

Self-Publishing

Successfully

A 20-Step Guide

by Michael Williams

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Acknowledgement

I would like to thank my publishing course training team:

Cindy, Sam, Jeorge and Chima,

for their dedication, help, and advice.

There Has Never Been A Better Time To Self Publish!



Dedication

This book is dedicated to all the authors and people in the book industry whom I have worked with in one way or another; to all those who have attended the various BIS Publishing Courses ™; to Cindy, Sam, Jeorge, Chima; to those who have attended my presentations; and to all those who dream of one day becoming a best-selling author.

DISCLAIMER

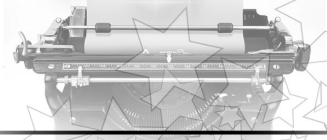
The advice contained in this material might not be suitable for everyone. The author designed the information to present his opinion about the subject matter. It is advised that the reader carefully investigate all aspects of any publishing decision before committing her or himself. The information contained is from the author's personal experience and sources the author considers reliable.

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My Introduction

My name is Michael Williams, and I am the CEO of BIS Publications, a UK based publisher of children books. I am also the co-author of several books that have been rather successful over the years. I first started as a self-publishing author; my first title did very well nationally and internationally. I have gone on to self-publish many titles as well as publish books by other authors that continue to do well nationally and internationally.

During my 15 years in this industry, I have had many people ask me how I have been able to self-publish so many successful. Many of them want to give up their 9-to-5 jobs and write for a living, but they just don't know how to get started. With this in mind I created a course, based on my many years of experience as an author and publisher, designed to empower writers to produce best-selling books and reap the profits. Please note: You don't have to be the best writer in the world to have a widely read book or even a best-seller.

So

Don't you think it's time you stop thinking about one day writing a book?
Don't you think it's time you stop talking about one day writing a book?
Don't you think it's time you told your story and communicated it to the rest of the world?
Wouldn't you like to find out how you can make it happen?

If yes, then take **ACTION** and take it **NOW**!

If you are ready to take action, then this e-book is for you, and my 20 Steps to Successfully Self-Publishing will help that dream become a reality. Before we get started, let me say that you must believe in yourself even if everyone around doubts you. Don't allow other people to stop you from what you are destined to do. Even those closest to us can sometimes say the most negative things that can stop us in our tracks. They may say things such as: you can't do that; it's never been done before; no one wants to read anything that you have to say, let alone pay for it; or all you are going to do is waste your money on that course. We can accept this from strangers, but when it comes from friends or family, it can be devastating and may stop us from reaching our goals if we allow it.

Then there are the two little voices in our heads: one is our intuition which looks out for us; and the other is our self-doubt, a lack of confidence and self-worth which can cripple us. The trouble is identifying which is which. One makes us

into great human beings allowing us to fulfil our potential and destiny; the other robs us of our destiny through comments such as “You can’t do that!”

AND THEN THERE IS PROCRASTINATION

You all know what I mean: you say you’ll start it tomorrow. Then tomorrow comes, but there is something you believe is more important that needs to be taken care of, so you say you’ll start it next week. Then next week comes, and again you place more importance in something else and put off writing your book. By the third week, month, or year you start to feel guilty, so you justify to yourself why you haven’t started by making excuses such as not having the time because of all the other things you had to complete. So you say you’ll do it someday.

SOMEDAY?

Well, let me tell you now, “Someday” is not a day of the week! If you want to self-publish successfully, then you must start NOW! Not tomorrow, next week, or next month, but NOW!

Now that you’re ready to start, I am going to give you my 20 Step Guide to Self-Publishing Successfully.

About The Book

In this book Michael Williams both a publisher and a self publishing author shares his secrets which he has used over many years on how to produce a best-selling book quickly and successfully. Within these pages you will gain invaluable information on how to produce your very own book successfully step-by-step. Williams cuts through all the publishing jargon and gets straight to the point making your self-publishing journey an easy and joyful experience.

Michael Williams points out *'that you don't have to be the best writer to create a best-seller you just need to be empowered with a few essential tools which I've presented in this guide book.'*

Who is this for:

This book is simply for authors who want to:

- **Produce a book quickly and SUCCESSFULLY**
- **Write a best-selling title**
- **Want to reduce or even eliminate writers block**
- **Keep control of their copy-write and royalties**
- **Become a best-selling author as well as a best-writing author**
- **Be rewarded for their work**
- **Cut through the publishing red tape quickly**
- **Discover a variety of methods of publishing in affordable ways**
- **Get their story out to as many people as possible**
- **Save money and make money**
- **Do it RIGHT first time.**
- **Plus Much More.**

...No matter what educational background you have, if you have a story to tell you will have readers who will want to know it ...

"...Good luck and I hope to meet you at the top of the various best-sellers lists..."

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