



# "BEYOND THE BASICS OF SELF-PUBLISHING"

.....  
*Curriculum and Online  
Course Break Down*



**Whether you plan on only publishing your own works or starting a publishing company to publish the works of others, you must follow each and every single step of the writing and publishing process.**

**BELOW IS A BREAK DOWN (SHORT VERSION) OF THE WRITING AND PUBLISHING PROCESS:**

**1) Write the book or get help writing the book (book coach, ghostwriter, etc.)**



For individuals who have the book in their head and need help getting it out of their head and onto paper, Path To Publishing has an Outline & Story Builder Program in which we assist these individuals with creating a working outline they can then build their story from. This system also works for individuals who have their thoughts and ideas on paper, but need to put some organization to their existing texts and content.

**Path To Publishing has Ghostwriting Companions who will work with authors to fill in the holes of their story by creating the necessary content (this is referred to by our company as write-behinds). We have Ghostwriting Companions who will transcribe the content the author dictates, or who will create all content from scratch based on the author's concept and idea.**



**For those who don't need someone to write their book for them, but are stuck and perhaps need guidance in getting the words out, we have Book Coaching Companions to assist them along the writing process.**



## **2) Send your manuscript to beta readers, family, and friends to read**

Beta readers help catch issues with manuscripts before they go to professional editors. Path To Publishing has a Beta Reader Review Team, but more beta reader resources are listed in the "Beyond the Basics of Self-Publishing" printed curriculum slides (The slides are the long version that you can digest at your leisure).

### **3) Get your book professionally edited**

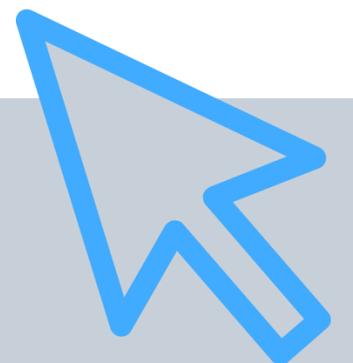
Path To Publishing has Editing Companions who cover everything from content developmental editing, copyediting, comprehensive editing, line editing, and proof editing.

## **4) Determine the price of your book**

**There are several factors that go into determining the price of your book that you'll also find in the "Beyond the Basics of Self-Publishing" curriculum.**

# 5) Get your ISBN

This can be purchased at  
[www.myidentifiers.com/isbn/main](http://www.myidentifiers.com/isbn/main).



## 6) Get your bar code

**When you purchase your ISBN, you will be asked if you'd like to purchase a bar code as well.**

## **7) Get your Library of Congress data**

**Most self-published authors (less than 3 titles) apply for the Electronic Preassigned Control Number (EPCN) program by visiting [www.loc.gov/publish/pcn](http://www.loc.gov/publish/pcn). This number should appear on the copyright page of your book. For publishers, only U. S. publishers who publish titles that are most likely to be widely acquired by U.S. libraries are eligible to participate in the CIP program. [www.loc.gov/publish/cip](http://www.loc.gov/publish/cip).**

## **8) Write your book front and back matter**

(copyright page, dedication, about  
the author, glossary, appendices,  
resources, etc.—and don't forget to  
have it edited as well)

**9) Write  
your back-  
cover text, aka  
book synopsis  
(have it edited)**

**Path To Publishing  
has a team of book  
summary writers  
who can tweak  
your existing  
summary or create  
it from scratch.**

A woman with long dark hair, wearing a denim jacket, is sitting at a wooden desk. She is looking at a laptop screen. On the desk, there is a silver laptop, a metal pencil holder with colorful pens, a watercolor palette with various colors, and two light blue sticky notes. The background is slightly blurred, showing a camera and other desk items.

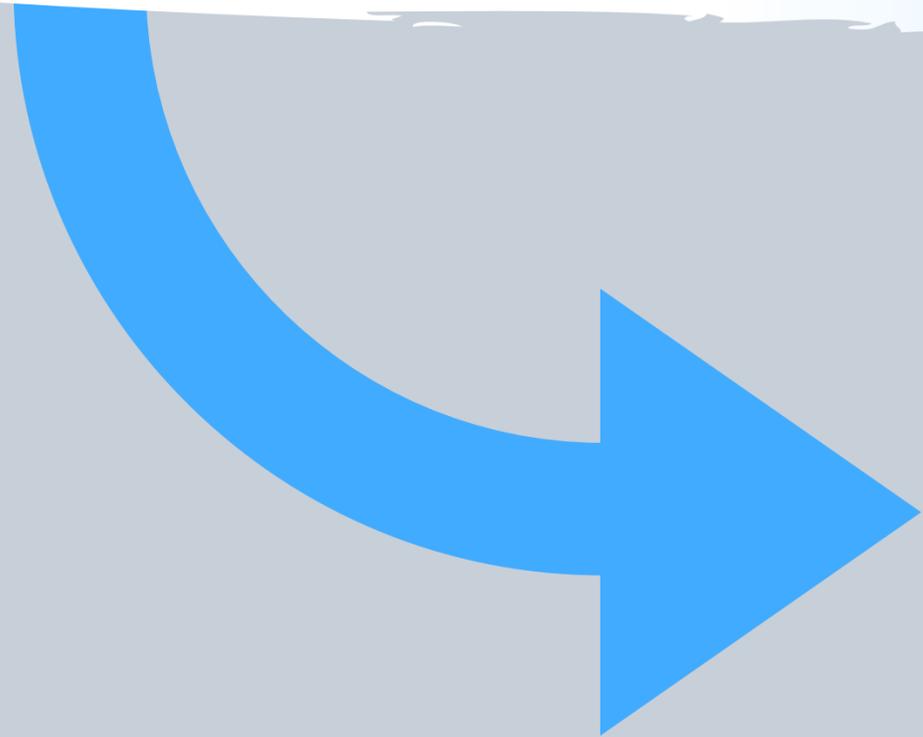
## **10) Get your book cover designed (have it edited)**

**We have Path To Publishing Book Design Companions to complete this task.**

**11) Get your book typeset (interior book design/layout)**

**We have Path To Publishing Interior Book Design Companions, aka typesetters.**

**12) Get a proof editor to review  
your typeset PDF**



**Path To Publishing  
has Proof Editing  
Companions.**

# 13) Copyright

The site to copyright work is [www.copyright.gov](http://www.copyright.gov), but we also have Virtual Assistant Companions to complete these types of administrative tasks on the author's behalf. You can also use [www.digi-rights.com/drights/ingram/index2.htm](http://www.digi-rights.com/drights/ingram/index2.htm), which is a copyright service by Ingram, the largest book distributor in the US.

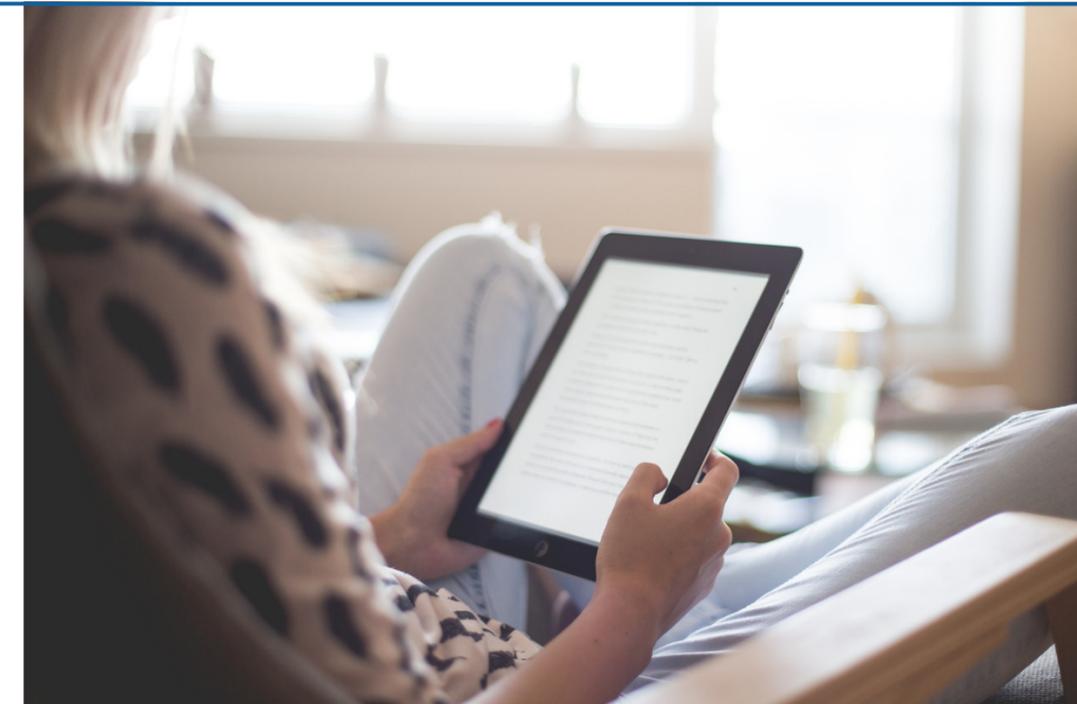
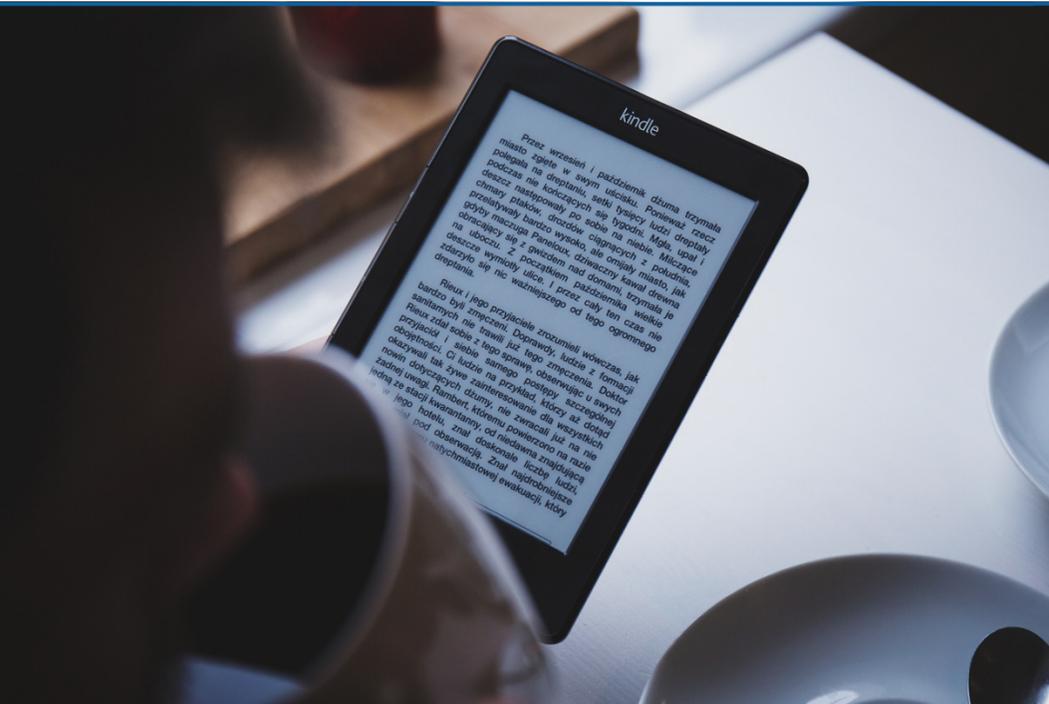


**14) Send cover and interior file to printer**

**When getting print quotes, you'll need to provide the book's specs (size, paper, binding, etc.). This is something Path To Publishing Literary Consultants assists authors and indie publishers determine based on industry standard.**

# 15) Ebook Conversion

**In addition to the printed book, you may choose to offer your work in digital format as well, in which a Path To Publishing Companion can convert your manuscript into all three digital files that may be required by various eBook distribution platforms. These platforms are shared with you on “Beyond the Basics of Self-Publishing” slides.**



# 16) Audio Book Narration and Production



**If you'd like your book to be available in audio, we have Path To Publishing Audio Book Narrator Companions (one who has worked on both Samuel L. Jackson's book as well as Tina Fey's).**

# **17) Distributors, Wholesalers, Retailers, and Libraries**

- **Once your book is written and published in your chosen format(s), you should acquire distributors and wholesalers; the middlemen who will get your books to libraries, retailers, etc. Path To Publishing has resources to not only help you identify and connect with distributors and wholesalers, but we have Companions who can set up the accounts on your behalf. Not only can we help you identify retailers and libraries, but we can assist you with or run the campaigns on your behalf for book placement (pre-publication book review campaign—trade reviews; library campaigns, pre-order campaign, etc.).** ●

# 18) Marketing

**Keep in mind that a book shipped out to a distributor, wholesaler, and retailer is not always a book sold, as if the book is not purchased by a consumer, it will be returned. To keep your return rate down, you want to have a marketing plan (marketing strategies) in place, to include various promotions.**

**Marketing allows you to convey to the world that your book exists. Path To Publishing has Marketing Companions, Social Media Companions (strategist), Website Companions (to build and/or update your website), etc. to assist authors and publishers along this process.**



## 19) Online Strategies

If you should decide you'd like to reach an audience through online courses, webinars, sales funnels, videos, etc., we have expert companions who could serve you in those areas as well. Although Path To Publishing CEO, Joylynn M. Ross, has been coined "The Literary Know-It-All", no one person knows it all. But Path To Publishing, a literary service provider, is smart enough to have experienced experts on our team who, combined, pretty much knows it all.



**"Every expert and leader should only speak on and teach those things of which they are qualified to speak on and teach," says Joylynn M. Ross. "The things I have no business speaking on and teaching, I've been blessed enough to be connected and have formed partnerships with those who can. The writers and authors who sign on to work with Path To Publishing deserve excellence in every area of their journey. We make sure we provide that for them."**

**What has been shared with you in the body of this document is a checklist of the writing and publishing process that both authors and publishers can use to publish in excellence. But the “Beyond the Basics of Self-Publishing” content is the blueprint that breaks down this checklist in greater depth and can be purchased at [www.pathtopublishing.com/conferencestore](http://www.pathtopublishing.com/conferencestore). If you desire to publish, you need the full blueprint, because Path To Publishing guarantees the full curriculum not only shortens your learning curve when it comes to executing the process of publishing, but it shares with you steps, tools, strategies, resources, systems, and techniques that you absolutely did not know about prior to purchasing the curriculum, aka**

**"The Literary Blueprint."**