Piano Workbook – Teacher's Manual**
The Teacher's Manual is a single, comprehensive

 **The Sight Reading Drill Books**
The Sight Reading Drill Books are a step-by-step method for learning the tactile skills necessary for

Music Stores

- Primary Music Locations

- *Long & McQuade*
- *Tom Lee Music Ltd.*

- Distribution

- *Supply to store*
- *Shipping*

- Secondary Locations

- *Tapestry Music*
- *Kids' Books*
- *Etc.*

Conferences

Tradeshows

- Trade Show Booth
- Showcase

Program Advertising

- Presence in program
- Inserts in Conference bags
- Coupon books in some cases

Conference Suggestions

National

- APTA – Every September
- CFMTA – odd years in early July
 - *Edmonton 2021*
- BCRMTA – even years in September
 - *Nanaimo 2020*
- Summer Sizzle – Ontario mid-July

USA

- Music Teachers' National MTNA – March
- Music Teachers of California MTAC – early July
- Other
- Selling Across the border:
 - *Can distribute advertising material*
 - *Cannot take funds in any form*

Social Media

- Presentation by Tom Lee, June 18, 2018
 - *Visit Vancouver/Burnaby Branch Calendar for access to the slide show*

- Twitter

- Snap Chat

- Instagram

Facebook

Business Page

- General page
- Monitor weekly (or more)
- Take every opportunity to publish videos or comments

KDP Targeted Advertising

- Use KDP to purchase advertising
- Target specific audience
- Purchase set amount
- Select time frame

Hard Copy Advertising

- Trade Magazines

- *BCRMTA Progressions*
- *CFMTA Magazine*
- *Both have digital versions with click options for advertisers*

- Considerations

- *Reviews*
- *Circulation*
- *Successive issues*
- *Benefits*

GRAHAM BLANK

Vice President ~ Tom Lee Music Ltd.

LUNCH

Courtesy of Tom Lee Music Ltd.