



Self-Publishing for Editors 101

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COURSE OUTLINE

As freelance editors, we are learning our services are moving beyond massaging the words and checking the use of semicolons. We are also becoming advisors to writers, especially writers who are self-publishing their books. Self-Publishing for Editors 101 will present the background of self-publishing, the details involved, the role of an editor for a self-publishing writer, and how to expand our services.

“Writing is an *art*, whereas publishing is a business” Dan Poynter, *The Self-Publishing Manual*

Lesson 1: Introduction

- Why should editors know the details of self-publishing?
- Famous self-published writers
- A little history
- What is in a name?
- What types of books are self-published?
- Why do authors even consider it?
- Who self-publishes?

Lesson 2: The Editor’s Role

- What is an editor’s role?
- Editors as consultants
- Edit promotional material, description, cover copy, bios
- Help with details, large and small

Lesson 3: Guiding a Vision

- Questions to ask your client
- Write a book proposal

Lesson 4: Expectations for the Self-Publishing Writer

- What is expected of a self-publishing author?

- What tools are needed?
- Help with the details

Lesson 5: Helping the Writer Make Decisions

- Options for self-publishers
- Printing and distribution options
- What to expect from a publishing partner
- The cost of self-publishing

Lesson 6: What's Next for Your Client?

- Marketing advice
- Moving on in the writing world