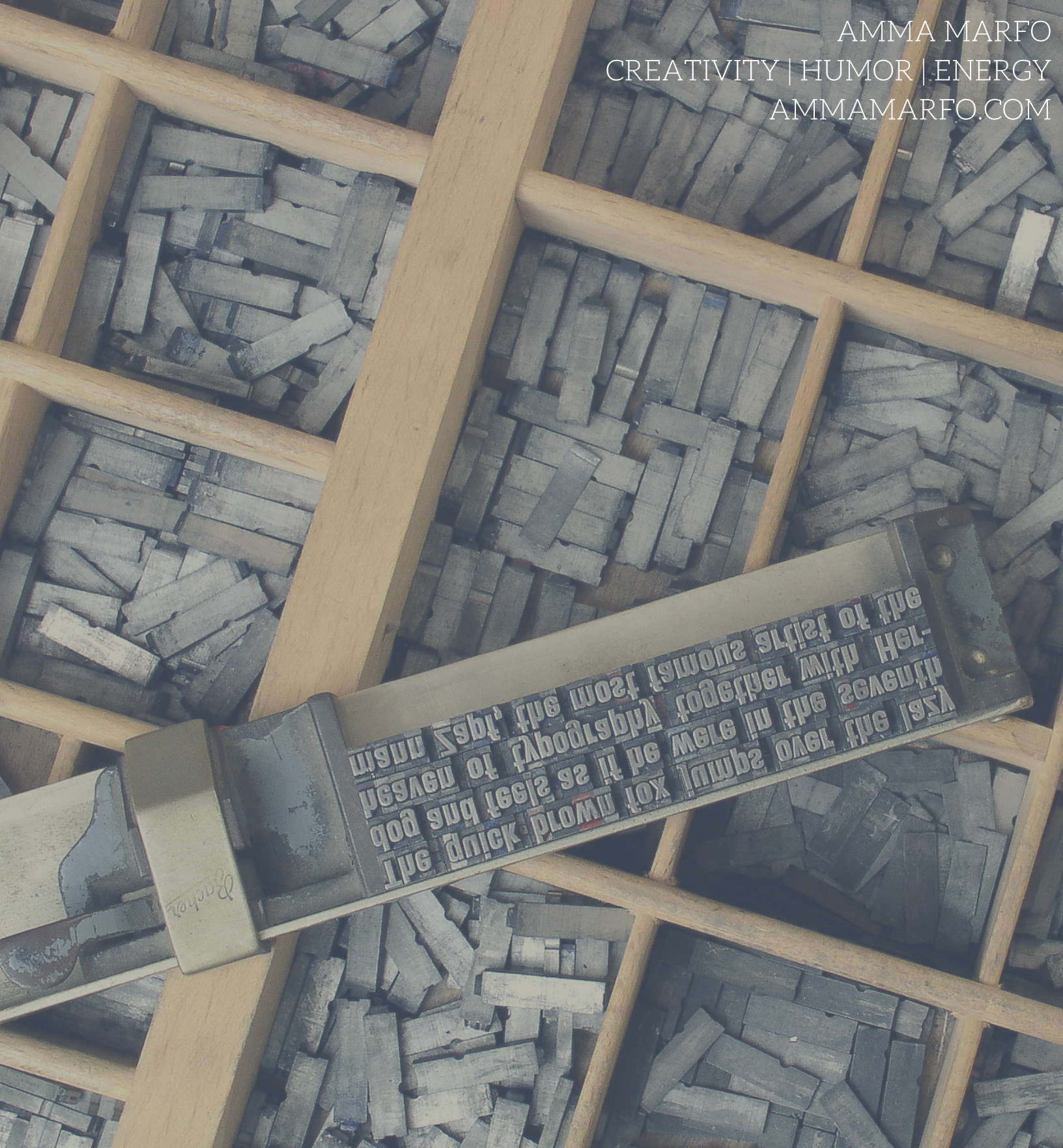


AMMA MARFO
CREATIVITY | HUMOR | ENERGY
AMMAMARFO.COM



YOU IN PRINT

THE WORKBOOK

everyone has a story. let's tell yours.

YOU IN PRINT

course progress report

As you move through the content at your own pace, use this space to track your progress through the course, making checks near lessons as you complete them, and making notes to go back if necessary!

DONE!

COME BACK!

INTRODUCTION TO INDEPENDENT PUBLISHING

- | | | |
|-------|-------|---|
| _____ | _____ | What is Independent Publishing? |
| _____ | _____ | Advantages + Disadvantages of Independent Publishing |
| _____ | _____ | eBook v. Traditional Book: Which One to Pursue? |
| _____ | _____ | Evaluating Publishing Platforms (Worksheet) |
| _____ | _____ | 5 Ways to Test the Waters of Independent Publishing (Article) |

STARTING WITH A #SIXWORDSTORY

- | | | |
|-------|-------|--|
| _____ | _____ | What Is a #SixWordStory? |
| _____ | _____ | Case Study: DeRay McKesson's Six Word Love Stories |
| _____ | _____ | Use #1: Refining Your Topic and Approach |
| _____ | _____ | Use #2: Marketing Your Book When It's Done |
| _____ | _____ | 5 Questions to Ask When Telling Your #SixWordStory |
| _____ | _____ | Crafting Your #SixWordStory (Worksheet) |

WHERE DOES THE INSPIRATION COME FROM?

- | | | |
|-------|-------|---|
| _____ | _____ | Academic Research |
| _____ | _____ | Blogs |
| _____ | _____ | Creative Writing + Fan Fiction |
| _____ | _____ | Memoir + Personal Experience |
| _____ | _____ | Source Tracking Worksheet |
| _____ | _____ | 5 Ways to Narrow Your Source of Inspiration |

"I DON'T HAVE TIME TO WRITE..."

- | | | |
|-------|-------|--|
| _____ | _____ | The Case for Morning Writing |
| _____ | _____ | The Case for Evening Writing |
| _____ | _____ | Tools to Help You Organize Your Writing |
| _____ | _____ | Inspirational v. Sequential Writing |
| _____ | _____ | Word Count Tracker (Worksheet) |
| _____ | _____ | 5 Ways to Finish Your Manuscript (Infographic) |

HELPING HANDS

- | | | |
|-------|-------|--|
| _____ | _____ | Editing and Proofreading |
| _____ | _____ | Cover + Interior Design |
| _____ | _____ | Advance Buzz Generation |
| _____ | _____ | Partners in Crime: Who Are They, Where Are They? (Worksheet) |
| _____ | _____ | 5 Ways to Compensate Your Contributors (Article) |

SPREADING THE WORD

- | | | |
|-------|-------|--|
| _____ | _____ | Social Networks and Social Media |
| _____ | _____ | Bookstores and Libraries |
| _____ | _____ | Street Teams and Word of Mouth |
| _____ | _____ | Giveaways and Promotions |
| _____ | _____ | 5 Unconventional Ways to Promote Your Book (Article) |

Welcome From Your Instructor!

This is my rifle. There are many like it, but this one is mine.
-Rifleman's Creed

This is my story. There may be some like it, but this one is mine.
Amma Marfo, 2016



Hello, and welcome to YOU, IN PRINT!

If you've decided to join me on this adventure, it's because you have a story to tell. My job, as an instructor and sharer of resources, is to help you take charge of your story: tell it in a way that captivates readers, get you organized and into a routine that lets you tell it while also living your life, and getting that story out to the people who need to hear it.

There are lots of worries that come into play when one thinks about writing a book. "No one's going to care what I have to say." (Yes, they are. There's an audience for any story worth writing.) "I don't have time to write a book!" (No one *has* it. We'll find some for you though!) "How do I let people know what I'm working on? (We have our ways.) Through the six units we cover, each addressing a different part of the independent publishing process, you'll find answers to all your questions...plus a few you didn't know you had.

You may be coming to this course as a person with an idea and not much else. You may also be coming to this course as a seasoned writer, looking to widen your audience with a bold and audacious move. I sincerely hope that whichever camp you may be from, that you find what you need. And if I can do anything at all to make this journey easier or more helpful for you...please, please, please get in touch. I want to make this the best experience I can, that yields the best book that it can.

Everyone has a story. Let's tell yours.

Amma

What Is Independent Publishing?

Independent publishing can refer to a couple ideas, so let's clarify what we're talking about here. The independent publishing process I'll be walking you through is the one synonymous with self-publishing, or the release of a book without the assistance of a publishing house. No pitch or proposal letter is required to a publisher, no deadlines are set, and no agents or editors monitor your progress.

With that said, because of the freedom it affords, independent publishing can be a very solitary endeavor. It requires an ability to stay focused and organized, while also ceding control in areas where you'll need help (for me, design and graphics were outsourced) to others in your circles. We'll talk more as we go about how to manage the elements that are normally in someone else's hands- so don't worry about that. But we'll break down the differences here, just so you know what you're in for.

Advantages + Disadvantages of "Indie" Publishing

Advantages

- Complete Creative Control
- You Can Start + Finish On Your Own Time
- No Pitch Letter or Book Proposal Required
- Low External Pressure Applied
- No "Defending Your Vision"
- Confirmation Of Your Story

Disadvantages

- Requires Significant Focus and Determination
- Can Drag Without Deadlines
- High Internal Pressure Applied
- Everything Goes Through You- Even the Parts That Aren't Your Strong Suits!

In the box below, jot a few notes for yourself: what about indie publishing will work great for you? What parts will challenge you?