DIY Publishing for the Family Historian:
Tips, Tricks and Tools

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An eBook is a popular and cost-effective way to publish a family history. This session will cover how to take your idea from draft to publication, how to choose the platform that's right for you, and offer tips and tricks for formatting, distributing, and marketing your work.

Initial Steps
- Research
- Planning
- Determine Audience
- Storyboarding
- Writing
- Editing
- Layout
- Publishing
- Distribution
- Promotion

Benefits of Self-Publishing
- The royalty rate for self-published works is typically much higher.
- Gives you, as the author, more control over the process.
- Avoids long-term contracts with publishers.
- As publisher you will retain all rights to the work.
- Shorter turn-around time compared to conventional publishing.
- Using print-on-demand avoids the need for large print runs or to warehouse books.
- You can sell your works online (via Amazon, Barnes & Noble, and other book sellers).

Self-Publishing Secrets
- If uncomfortable with technology, consider hiring a service to assist you in converting your conventionally-published work to self-published and e-book format.
- Use a platform that is easy-to-use and has the best marketing options.
- Take your time. Don't try to produce large books, quickly, or in many formats.
- Start with a small book and then move on to larger works. Keep it simple.
- If also creating an e-book using e-reader formats, start with plain text or minimal formatting. Produce the e-book first. Then, format for your PDF/printed version.
- Look for a platform that will provide an ISBN number for free or at a reasonable price. (Note: You may be able to transfer your ISBN number from a conventionally published work to the new format).
- Find a proofreader or hire a copy editor.
- Once published, seek out individuals in your field to review the book.

Preparation Tools (selected list)
- Notepad or WordPad (free PC)
- TextEdit free with Mac)
- Microsoft Word ($) http://www.microsoft.com
- Pages ($) http://www.apple.com
- GoogleDrive http://drive.google.com
- OpenOffice (Apache) http://www.openoffice.org
- QuickOffice Pro ($) https://itunes.apple.com
- Evernote http://www.evernote.com
- Penultimate http://evernote.com/penultimate
- Dragon Naturally Speaking ($) http://www.nuance.com
- Scapple ($) http://literatureandlatte.com
- Scrivener ($) http://www.literatureandlatte.com
- Skitch http://evernote.com/skitch
- Trello https://trello.com
- Write.app https://writeapp.me
- Amazon Storybuilder https://studios.amazon.com/storybuilder
- Editorially https://editorially.com
- Papyrus Editor http://papyruseditor.com
- Freemind http://freemind.sourceforge.net/wiki/index.php/Main_Page
- IndexCard https://itunes.apple.com
- StorySkeleton (app) http://www.storyskeleton.com

E-book Management and Conversion
- Adobe Acrobat Pro http://www.adobe.com
- Printopia http://www.ecamm.com/mac/printopia
- PrimoPDF (free) http://www.primopdf.com
- Calibre http://calibre-ebook.com
- Sigil http://code.google.com/p/sigil

Blogging
- Blogger http://www.blogger.com
- Wordpress http://wordpress.com
- Typepad http://www.typepad.com
- Geneabloggers http://www.geneabloggers.com
- Blogging Genealogy http://www.blogginggenealogy.com

Self-Publishing Platforms
- Ancestry Press http://ancestry.mycanvas.com
- Blurb http://www.blurb.com
- CreateSpace (Amazon.com) https://www.createspace.com
- iBooks Author http://www.apple.com/ibooks-author
- Lulu http://www.lulu.com
- Pressbooks http://pressbooks.com

- Scribd http://www.scribd.com
- Smashwords www.smashwords.com
- Vook (cloud-based) http://vook.com

Other Self-Publishing Resources
- Barnes & Noble http://www.barnesandnoble.com
- BookSurge http://www.booksurge.com
- Bowker Identifier Services http://www.bowker.com/en-US/products/servident_myid.shtml
- Etsy http://www.etsy.com
- EverEPub https://itunes.apple.com
- Free Technology for Teachers (Writing Tools) http://www.freetech4teachers.com/2013/12/a-few-tools-that-make-it-easy-to.html
- MyECover http://www.myecovermaker.com
- PayPal http://www.paypal.com
- Square http://www.square.com
- SplashTop (Remote Access) http://www.splashtop.com/home
- 10 Best Writing Apps for iPad http://thenextweb.com/apps/2013/08/17/the-10-best-apps-for-writing-on-the-ipad
- Writer's Digest online http://www.writersdigest.com
- Writer's Market http://www.writiersmarket.com

Copyright and Permissions
- United States Copyright Office http://www.copyright.gov
- 10 Big Myths about Copyright Explained http://www.templetons.com/brad/copymyths.html
- Interview and Property Releases (forms) http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/chapter12/12-d.html

Articles and Online Guides
- "How to Publish a Book on Kindle" http://www.ehow.com/how_4912995_publish-book-kindle.html
- "How to Publish on Smashwords!" http://www.smashwords.com/about/how_to_publish_on_smashwords
- "Thirteen Steps to Write and Publish a Free Ebook In Thirteen Hours" http://www.problogger.net/archives/2009/09/16/thirteen-steps-to-write-and-publish-a-free-ebook-in-thirteen-hours/
- "The ePUB Format for E-Books – Everything You Wanted to Know" http://www.labnol.org/software/epub-format-ebooks/10879/
- "Thoughts of Self-Publishing" by Lisa A. Alzo. Association of Professional Genealogists Quarterly, September 2010.

*Note: Syllabus materials are submitted months in advance of the conference. For additional or revised content for this presentation, please visit: http://www.lisaalzo.com.