

Do-It-Yourself Publishing

Use the Internet to self-publish your book

Judine Bishop Slaughter

RAH Distributors

That I may publish with the voice of thanksgiving,
and tell of all thy wondrous works.
Psalms 26:7

Do-It-Yourself Publishing:

Use the Internet to Self-Publish Your Book

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Dedicated to the author in you!

Do-It-Yourself Publishing teaches you the basic fundamental principals for self-publishing. I've published three books, available at www.eybooks.com, and the experience is very rewarding.

Do-It-Yourself Publishing supplies you with Internet resources to successfully publish your manuscript. Even if you decide to work with a traditional publisher, you will gain insight into how easy it is to publish a book.

Do-It-Yourself Publishing helps you fulfill your dreams of becoming an author. Let nothing stop you from putting your thoughts and expertise into print. You have important ideas, and I want to read what you have to say.

How you can use this book.

Each chapter has an article for inspiration, and web sites for perspiration. If you don't need much motivation, you can go directly to the quick links. If you want to begin with a little encouragement, read the inspiration first. I recommend visiting a new web site for at least 30 minutes everyday. Or spend some time searching for new sites not listed in this book. Whatever you choose, you will learn fresh ideas about self-publishing your book.

Where you need further assistance, I can help.
RAH Distributors serves as a -

- Publishing consultant,
- Marketing specialist, and
- Book reviewer.

Even if you only sell one book, the memory is priceless.
Contact me at webdiva@rahdistributors.com.



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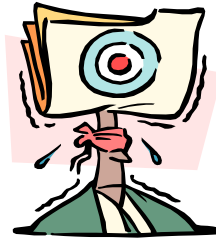
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Chapter 1

Become A Business Person



Inspiration: The Business is You

From the day you were born, you knew your target market. Babies learn how to coo and cuddle, or wail and moan for their parent's attention. Depending on the adult's response, infants modify their reaction until they get satisfaction. Children learn how to market themselves in the early stages of life.

But it doesn't stop there.

When kids are in school, the one's with the most charisma can charm an A from a teacher. This doesn't mean to say anything negative about teachers. It's just that some students can slide by on their wit and personality. They have accomplished the fine art of marketing with emotional intelligence.

We won't even discuss the advertising of our wares in high school and college.

The point is -- most people think a business is selling goods or services for financial gain. When it comes to selling a book, they get stuck. Negative thoughts creep into play, "I'm not an entrepreneur. I don't know how to operate a business." Believe it or not, yes you do know how to operate a business. Your style and personality are already selling you to your friends and colleagues. Now is the time to focus on paper, the marketing energy about yourself. Think of yourself not as a businessperson, but as the business itself, even though you are not yet selling anything for monetary value.

You are the business.

Write a business plan where you are the business. Start to concentrate on the following four main components of a business plan:

- Your Vision Statement
- Your Team
- Your Business Profile
- Your Economic Assessment

These four areas are the core of you. Too often we look ahead at the goals, but forget the benefits of what we have now. You need more than goals to succeed in life. You need a complete awareness of your how you think about yourself, who you associate with, what previous work experience will you expand upon, and where you can improve your finances.

Your Vision Statement

In your vision statement, write a positive motivating statement about yourself. You should be able to use this vision statement no matter what field of expertise you are in now, or in the future. Here are a couple of examples...

-- I can because I know I can.

-- Surely goodness and mercy shall follow me all the days of my life.

-- Success is mine.

(Substitute your name, instead of the pronouns I, my or mine, wherever possible.)

The vision statement doesn't have to spell out exactly how you are going to succeed, that's tactile thinking. This statement states why you are going to succeed, that's strategic thinking.

Your Team

You already have a team. These are not the people who you would hire to publish your book. These are the people whom you interact with on a regular basis. When family and friends are not supportive, consider the postman, the grocery store clerk, or the bus driver. You don't have to let them know they're on your team. Just write down the names or positions and smile the next time you see them. If your business makes a profit, you might want to consider giving your team an unexpected bonus.

Your Business Profile

For the purposes of this lesson, your business profile is your future resume. Appendix A includes a template for you to enter skills and experience that you hope to achieve. This resume will help you to stick your chest out, and say "look at the fantastic things I can do." Feel free to use volunteer work or stay-at-home parenthood, if those are your choices. What skills and abilities can you convert to compare with the 9 to 5 work knowledge, skills and abilities?

Your Economic Statement

So that no one skips this step, here are some easy instructions:

- 1) Fold a piece of paper in half.
- 2) Write how much money you earn each month after taxes on one half.
- 3) Post the paper on the refrigerator.
- 4) Start opening your mail in the kitchen.
- 5) *As you receive your bills*, write the monthly payments on the other half.

See, that's not so bad. You're not asked to think about this in one sitting. And, the kitchen is the best place to keep track of your expenses, because after you finish putting away the groceries, get the receipt and *write down the*

total bill. Include this step with any other monthly payments which you don't receive paper reminders.

Once a month is finished, you have a complete list of your accounts receivable and your accounts payable. Being aware of your finances is one of the most important steps for the business of you.

You're on your way towards a successful career!

Draft a business plan

- It helps to define your target market.
- It identifies your goals.
- It serves as your business resume.

Web Sites to visit:

My Own Business -- <http://www.myownbusiness.org/index.html>

Business Planning Made Easy -- <http://www.bplans.com>

U.S. Small Business Administration -- http://www.sba.gov/starting_business/

[illegible]

Get the Numbers

- Federal Employee Identification Number: Let Uncle Sam know what you're doing.
- International Standard Book Number: Mark your book unmistakably by publisher and title.
- Standard Address Number: Signify your company in the publishing industry.

Web Sites to visit:

Federal Employee Identification Number --

<http://businesslaw.gov/template.cfm?catid=10044>

International Standard Book Number --

<http://www.isbn.org/standards/home/index.asp>

Standard Address Number --

<http://www.isbn.org/standards/home/isbn/us/san/san-history.asp>



Chapter 2

Write About Anything



Inspiration: Three steps to become a better writer

What is the primary stumbling block for some people to express their thoughts on paper?
Thinking they are not a writer.

Let me dispel a myth....
A writer is not a professional occupation.
An author is a professional occupation.

Everyone who picks up a pen and paper is a writer. You have to write all of the time.... To do lists, letters to the teacher, notes to the family, and many more.

Almost everyday gives you an opportunity to write something. You are already a writer.

To become a better writer, there are three steps:

- 1) Write what you think you would say.
- 2) Rewrite the way you know it should be written.
- 3) Rewrite what you think the audience wants to hear.

Let me explain.

1) Write what you think you would say.

99% of the population can carry on a decent conversation. Most of us have no trouble with the following:

- Talking on the phone to your friends about what happened on the job.
- Speaking to your spouse about what the kids did to irk your nerves.
- Reciting verbatim what you said when your boss made you angry.

Learn to write, **JUST AS IF YOU WERE TALKING**. That's because your first draft is for a hearing audience.

Don't worry about punctuation, capitalization or grammar. Just write the words down as the thoughts come you. Take a minute, and write three sentences about your feelings right now. Then continue to read...

2) Rewrite the way you know it should be written.

Look at what you wrote. Hopefully you just have a string of words on the paper without periods or commas. That's because we don't see these things floating in the air with our words as we speak.

Your first draft is for a hearing audience.

Your second draft is for a reading audience.

Go back and make the basic corrections for the reader. There are many tools to help you. I recommend "The Elements of Style" by William Strunk, Jr., et al, as a permanent book in your library. If you have access to a computer, use the spellchecker feature. (This will not offer complete protection from mistakes, but it helps.) Ask a supportive friend to copy edit your writing. The next step separates the writers from the authors.

3) Rewrite what you think the audience wants to hear.

Seal your work with descriptive nouns and pronouns. Compose text illustrations that relate to the emotions of the reader.

Your first draft is for a hearing audience.

Your second draft is for a reading audience.

Your final draft is for a seeing audience.

This step gets the vocabulary flowing. Choose a variety of adjectives and adverbs that you normally would not use. You want to paint a picture with your words. Someone once said, a picture is worth a thousand words. Strive to paint that picture.

Sometimes you might decide to go back to the first step and start again. The pen and paper allow you a second chance to say exactly what you mean. Take advantage of it. Rewriting is the real beauty of writing.

Bonus: Practice all three steps on a regular basis.

These steps may be new to you; if so, begin practicing every time you put pen to the paper. The more you practice, you will begin to start at step two automatically. Then slowly over a period of time, you will begin your first draft in step three.

You will become a better writer.



Chapter 3

Look As Good As You Feel



Inspiration: Picture This

I recently had an on-line chat with a young man who was upset about not being able to find an illustrator. He wrote a children's book, and he wanted to put his words into print, but the book had no pictures, and he was afraid of learning how to start a website.

When he asked an Independent publisher for advice, they told him illustrations would cost him a fortune. When he asked about starting a website, he was told to wait until he published the book. When he asked me what he should do, here's my reply to him, and hopefully you can use the advice too.

First, if you can't afford an illustrator, draw the pictures yourself.

Now those of you who are not professional artists, are probably groaning right about now. "I can't draw. My pictures look like a child drew them. Nobody's going to buy a book with my artwork." Well, how do you know if you have never tried? Or, if you don't want to draw in freehand, use the "Drawing" option under Toolbars in Microsoft or Corel. (See Appendix C.) Also, visit an Independent Publisher's website, for example Universal Publisher (this is not an advertisement). You will not see a lot of professional covers, but those authors have fulfilled their dreams with their book in print.

Or, get out your camera.

You can go to the mountains and take scenic shots. You can get up close to your object of choice, so it's hard to see exactly what it is and create an abstract photo. You can go right outside your front door, and snap photos of the birds and squirrels in your front yard. Take a ride any form of transportation, and take some great shots out the window. Don't forget to contact a lawyer about the legality of this one.)

Or, grab your family photo album.

Don't keep the success of your book to yourself. Involve your family by using their pictures. Think out-of-the-box with the themes. This one is especially good if you have young children. Not only are you publishing your written words, but you are also creating a legacy for future generations. Don't forget you can use the crop picture to cut out any extra background scenes that you don't want. (Again, consult your lawyer for further information.)

Or, you can buy a photo.

This is my last alternative, because it can become expensive and time consuming. It might take you several trips shopping around until you *feel* the right picture. Use your instincts. Consult someone else, and ask if the picture matches your book's topic. Before you buy, definitely make sure it's the picture or group of pictures you want to use.

Second, create that website before your publish.

Once you've started writing articles, you can post them on other web sites, but you can *showcase* them on your site. Begin to notice the sites that really appeal to you. Consider the design and layout of the content. Keep this in mind for how you would want your site to look. If you know HTML, create your own templates, or visit a site that sells them. Once you buy a template, you can modify it to your tastes.

If you don't know HTML, there are sites that allow you to fill in certain fields, and their software will do the rest. Sites like AuthorsDen usually have a yearly fee comparable to the yearly fee for a domain name. You have their site name as part of your URL, and your pages look basically like every other author, but you don't have to learn any new skills. The best advantage -- Others can view your site within 30 to 45 minutes.

Do you get the picture yet?

How many times have you gone into the bookstore, and simply scanned the covers of the books before you actually picked one up? Try this on yourself the next time you want to buy a book. What caused you to pick up the first one?

Now watch other shoppers. What books seem to draw their attention? The same concept is true of your web site. For example, a site where the reader has to use the horizontal and vertical bars can be cumbersome. On the homepage, make it clear exactly what your services are; don't keep the readers guessing.

There are no obstacles, only challenges and plenty of room for creativity. Sometimes the most difficult situations birth the best ideas. Let your creative juices start to bubble over. Remember, you've got a book to publish.

Above all, don't let anyone steal your dream.

If you have a goal, don't say words like "no" and "can't" or "won't" stick to you. You have to be really careful, because the invisible adhesive is strong with these words, and it's hard to pull the words off the skin. As soon as someone uses those words in a conversation about your book, throw them in your mental incinerator.



Chapter 4

Try An ebook



Inspiration: Business Card Vs. Ebook

Why an ebook instead of a business card? An ebook allows you to give more information than your phone number, and hours of operation.

For example, I went to the dentist office the other day. In the lobby, there were plenty of books describing gingivitis, and periodontal disease - all written by someone some authority in the dental world. But, my dentist has just as much knowledge as the author of those books (at least I should hope so).

Then after the hygienist examined my teeth and gums, she asked me to watch a 3-minute video. Once again, I learned about the dangers of not brushing or flossing. When the dentist finally looked in my mouth, he spent five minutes maximum, and he charged my \$60 for this initial consultation. Since I decided not to make another appointment that day, the receptionist gave me a business card, for my future reference.

The dentist thinks he earned a lot of money from a short period of time. That's true, but an eBook could save him even more money and time.

He would write about the basic dental information on two or three pages. Additional pages to include his background, his office hours, and his rates (optional of course) would make the book very professional. Before and after pictures of teeth and gums he actually improved, help for a more dynamic presentation. As an added bonus, he would have a blurb and photo of his entire staff, a referral page, and a copy of the forms, which the customer needs to fill out on the first visit. Once complete the dentist converts the pages into a PDF. The ebook totals approximately 10 to 15 pages.

When a client schedules an appointment, he could mail the ebook on a floppy disk. Although the customer has not yet paid for his services, the ebook puts the dentist at the forefront of expertise and customer service. All customers would print and sign a form stating they had read the ebook, and understand the dentist's terms and conditions.

How does this save him money and time?

The referral page invites the customer to share the ebook with their family and friends. This is his new marketing tool for future customers, combined with educational information for all clients. The dentist doesn't have to spend as much money on random ads in circulars. Word of mouth is his best referral. If the dental experience were a good one, the client would be more than happy to share the ebook with someone else.

Before visiting the office, the customer has signed the forms, and read about most of the dental perils. This means less time in the office, and more time to assist other customers.

A business card simply doesn't have the capability of supplying as much information like an ebook. Best of all, any profession can use this marketing tool, not just dentists.

What does this mean for an aspiring author?

At book signings or workshops, authors usually don't have a lot of time to tell their background, the history of the book or read sample chapters from a new piece of work. An ebook allows you to do all of this and more.

You can take your time, and educate your audience about something that relates to your book. There might be some who won't buy immediately, but you want to put something in their hands as a reminder. A business card has your name, phone number, title of book, and only a few more items. With an ebook, you could include an entire media kit, one or two chapters, and additional resources. See Appendix D for tips on formatting an ebook.



Chapter 5

Show Me The Money



Inspiration: Why did I self-publish?

I've known I would publish a book for at least 20 years. Stashed in my mother's basement, I stored a stack of love letters, which I saved for that purpose. But, I did not know how I planned to put them in a book?

Two years ago, I transcribed the letters from words written in Pig Latin, or backwards. Big profits didn't concern me. I simply wanted to complete the goal of a published book. So excited, I entered the publishing arena, lacking a lot of research.

All that is background information. Why did I self-publish, instead of pursuing a traditional publisher?

The reasons are four-fold:

One: I didn't have a lot of money.

At my job, I am closest to the bottom of the totem pole, than to the top. This translates into a low salary, and I already have a family, mortgage, and car payment. I needed to find the cheapest way to publish - one which I could pay for goods or services in small increments, instead of one lump sum payment.

Self-publishing afforded me this opportunity. In one year, I took my time to buy the PageMaker software, a business license, and to pay for the printing. Although I did not have to buy the software, I figured I would use it to publish another book, if things worked out well for me. I didn't need the business license either. The business license inspired me to think like a businessperson.

Two: I called the shots.

Once again, on my job I am close to the bottom of the totem pole. That means there are a lot of people who have more tenure than I do, and they basically tell me what to do. Even if I have a good idea, they throw their seniority over me, and whatever the job, it's done their way. If the Director needs a letter written, anyone other than me writes it, because they have more experience. And if I did write anything, my manager replied, "Oh, that's nice, but you should say it this way." There wasn't anything wrong with what I wrote. They had to power to not accept my version, and they used it.

That's when I started writing book reviews. I called the shots on how I wanted to write them. There are basic book review criteria, but for the most part, I could use my creativity to write whatever I had on my mind. So what if someone did say, "Ah, I don't like the way you phrased that." I didn't have to

change it. I expressed my written opinions the way I wanted. If they didn't like it, they could simply stop reading.

Three: I knew I could do it.

My parents raised me to believe I could do anything I set my mind to. My thoughts about myself were the only obstacles in my path. Since I decided to self-publish, I went full steam ahead on the project. Okay, I didn't do as much research as I should have done. But I'm glad I didn't expose myself too much. Lately, I'm reading so much material on how people think it is hard to self-publish. This might have discouraged me.

After self-publishing two books, I am convinced self-publishing is only as hard as you want it to be. I personally wanted to succeed. Not succeed in making a huge profit, but succeed in finishing my goal of a published book. The desire to succeed did not allow me to look at any step along the way as hard. If it needed to get done in order to accomplish my goal, then I just did it. I attended evening courses toward a Bachelor's degree, continued to raise three kids, and published two books within two years.

Four: I needed managerial experience.

I am referring back to my 9 to 5 job for the last time. People at the bottom of the totem pole don't manage anyone. Some people at the bottom don't feel as if they manage themselves. This lack of experience gets in the way when you want to move up the pole.

As a self-publisher, I learned to manage my time, my resources, and my temper. I set up a system where I would spend time with the family on certain days, and work the business on other days. I budgeted my paycheck to pay the bills I already accumulated, with money for printer ink, copy services and postage. And, I learned to manage my email etiquette. Sometimes when I correspond with people by email, they can make me angry by their response, or whatever. Even if I didn't have to continue the relationship, I didn't want to burn a bridge. I learned to express my thoughts in a diplomatic way. This proved to be the greatest part of my success.

What if I had to do it all over again? Let's say I had more money, and a job with more prestige, would I self-publish again? Definitely! Not only did I learn a new trade, but self-publishing created a wider horizon for other careers. Depending on what area I want to specialize in, I can be a publicist, an editor or a book producer. And here's the best value. Even if I only sold one book, I will always be an author.

Now, why did you self-publish?

This question may seem like pulling the cart before the horse, but it really isn't. Think about your original intentions. Do you want fame and fortune with countless book sales or simply one book as an accomplishment?

What new skills have you learned, which you can use for a new career? Now that you are a businessperson, you can take these skills into any other field. There are a variety of jobs which can use your new expertise.

Writing is 10% of your time, publishing 1% of your time, and marketing 89% of your time. If you decide to expand your career as an author, marketing is the beginning of a longer road. If you choose to stop right here, that's okay too.

No matter what road you decide to take, you are a success. Don't let anyone tell you otherwise.





Reach Back to Help A Child

Many children use violence as a way to express their emotions and feelings. Writing a poem, creative fiction, or a journey entry are positive steps toward releasing expressions without doing physical harm to others. There are several non-profit organizations, which teach children about the benefits of writing and reading.

RAH Distributors will donate \$1 to a non-profit literary organization for every Do-It-Yourself Publishing book sold. How about you?

Support children's literary

- Reading and writing are fundamental for every single job.
- Children need to know adults want to read what they have to say.
- Maybe someone reached back to help you.

Web Sites to visit:

Reading Is Fundamental - <http://rif.org>

DC Creative Writing Workshop - <http://www.dccww.org>

Children's Book Council - <http://cbcbooks.org>



Appendixes

Appendix A - Your Visionary Resume

Your Name

123 Your Address
AnyTown, MD 22222
Youremail@Internet.com

111-111-1111 home
222-222-2222 work

GOALS: What do you want to accomplish with your life?

EDUCATION: List the education you would like to achieve to fulfill your goals.

EMPLOYMENT HISTORY:

Title of the 1st job you would like *When do you want to start? (mm/yyyy)*
Name of company

List three or four sentences, which describe what you want your duties to be.
Start with an action, and be realistic. For example: Publish a cookbook with
Microsoft Word. Manage a sole proprietorship called Do-It-Yourself Publishing.
(Repeat this step two with the next two future jobs. You might have to do a little
research.)

Title of 2nd job you would like *When do you want to start? (mm/yyyy)*
Name of company

Title of 3rd most recent employment *When do you want to start? (mm/yyyy)*
Name of company

COMPUTER SKILLS: Software: What new technology do you want to learn?
Do you need to enhance your current skills?

PROFESSIONAL What trade associations are you going to join?
AFFILIATIONS:

For this exercise, your resume can be one page. If you were drafting a resume with
your present skills, two pages would be good, but not three.

Appendix B - Book Review that Started It All

I had no thoughts of using a book review for article submission. But, Bonnie Jo Davis, the author of *Articles That Sell*, asked if she could submit my book review as a promotional article on various web sites. Of course I agreed. She effectively used the Internet with my book review to sell her book. The by-line also sells me as a professional writer!

Articles that Sell

By Bonnie Jo Davis

Published by: Davis Virtual Assistance

Description: Ingenious

How can you effectively and inexpensively promote your business on the Internet? But, all you have is a one page website. But, your site can't possibly attract a lot of traffic. But wait, you don't even have a website! Never fear, help is here.

Articles that Sell gets rid of all of the self-doubt of advertising your small business on the Internet. "There are thousands of ezines, newsletters, and web sites that need your articles." (pg. 5) Most of the groundwork has already been done. The combination of active links for books on writing, tips for a sizzling title, and sites, which want your articles prove that big things do come in small packages. Your article doesn't even have to be related to your business. The by-line includes a link to your site, as a reference. All you have to do is write it well, and the readers will come!

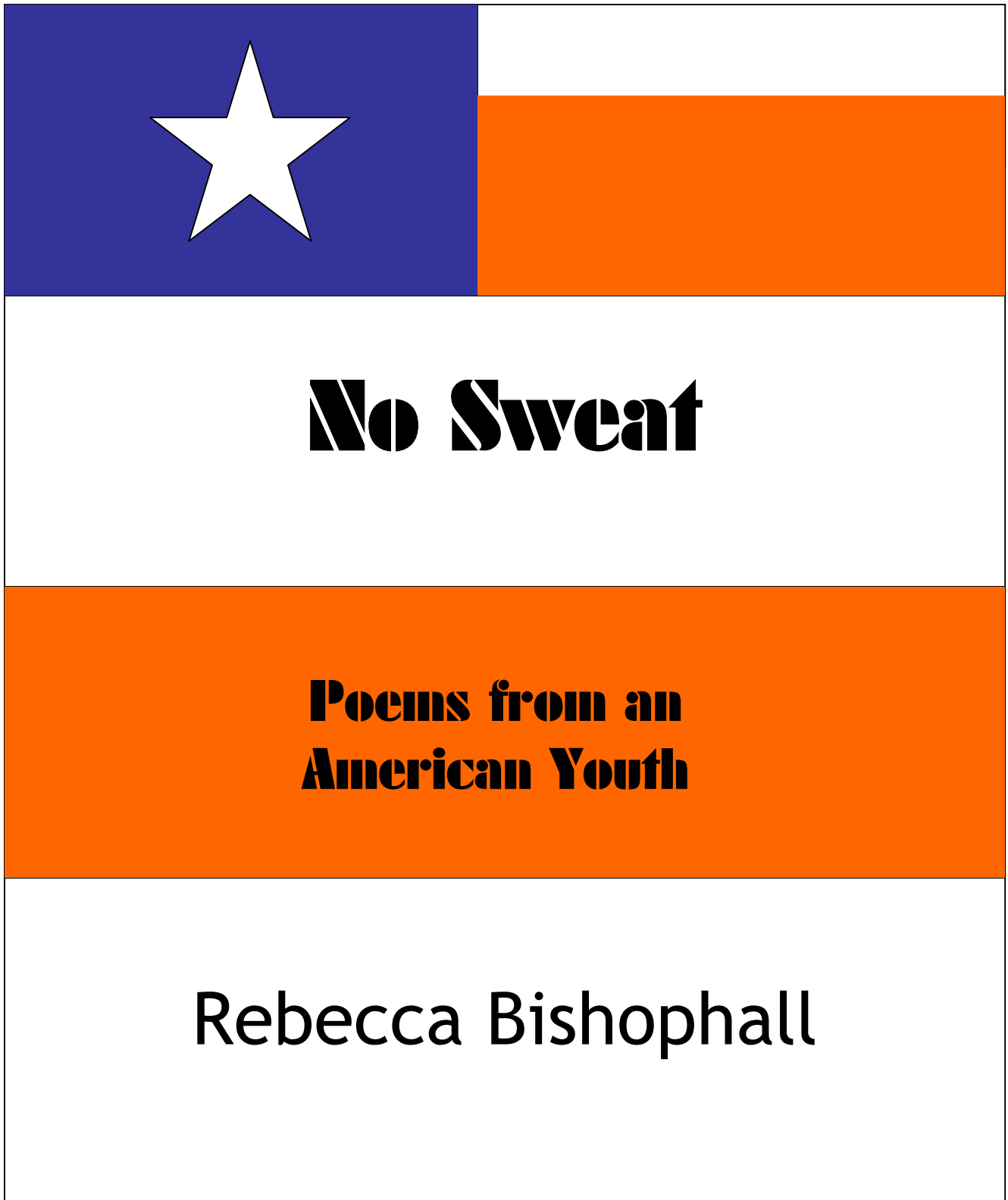
Ms. Davis's creative entrepreneurial spirit is motivating. For those who want to promote a brick-and-mortar enterprise, a virtual store, or just yourself with an email address, this is the book for you. With so much competition on the Internet, any different technique improves the one-man operation or the corporate giant. Best of all, you don't need to dish out any extra money. You're already paying your Internet service provider, now let them indirectly pay you back.

Reviewed by: Judine Bishop Slaughter

(My byline) Judine Bishop Slaughter is the author of *Do-It-Yourself Publishing*, and the instructor of the on-line course *Self-Publishing Made Easy*. For more information, visit www.eybooks.com.

Appendix C - Example Book Cover

This is an example of the book cover I created for Rebecca Bishopphall's first book of poetry. I used text boxes, and autosshapes.



No Sweat

**Poems from an
American Youth**

Rebecca Bishopphall

Appendix D - Tips for formatting an ebook

Although a well-written book is very good, formatting can be just as equal in importance. Here are just a few tips for you to remember for your ebook.

- Don't use text with a font size smaller than 12. Reading from a computer screen is hard enough. You will definitely lose readers when the words are smaller than font 12.
- Keep plenty of white space for the margins. Don't try to cram a lot of information on one page. If you have a lot of pages, burn your ebook on a CD or DVD instead of a floppy disk.
- Be consistent with fonts and headings. Try not to use more than three different types of fonts. If you have headings, keep all of them in the same font style.
- Use color whenever possible, but don't overdo it. Unless you are trying to sell your artistic skills, use enough color to attract the eye, but not distract the mind. Two or three different colors are sufficient.
- Include pictures. The interior of paperback books is usually black and white. With an ebook, **all** of your pages can have a splash of color.
- Start each heading or chapter on a new page, wherever possible. This helps to break the concentration, just like turning a page in a paperback book.

About the Author



In 2001, I began my journey to complete a Bachelor's degree in Organizational Management. The first class required the students to research the steps necessary to begin a business. While researching, I decided to actually start a publishing company. Every night, I would sit at the computer and search a different string of words dealing with publishing.

First I published my eldest daughter's book "No Sweat: Poems from an American Youth," to help her with college scholarships. Before her freshman year of college, she earned \$14K in scholarships. Next, I dusted off some old love letters from 19 years ago. These became part of my first book "Clear Skinned." I did it all from the comfort of my home, with Internet web sites as my resources.

My friends would say, "I have an idea for a book also." I would try to give them the information verbally, but I couldn't tell them everything in one conversation. When my book coach encouraged me to write a 5-page ebook as a give-away on my web site, this inspired me to write "Do-It-Yourself Publishing."

Then, I thought it would be fun to teach a course about self-publishing. I expanded the first version of "Do-It-Yourself Publishing" to include longer chapters. Then I grouped the chapters into 5 workshops, or lessons in a virtual classroom. For more information, visit <http://www.universalclass.com/diy>.

I praise my heavenly Father for giving me the ability to use my Bachelor's degree in a variety of leadership positions. I am sole proprietor of RAH Distributors, President of the Black Writer's Guild, MD - PG Chapter, Presbyterian Women's Mission Communicator for the National Capitol Presbytery, and Editor of the TenTalks Newsletter for International Training in Communication -- Blue Ridge Region's Council 10. I have found success as a publisher, a webmistress, and a public speaker.

(I would never have guessed that publishing a book would open so many career choices. It can be the same for you. For more information about professional jobs associated with book publishing, visit <http://www.bookjobs.com>.)

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Thank You!

