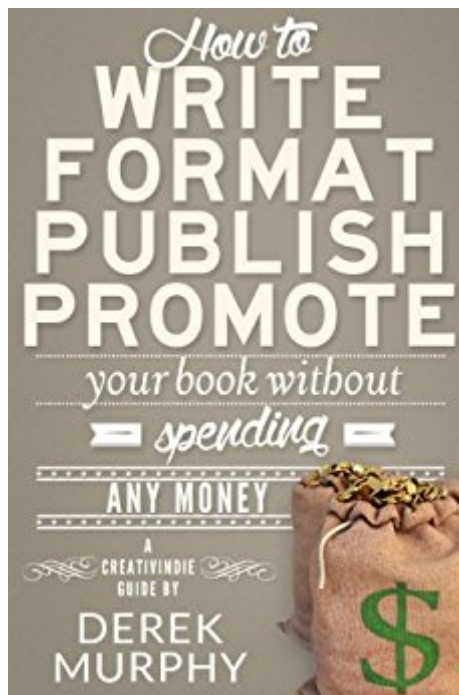




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How To Write, Format, Publish And Promote Your Book (Without Spending Any Money)



Synopsis

Over the past several years, I've built a handful of tools to help indie authors publish better looking books without spending a fortune. Most of them are free resources that will increase the quality of your finished book and save you a lot of money. This book is an introduction to some ways to publish on the cheap, DIY style. This book will save you time and money, while increasing the quality of your finished book. Publishing a book, but not sure where to start? DEREK MURPHY has been a book cover designer, writing coach and publishing consultant for almost a decade, helping thousands of authors put their books out into the world. In **WRITE, FORMAT, PUBLISH, PROMOTE** Derek reveals the free or low-cost tools, tips and strategies that successful authors can use to get an edge – drastically cutting costs from the expenses of book publishing. Learn how to **WRITE** faster and finish more books **EDIT** your book by identifying common errors **FORMAT** for print and eBook, with free templates **PUBLISH** your book and put it up for sale **PROMOTE** your book with powerful marketing tricks **ALL WITHOUT SPENDING ANY MONEY!** Update: This book was written a few years ago, and I've updated it for 2016. However since then I've started doing video tutorials and sharing free book design templates. My YouTube channel has almost 300,000 views from all the authors using my tutorials to learn about book design, publishing and marketing. So you should check that out, or visit my main site, www.creativindie.com, to see all the latest publishing hacks I've discovered.

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Derek Murphy's first book, *Book Marketing is Dead: Book Promotion Secrets You MUST Know BEFORE You Publish Your Book.*, was damn brilliant. Mr. Murphy gave us a world of information in terms of indie author advice. In fact, I hate to admit this, but the tips and tricks in *Book Marketing is Dead* were so great I, uh, well I purposely didn't tell anyone about the book. There, I said it. I'm selfish and was looking for an edge. Well, I'm not like that anymore. I've grown, and so as Mr. Murphy. Again, he has created a well-researched book crammed with tips and sage advice. But this one emphasizes free whereas his previous book was about what works, price not a consideration. Murphy's been in the indie publishing arena probably longer than 90% of the folks writing out there. This gives him the knowledge, background, and experience to tell us what worked for him and what didn't. This book is nearly 200 pages, so no skimping on content here (unlike some other books aimed at us author folk). Derek Murphy has a friendly, inclusive writing style and a lot to

share. He even recommends a little book that is one of my personal favorites that I didn't think many folks knew about, *How To Write A Book Without Typing It in 6 Easy Steps: #1 Secret Hack for Authors, (The Blueprint Author Coaches Use to "Write" a Book with Less Effort, No Writer's Block and Faster Results)* by Sean Fiedel. Mr. Murphy's book also contains an interview-like section wherein a number of successful indie authors tell us what worked for them. Nice. PROS - Links to the tools and concepts he teaches - Up-to-date (this isn't yesterday's Web reality) - Nice organization - Lots of freebies (from himself and via links in the book -- reason alone to pick this one up) CONS - Well, there is no "guaranteed" system, so saying that his system won't guarantee success isn't really a "con" so never mind - This is just me, but I would like a paperback option like his first book had (I know, I know, the links don't work, but I just like having it on my shelf) My advice to you: Grab this book today. This book will be my go-to reference guides for quite awhile, along with Truant and Platt's *Write. Publish. Repeat. (The No-Luck-Required Guide to Self-Publishing Success)*, Tim Grahl's *Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book*, and Joanna Penn's *How To Market A Book*.

At about 215 pages, this is written for the independent publisher, who has little or no expertise in formatting. The grammar, typography and flow are excellent, but would be easier to read if there were not so many links sprinkled throughout the text, so I am rating *How to Write, Format, Publish and Promote your Book* as a three star book. For readers who have Adobe InDesign, but who have not yet learned how to utilize templates, though, this book is a five star, must read.

I'm an author only recently starting to self-publish my own fiction. I found Derek Murphy's DIYbookcovers.com site and bought this book primarily because I am interested in learning how to design my own covers for ebooks to save on production costs. In fact, when I bought the book, I started to skim over the section on Writing in order to get to the "good stuff," the practical info on formatting and publishing without spending too much money. I quickly STOPPED skimming and read closely what Murphy has to say on the writing craft as well as the business of being an author. Great info here, practical and presented clearly. Links to resources for authors (to his own site as well as others) with inclusions of Murphy's own experience in writing and publishing (as well as entrepreneurship) that make the book an enjoyable, as well as useful, read. I particularly enjoyed the inspirational quotes sprinkled throughout. They might seem corny or flippant, inspirational hoo-ha to some. But as a "quoteaholic" myself, I found many to copy down and post around my writing space. A useful guide for beginning or experienced authors. I will be using the book as a

reference for the foreseeable future.

This was an easy read, but covered so much information that anyone looking to get started in publishing can tackle the task without freaking out. Love that Derek gives it to you straight, pointing out what not to waste time on. That's especially important for us creative types who tend to get bogged down with details. There are a ton of quotes included from authors who've traveled this road, which drives home key points and doubles as an inspirational boost. And the many links included take you directly to pertinent info and content—like the best fonts to use when formatting, or the gallery of cover design ideas. Super helpful for avoiding the urge to recreate the wheel (another creative-type dilemma). I'll definitely return to this resource time and again, you know, until I can hire somebody to return to it for me :)

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