

SELF-PUBLISHING SUMMIT - SFWC 2018

Presenter(s): Carla King & Panel

Self Publishing Boot Camp

Intro of panel and herself by founder Carla King.

Smashwords

Intro by Mark Coker founder of both the company and his staff working at conference as presenters.

Ingram Spark

Intro by Robin Cutler IngramSpark's Director and Manager of IngramSpark's Author Acquisition Program.

Self Publisher's Legal Handbook

Intro by Helen Sedwick, author of this handbook. In regards to Amazon's contract, she offers what to sign, and what *not* to sign.

Notes From The San Francisco Writers Conference

BetaBooks

Intro by Co-Founder, Andrew Burleson.

She Writes Press

Intro by Brooke Warner, founder.

Patagonia Press

Intro by Karla Olson, Director and Publisher of Patagonia Books.

Independent Book Publishers Association

Intro by Angela Bole, CEO

Q&A

Following the introductions, the program turned to question and answers for the remaining hour. The intros took up half an hour, so my own notes here are merely schematic with the following headings.

Vanity Publishing

Author Services

Own Your Own ISBN

Hybrid Publishing Model

Pre-Orders

Author Self-Publishing Motivations

Getting Reader Feedback

Publishing Options

Book Covers

Amazon

Ingram Spark

Self-Publishing Summit - SFWC 2018

I Just Want My Family To Read My Life Story

Contests—Opened And Closed

Critical Reviews And Associations

Marketing

Distribution

Discoverability—Metadata

Growing A Reader Base

Take-Aways

This is a powerhouse, ensemble session that demands listening to. This offers the complete context of self-publishing.

Notes From The San Francisco Writers Conference

Self-Publishing Summit Resources

Original recording: [SFWC-18-004-M](#)

[Self Publishing Boot Camp](#)

[Smashwords](#)

[Ingram Spark](#)

[Beta Books](#)

[She Writes Press](#) TED Talk [Green Light Revolution](#)

[Patagonia Press](#)

[Book Studio](#)

[Independent Book Publishers Association](#)

[Your First 1000 Copies](#) Tim Grahl