



World Community Press

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Steps to Self-Publish a Book

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These steps assume that you are *not* contracting with a publishing company to publish your book, but will instead publish your book under your own publishing company name or “imprint.” This business can be a sole proprietorship and is not particularly complicated. Two of the advantages of going this route are a) complete ownership and control of your book and b) a higher profit from royalties and direct sales.

This is NOT legal or accounting advice. I am simply sharing what has worked for me, over many years.

1. Quality of Product

One can produce a book of any quality, but I assume here that you wish to make your book almost indistinguishable from a book produced by a “New York City publisher.” As much as one can.

The advantages of this approach include your pride as an author, the reader’s confidence in and enjoyment of the book, and critical acclaim from people who see your book. If you compare the quality of professionally published books to self-published books in general, you’ll see that many self-published books simply don’t make the grade. Bad covers, badly formatted interiors, missing front or back matter, unattractive layouts and fonts, and many other issues. My very first self-published book, done in 1992, makes me blush quite severely. But we all can learn, and learning is never finished. So we try our best.

2. Marketing, Publicity, and Sales

I don’t provide these services since it’s not my forte. But I do encourage any author to include “Comments from Readers” in the first pages of their books, or even on the back cover. After that, Amazon Reviews help. At the end of this document, I have included a one-page flyer of reader comments for my novel, *The Death and Life of Edward Wild: The Postmortem Adventures of a Modern Man*. This type of flyer can be distributed on social media and many other places. I think that reader accolades can really help other readers decide to buy the book.

3. Your Publishing Business Entity

My imprint is the World Community Press. Currently, it’s a “DBA,” aka a “sole proprietorship,” and was very easy to set up, since technically, it’s just my wife and me. (In Maine, it can be a husband and wife.) One thing I’ve recently considered is that a DBA is dissolved with the death of the proprietor(s). Thus, the questions of how to pass on the World Community Press business to our children, along with the copyright of our books

and revenue generated from them, are issues that I have to resolve. I'm not recommending one business type over another. I'm simply stating that getting started with a publishing imprint name as a DBA was uncomplicated. I'm not offering accounting advice. I can, however, recommend that the more we cross our t's and dot our i's, the happier we'll be. ☺

4. Imprint Name

One doesn't want to use a name that is already in use, e.g., "Random House" or "Penguin Books." That might be okay for a bar called "Joe's Bar and Grill" that won't necessarily conflict with a bar of the same name in another state, but online publishing is at the very least nationwide, if not global. Doing a name search with a lawyer's office is expensive, so I simply did my best to find a name that didn't appear in any web searches, etc. I did not trademark the name; perhaps I should have. At a minimum, do your best to make your name unique.

5. On-Demand Printing

Print on demand has made it very easy to get a book "to market." There are many "POD" businesses, but some of them are not as good as others, and none of them are perfect (as far as I can tell). You can find videos online that compare a number of them.

I've settled on two: Amazon KDP (Kindle Direct Publishing) and IngramSpark. Both of them require the publisher to create a publisher's account, and then to connect that account to the publisher's bank account, so that royalties can get paid to the publisher (with a 2-3 month lag).

Amazon's advantage is that it has its own marketplace, as everyone knows. At the same time, Amazon will sell books that are produced by IngramSpark. One example is that I publish all of our books on Amazon, in paperback, and then publish the hardcovers at IngramSpark (as well as also publishing the paperbacks at Ingram).

As of this date, Amazon does not do hardcovers with dust jackets. They only print hardcovers with the images printed directly on the "boards." Ingram also does that kind of hardcover. But since I like dust jackets, I use Ingram for that purpose and more.

Although Ingram now offers publishers direct links for customers to buy their books, they don't have the same kind of marketplace that Amazon has. However, they distribute to bookstores all over the world. Amazon has an "Extended Distribution" service, but they use Ingram to do that job. So, in Amazon, I do NOT select global distribution, but instead go over to Ingram for that purpose.

If you want your Ingram books to appear in bookstores, on the shelves, you have to offer "returns," which I find untenable, from a financial point of view. Instead, I set my Ingram books to a 40% discount, with no returns, and then bookstores like Barnes and Noble will list them in their online catalogue. Better than nothing.

Finally, I also use Ingram as a backup, just in case Amazon doesn't work out for some reason, for any particular book. This happened for a technical reason with my *Edward Wild* novel. The current print is over 450 pages, and Amazon utterly failed with its binding of the book (in paperback). Copies would open in the middle if one held the book by the spine, which is abnormal. I believe that Amazon's binding machines are not set correctly for books of that page length. Their customer service is available by phone, but it wasn't easy to get the issue resolved.

Ingram's version of the paperback *Edward Wild* was fine. So, I unpublished my Amazon *Edward Wild* version, and it was replaced on Amazon's page with the Ingram version.

UPDATE: I'm producing a newly formatted and edited version of *Edward Wild* with a longer page count (because of margins) and am working with Amazon to hopefully resolve the binding issue. Fingers crossed.

6. Amz and Ingram Fees to Publish an On-Demand Book

Amazon doesn't charge a fee to create or revise a book. Ingram doesn't charge a creation fee and allows revisions for free for sixty days. After that, each revision incurs a \$25 fee. So, proofing is important. Although it could be called a "NeverEnding Story." Like a painter in a gallery of his work, holding a paintbrush. One more tweak to the Mona Lisa!

7. List of Basic Steps to Publish a Book

A. The Writing and Editing Part

The writing part is, of course, where it all begins. I most sincerely suggest that you NOT write or create your book, or any part of it, with AI. It is a violation of the soul of art. In my opinion. At the same time, it's perfectly fine to use Grammarly Pro to find grammatical errors, incorrect words, and typos, using its integrated AI components. It's a **must-have program** that integrates with Microsoft Word. *However*, I would never use Grammarly's AI components to write even a paragraph. End of sermon. ☺ <https://www.grammarly.com>

I've read and studied many, many books on writing; some simple, some complex. Strange as it may seem, one of the most helpful tutorials I've encountered is by the late Warren Murphy, the prolific writer of a series of adventure novels called *The Destroyer* (quite low-brow) and many other novels and screenplays. The URLs are:

<https://warrenmurphy.com/index.php?page=writing-class>

https://en.wikipedia.org/wiki/Warren_Murphy

My takeaway from Murphy's tutorials is to write out the following content **BEFORE** you write your novel. It helped me immensely with my *Edward Wild* book. Here are Murphy's items to write:

- ♦ **The premise: A very short, one or two-sentence premise about your story.**
- ♦ **A one-sentence description of the story.**
- ♦ **A paragraph that describes the story.**
- ♦ **A concluding paragraph, i.e. the way the story ends.**
- ♦ **The plot: a one-page description.**
- ♦ **The chapter outline: Two paragraphs or so per chapter. VERY, VERY valuable indeed.**
- ♦ **A character list. Major characters fleshed out.**
- ♦ **Murphy's items to consider:**
 - ⇒ A great theme.
 - ⇒ Plot, hero, motivation, action, background/location
 - ⇒ Situation, Complication, Crisis, Climax
 - ⇒ Great heroes need great villains; otherwise, they just look silly.
 - ⇒ Use Sight. Sound. Smell. Taste. Touch. Nonsense.
 - ⇒ A really good title.
 - ⇒ Write every day. Period.

Then, of course, one must edit and edit and edit. Get feedback. Use Beta Readers. (God bless them!) Be a perfectionist. It's okay. ☺ **See my flyer below for a complete list of editing, layout, and design services.**

B. The Layout and Interior Sections

Here's where many self-published books fall down. I recommend that you purchase, if you can, a copy of *The Chicago Manual of Style*. It's the bible of writing, editing, and publishing, including book layouts. It describes it all down to the last detail: what goes in the front, the middle, the back; how page numbers are managed; the

whole shebang. Another great way to get used to the “New York City publishing style” is to pick up books and examine them. Learn their format. Does your book look like one of them? What’s missing, etc.?

C. The Cover

Ugly covers are—ugly. Ugh! But covers, no matter how lovely, should also be readable, especially at the online thumbnail size you see on Amazon. Just remember: you have to get the rights to all images, etc. For some of our covers, I’ve used public domain classical paintings, and for some, I paid money to get the rights to use the *high-resolution, 300 dpi photos* of them, for the cover, “in perpetuity.” Details like that are really important.

D. Preparing Your PDFs for Upload to KDP and Ingram

You’ll need one PDF for the inside and one PDF for the cover. The inside PDFs can be the same for both Amazon and Ingram, but the cover files are slightly different in size, due to paper thickness. That is, the spines are not the same width. Both platforms have cover template generators that make a PDF template that’s the exact size for the page count of your book. **I DO EBOOKS ALSO.** I just published *Edward Wild* as an Ebook.

E. Pricing

It’s a dance between what people will pay and what profit you’d like. I try to make somewhere between 5 and 7 dollars per book. The pricing has to take into account what Amazon and Ingram charge to produce it, etc. It’s all on the screens of their interfaces when you log in.

F. Proofing, Going Live, and Author Copies

Once you upload your finished PDFs, you’ll want to order a live copy and check it. Both platforms sell author copies at large discounts.

** However, if you want hundreds or thousands of copies, you’d be better off using a good book printer with an offset press. You’ll get better quality and more control.

8. URLs of Amazon and Ingram

https://kdp.amazon.com/en_US/

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https://kdp.amazon.com/en_US/help/topic/G201834180 (trim sizes and links to a knowledge base)

I’m Here to Help

I’m here to help you with ALL of the steps above. I can help you make your accounts by being on the phone with you, so that you can still do your own passwords, add your bank accounts, etc, without giving me that information. I can produce the PDFs and send them to you for approval. I use the excellent program “Affinity Publisher” to make your PDFs and will give you those Affinity files when the work is done. I can walk you through uploading the PDFs, or upload them for you. My flyer, attached, has a list of all of my services. My goal is to do work for you that will leave you feeling:

“Utterly Delighted!”

God bless you in your grand and wonderful writing endeavors!

=> SEE FLYERS BELOW.

PFB

Please Help Edward Wild "Go Viral"
By Distributing This Flyer Far and Wide. Thank you!

The Death and Life of Edward Wild

The Postmortem Adventures of a Modern Man

"Astounding."

"Destined to become a classic in the genre of afterlife lit."

"The author's imagination of a view of life after death is astounding, with possibilities that far exceeded what I could ever have thought."

"I was hooked by this vividly imaginative odyssey in the after-life. It's well-written and frequently funny, blending humor with horror as well as romance. Clever, yet tender, and at times, deeply moving."

"Has an intuitive truthfulness."

"An audacious attempt to portray what reality is like in the spirit world."

"The true measure of a work lies in its power to draw the reader back for a second taste, because of a longing for the author's world that must be sated. *The Death and Life of Edward Wild* does exactly that."

"The author has a brilliant way of moving the story along."

"Literary genius."

"Edward Wild's journey is told in stories strung together like fine gems."

"[A] delicious work about life after death."

"I felt like I was reading Thomas Mann or Hermann Hesse!"

"With so much wisdom embedded in the book, one can look forward to reading it again and again."

"I fell in love with the characters and chewed through the pages like a great meal I was really hungry for."

"By far one of the best books I've ever read."

"I am convinced that, as the author wrote, Dante whispered in his ear."

"Riveting and such rich characters."

"Would like to see [it] as a miniseries."

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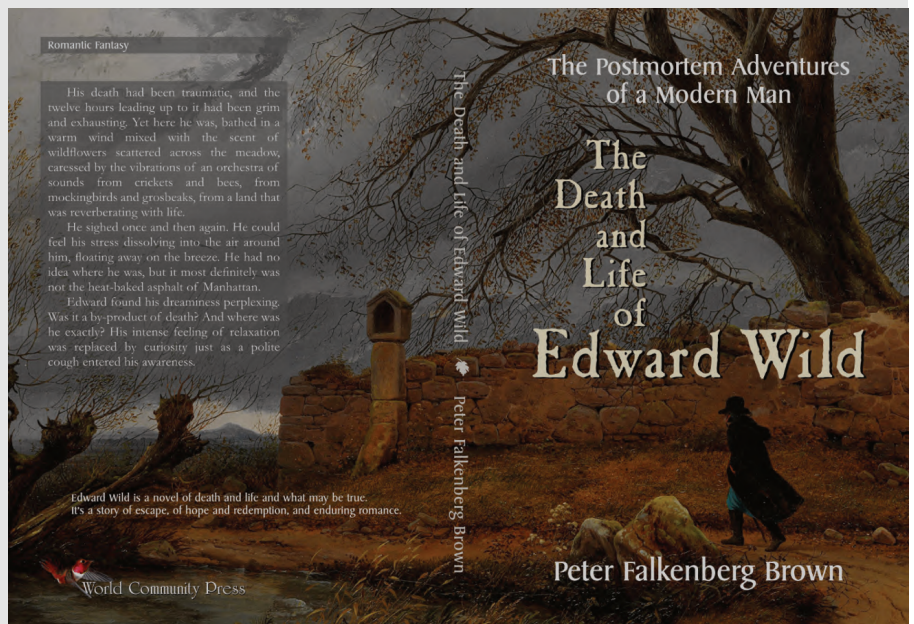
The Death and Life of Edward Wild
is Available Here:

amazon.com/author/peterfalkenbergbrown

In both Paperback & Hardcover.
The World Community Press website is:
worldcommunitypress.com



To inquire about Review Copies or to
Book an Interview, Email:
peterbrown@worldcommunity.com



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DO YOU WANT TO PUBLISH A BOOK? WE CAN HELP!

Announcing Our WCP Book Publishing Services

After editing, designing, and publishing a number of books, some of them displayed here, we've decided to offer book publishing services that include:

- ▶ **Line Editing, Copy Editing / each:** 3.0 to 5.0 cents per word, based on genre
- ▶ **Interior Book Design and Formatting:** \$5.75 per formatted book page
- ▶ **Cover Design:** \$50 per hour (e.g. front, back, spine, dust jacket flaps)
- ▶ **Press-Ready PDFs for Paperback & Hard Cover Books:** \$50 ea, w/ assets
- ▶ **Assistance with Account Creation and Book Publication at Amazon KDP and IngramSpark (you're the publisher):** \$50 per hour
- ▶ **Developmental Editing or Writing "with":** price based on project
- ▶ **General Assistance not listed here:** based on details, e.g., \$50 per hour (July 30, 2025: Fees are based on the Editorial Freelancers Association's rate chart. Fees are subject to change.)

Contact Info & Sample Books

(Our books have received many 5-Star Reviews)

<http://worldcommunitypress.com>

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(We don't work on all genres. Not every book is "a fit." Thus, not every book can be accepted.)

