

Frequently Asked Questions about Self-Publishing

- 1) Why should I Self-Publish? Why shouldn't I just send my manuscript to a "real" publisher like Penguin or Harper Collins or Simon & Schuster and have them publish it?
- 2) How do I get started?
- 3) How much does it cost?
- 4) Why won't they print my manuscript? It was rejected. Usually followed by: Guidelines? What guidelines? Why should I follow those?
- 5) I tried to upload a front cover and a back cover but it only says I can upload one file? How do I get my images on the front and back covers? Usually followed by: Guidelines? What guidelines? Why should I follow those?
- 6) I published by book yesterday but haven't made any sales yet. How come nobody is buying it?
- 7) How do I insert page numbers so the book starts on page one instead of page seven?
- 8) How do I get headers and footers to work right?
- 9) How come my pictures are rejected for being low resolution? Usually followed by: I got them from the internet and they look great on my screen. Or, they were 300dpi when I inserted them, why are they less now?
- 10) How do I sell these on-line?
- 11) Why is my book cost/price so high? Usually followed by: It's a black and white interior except for one or two color pictures... But all the rest are black and white...

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- 12) My friends, family, co-workers, etc. ALL said they bought my book, why don't I see any royalties for sales? Usually followed by: And they said they didn't get them yet so I think I got ripped off and this service is a scam...
- 13) My cousin, aunt, friend, ex-roommate self-published a book 20 years ago and she still has hundreds in her garage... How is this different than that? It sounds the same...
- 14) After I published I found a typo on page 37, I'm mortified. How can I get Amazon to give me the names and addresses of everyone that bought my book so I can apologize? Or send them a corrected book for free...
- 15) They add all the Table of Contents and Dedication pages and weird stuff in the front of the book right? I just send them my book text?
- 16) What's an ISBN number? Do I need one for every country?
- 17) Why can't I have text on the spine of my book? I see other books with text on the spine?
- 18) I need to sell 10,000 books by the end of next month, but I only have \$100 (or usually no money at all) for marketing. How do I do it?
- 19) I sent them an 8.5" x 11" MS Word doc and selected 6" x 9" book but it's being rejected as the pages aren't the right size. What does that mean and how do I fix it?
- 20) The left and right pages are correct when I send them my file, but when I look at the online proof they switched them. The odd pages are on the left and even pages are on the right. How do I get them to stop doing that?