

Removing Barriers to Success

For Self-publishers

The barriers are:

- ✗ Lack of knowledge about market/audience
- ✗ Poor quality writing
- ✗ Lack of independent feedback & editing
- ✗ Poor text and cover design
- ✗ Lack of proofreading and no attention to detail

Five Tips For Overcoming these Barriers

#1



Understand Your Audience

- * Who are you writing for?
- * What are their expectations?
- * Why will they buy your book - what are your Unique Selling Points?

#2



Write the Best Book Possible

- * Research & read
- * Practice, practice, practice your writing
- * 'Good enough' won't cut it
- * Innovate, don't replicate.

#3



Get Feedback & Edit, Edit, Edit

- * Independent feedback is vital
- * Listen to and act on feedback
- * Edit, edit, edit!
- * Check final work matches your USPs.

#4



Spend Time on Design

- * Good cover design increases chances of an impulse buy
- * Good text and page design enhances reading experience.

#5



Success is in the Details

- * Proofread carefully
- * Check every fact
- * Don't give critics easy wins
- * Be a perfectionist - the details do matter in publishing.

Visit us for:

- * White Papers on Publishing
- * Blog Posts
- * Publishing Services
- * Great Non-fiction Titles
- * Vintage Words of Wisdom



Professional Publishing Services

.....
Your Book Your Way

PPS for:

- * Editorial Services
- * Production Services
- * Promotion Services
- * Publishing Consultancy



<https://www.facebook.com/ProPubUK>



@ProPubUK

Find us at:
www.propubuk.weebly.com



<https://uk.pinterest.com/WitWBooks/self-publishing/>

powered by

