



## SELF-PUBLISHING FOR EDITORS 101

Instructor: Susan K. Stewart

### 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 are authors considering self-publishing?
- 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?
- What has given self-publishing a bad name?

#### Lesson 2: The Editor's Role

- Editors as consultants
- Editing promotional material, description, cover copy, bios
- Helping with details, large and small

#### Lesson 3: Guiding a Vision

- Questions to ask your client
- Write a book proposal

## Zoom Q & A

- The instructor will set up a Zoom Q&A; date and time TBD

## Lesson 4: Expectations for the Self-Publishing Writer

- Getting it done
- The little details
- The self-publishing company
- Tools of the self-publisher

## Lesson 5: Helping the Writer Make Decisions

- Self-publishing options
- What type of book to publish?
- Design considerations
- The cost of self-publishing

## Lesson 6: What's Next for Your Client?

- Marketing advice
- What is the editor's role?