

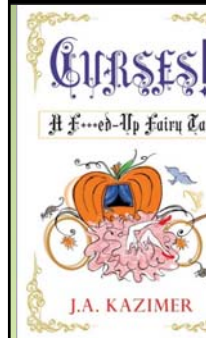
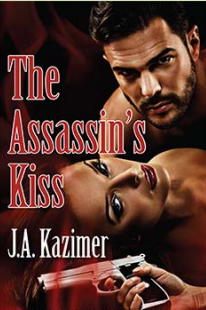
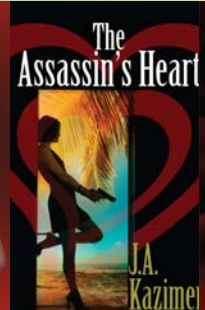
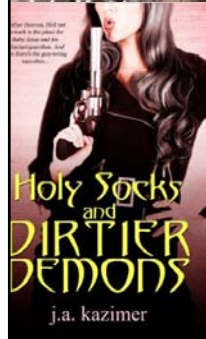


# 25 Things I Wish I Knew 5 Years Ago

From Pre-Published to Multi-Published



# About Me



- J.A. Kazimer
- As of today, I have 10 traditionally published books
  - Kensington Books – 4 books
  - Camel Press – 3 books
  - Champagne Books – 1 book
- Ummm...your math looks wrong...
  - 2 books with defunct/bad presses (no longer in print with the original publisher, now self-pubbed). So if you are wondering about bad contracts/publishers, boy do I have some stories for you...

As of today, I have 9 self-pubbed novels/novellas (2 of which were formerly traditionally published, and my rights have reverted).

# How to Publish

- Forget the labels.
  - Hybrid
  - Your reader doesn't care or likely know the difference as long as the book is well written, edited, and has good cover art.
  
- Let's play a game...
  - Everyman's Library
  - Yen Press
  - Obscure Publishing
  - Free Press



# Don't Publish Crap

- The indie problem
- Website
- Articles

# Quality Quantity

- ✓ The more books, the more readers
- ✓ The more readers, the more royalties
- ✓ The more royalties, the more money to afford the luxuries like cat food  
(because cats will eat you if not fed)

## Don't Judge or Let Others Judge

- My journey is not yours.
- Your journey is not mine.



It's Better to  
Be Lucky  
Than Good



Kiss me,  
I'm really  
an Irish Setter.

# Make Your Own Luck

- YES,
  - YES,
    - YES



## There is No BIG Break

- Lots of little breaks
- Don't wait

## Money Isn't Everything, But it Helps

- About 10% of traditionally published authors make a living writing books

Yes, you can cry now.

## Brand Yourself Early On

- Decide on pen name
- Get professional headshot
- Develop logo or brand consistent with your genre
- Buy domain/create website
- Get on social media



## The Social, Social MEdia

- Social media is NOT about you
- Like more than be liked
- Comment
- Be active
- Create a community



Your Tribe Will  
Save Your Life

GOOOOAAALLLL!

- Goals are good.
  - Six months
  - 1 year
  - 5 years
  - 10 years
  - Lifetime



# What You NEED to Know

- Taxes
  - Quarterly
- In general, individuals who expect to owe less than \$1,000 in taxes, after subtracting federal income tax, are exempt from making quarterly payments. Similarly, if your federal tax withholdings comprise 90% of the tax you owe for the year, you can most likely refrain from making payments each quarter. For the remaining self-employed workers, quarterly payments are necessary to satisfy your responsibility to the IRS and avoid monetary penalties.
- Both individuals and **corporations** must make estimated tax payments throughout the year. Whether you're filing as a sole proprietor, a partner, a self-employed person or a shareholder, if you expect to owe \$1,000 or more (for corporations, it's \$500 or more), you will likely have to make payments each quarter. Additionally, those individuals and businesses with tax liability for last year will likely need to make estimated payments for this year as well.

# What You NEED to Know

- Taxes
  - Quarterly

<b>Payment Period</b>	<b>Due Date</b>
January 1 - March 31, 2016	April 18, 2016
April 1 - May 31, 2016	June 15, 2016
June 1 - August 31, 2016	September 15, 2016
September 1 - December 31, 2016	January 17, 2017

## What You NEED to Know

### Royalties

- Schedule
- Amount
- Advance
- Earning Out
- Reserves



## The End Isn't the END

- Think rollercoaster when you think *Career in Writing*
- Typing the word the END is only the beginning of the process
  - Querying
  - Agent
  - Acquisitions Editor
  - Contract
  - Editorial Letter
  - Copy edits
  - Final ARC Proof

Depending on how you publish, it can take anywhere from a few weeks to up to 2 years to see your book in print once you find a publisher

# The End Isn't the END

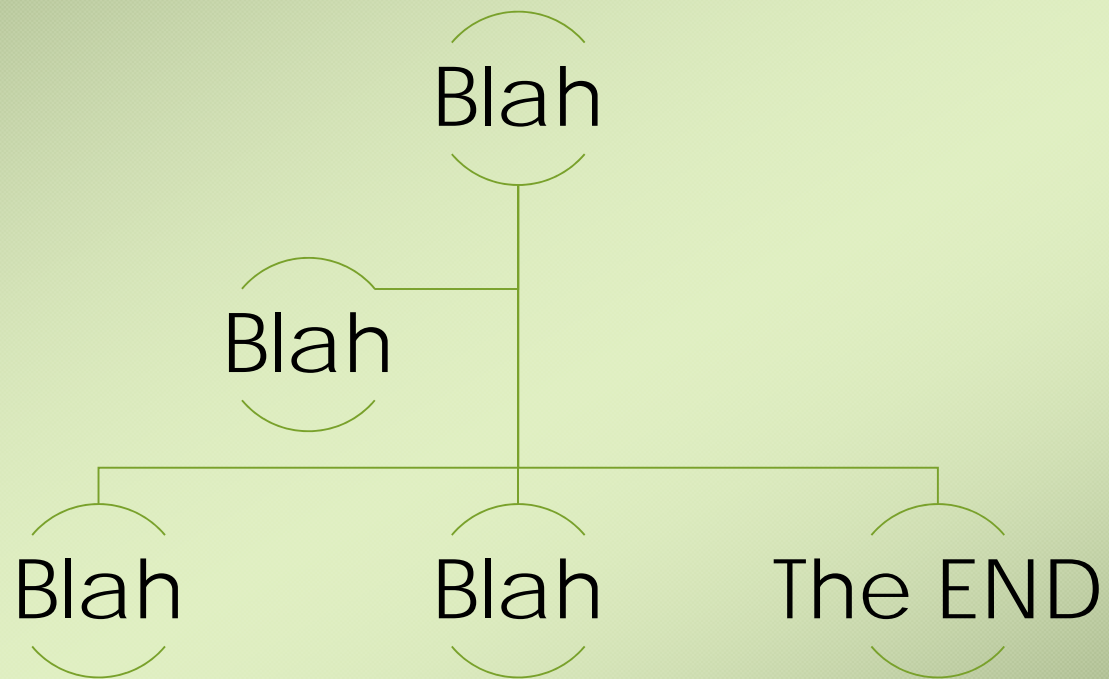
- Typing the word the END is only the beginning of the process for self publishing either.
  - Revisions
  - Critique/Editor
  - Cover Art
  - Copy edits
  - Formatting
  - ARC Proof
  - Revised ARC

## Googling the World

- Google knows everything
- Google lies



# Outline, Outline, Outline



## Networks and Contacts

- Create contacts database
  - Press Release
  - Blurbs
  - Reviewers

## Newsletters

- Use your contact list to start a newsletter
  - Monthly
  - Interactive
  - Reader research



## Reader Research

- Ask questions
- Use data from RWA, MWA etc.
- Market in the places your readers visit
- Narrowing in on the reader

## Give As Good As You Get

- Promote others
- Share your experience & knowledge
- Don't pick fights

# Never Read Your Reviews

- Yeah, right.
- Okay, never respond to reviews with anything more than thank you.



## Plan for a Series

- Readers love a series
- Publishers like to buy more than one book
- Use the bible

## Take Speaking Workshops

- ToastMasters - <https://www.toastmasters.org/>
- Speak everywhere and anywhere you can.
  - Conferences
  - Conventions
  - Local library panels
  - Rec centers
  - Local clubs and bookstores

## Never Stop Learning

- Keeping working at being a working writer
- Learn how to market
- Learn how to publish yourself
- Learn the differences between POVs



# You Can Do Everything Right...

- And still fail.

# Questions?

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- Jakazimer.com