



# **Self-Publishing for Moms**

**Publish your book on  
Amazon in 5 easy steps**

**Shelly Mateer**



# Self-Publishing for Moms

Publish Your Book on Amazon in 5 Easy Steps

By Shelly Mateer



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*The information in this eBook is meant to be used for informational purposes only and to assist all readers in reaching their dreams of becoming published authors.*

*The author spent time and effort to put this eBook together to help as many people as possible. With that in mind, please do not give away free copies of this eBook. The author greatly appreciates all readers for their support.*



## Introduction

### You did it!

So, you have finished your manuscript. Your work of art is edited, formatted and ready to be presented to the world. You are going to be a published author!

### Time

As a busy mom of two young children, I am painfully familiar with how little time there is in a day. I have written this eBook with that in mind, getting right to the point and with very little waste of words. I've broken each chapter down into

steps, with an approximate time that may be required to complete each item. These may vary from person to person, but I have tried my best to make them as accurate as possible, at least in my experience.

I've included my email address at the top and bottom of each page. Should you have any questions along the way, please do not hesitate to email me. I will try to get back to you as quickly as possible.

### Lots of options

I use Amazon KDP, CreateSpace (an Amazon company) and Smashwords to publish my books. There are

many other services to choose from, but these work for me and I feel that they sufficiently cover all my bases in terms of getting my books out there to as many selling platforms as possible. I wrote this guide with the services that I currently use in mind. This particular eBook focuses on CreateSpace.

### Let's Get Started!

If you are like me, you only have intervals of maybe ten minutes of uninterrupted time to work on your own projects. If you are lucky, you might get an hour here and there. With that in mind, I won't waste any more of your time – let's get started!

## Chapter One – Step One

After you have created your CreateSpace account you will add your new title. For this part of the process, you will just be filling out information about your book. At this point, you will likely only have the title, author information and language. Fill those in and you will be taken to the next step, obtaining an ISBN.

### Obtain an ISBN = 5 minutes

#### What is an ISBN?

You can find a wealth of information about ISBNs on the internet, so I won't go into too much detail here. An ISBN is an International Standard Book Number. It is essentially a product identifier used by publishers, booksellers, libraries – basically any entity involved in the supply chain of books. The ISBN identifies the registrant, as well as the specific title, edition and format of your book. Each different form of your product (your book) should have its own ISBN. Actually, I have

read that you are not required to have an ISBN for an eBook, but, in my experience I have always gotten one.

#### ISBN Options

When publishing the print version of your book on CreateSpace you will be presented with some choices regarding your ISBN. You can choose a CreateSpace assigned ISBN, which is free. There are some limitations to using this free option though. This ISBN can only be used with the CreateSpace Independent Publishing Platform and this will be your book's imprint of record and will be reflected on your book's detail page. This means that the publisher will be listed as CreateSpace and the sole distributor of the book will be CreateSpace. One benefit to using the free ISBN assignment is that you will be able to sell your book in *all* of the Expanded Distribution channels. This allows you to distribute your book through the Libraries and Academic Institutions channel. You can sell your book through Amazon.com, Amazon's European websites and a CreateSpace eStore.

Your book's ISBN information will be registered with BooksInPrint.com®.

Your second choice is to purchase a Custom Universal ISBN. The fee for this is \$99. I personally like this option because I like to have freedom to do what I want. I don't like a lot of rules and restrictions. You can use this ISBN with any publisher. You choose your book's imprint of record, which is reflected on your book's detail page. The one downside, besides the \$99 fee, is that you will not be eligible for distribution through the Libraries and Academic Institutions channel. Other than that, you choose the distributors for your book. The Custom Universal ISBN option is offered through an agreement with Bowker®. Bowker® is the official ISBN agency for the United States and its territories and Australia. You can sell your book through Amazon.com, Amazon's European websites and a CreateSpace eStore. Your book's ISBN information will be registered with BooksInPrint.com®.

Your third option is to provide your own ISBN. You can purchase one through Bowker® or through your local ISBN agency. You have all of the distribution options as the other two choices mentioned, but as with the Custom Universal option you will not be eligible for distribution through the Libraries and Academic Institutions channel. You can sell your book through Amazon.com, Amazon's European websites and an eStore.

### **How do I get an ISBN?**

When you are going through the process of creating your print book

in CreateSpace you will be taken through each step. CreateSpace pretty much walks you through the assignment of the ISBN, with the only exception possibly being the third option of providing your own ISBN. In that case you would follow the instructions on Bowker® or your local ISBN agency's website. Pay for it, and you are done.

### **What do I do with the ISBN?**

You will be inserting your ISBN on the copyright page of your book. Simply go into your word processor and insert the number. Here is an example of what it will look like:

Copyright © 2017 Shelly Mateer  
All rights reserved.  
[www.shellymateer.com](http://www.shellymateer.com)  
Cover photo by Shelly Mateer  
Published by False Buddha LLC  
1314 East Las Olas Boulevard No. 232  
Fort Lauderdale, Florida 33301, USA  
ISBN-13: 978-0692855218  
ISBN-10: 0692855211

## Chapter Two – Step Two

This step may be optional for you. If that is the case, you can skip to Step Three.

### Obtain an LCCN = 1-4 days

#### What is an LCCN?

An LCCN is a Library of Congress Control Number. It can also be called a Library of Congress Catalog Control Number or a Preassigned Control Number (PCN). A Library of Congress Catalog Control Number is a unique identification number that the Library of Congress assigns to the catalog record created for each book in its cataloged collections. Librarians use it to locate a specific Library of Congress catalog record in the national databases and to order catalog cards from the Library of Congress or from commercial suppliers. Should you wish to apply for one, you will be requesting what is called a Preassigned Control

Number (PCN). The purpose of the Preassigned Control Number program is to enable the Library of Congress to assign control numbers in advance of publication to those titles that may be added to the Library's collections.

#### Do I need one?

As far as I know, there is no requirement for you to get an LCCN. But, if you want to make it easier for libraries to purchase your book, you should register for one.

In addition, certain books are ineligible for an LCCN. Books under fifty pages (except children's and genealogical literature) are ineligible for the program. Your LCCN will only be for your print version – eBooks are ineligible for an LCCN, even if their print version has one.

#### How do I get an LCCN?

*Please note that websites are occasionally updated so these instructions may change slightly.*

Head over to the Library of Congress website at [www.loc.gov](http://www.loc.gov) and on the Services menu, select

the Publishing option. Then select the Preassigned Control Number (PCN) option.

Open an account. Complete the Application to Participate and obtain an account number and password. This will then allow you to access the appropriate form for requesting Library of Congress control numbers. You will need your ISBN to complete the form. Fill out the Application to Participate and submit it. Within a few days you will be emailed an account number and password providing you access to the appropriate application form. Once you receive this email you must respond to it. Within another one to two days (subject to variation) you will get an email with your LCCN.

This all sounds really complicated and time-consuming. It is not. The form is simple, and once you submit it, you will hear back via email within one to two days (subject to change).

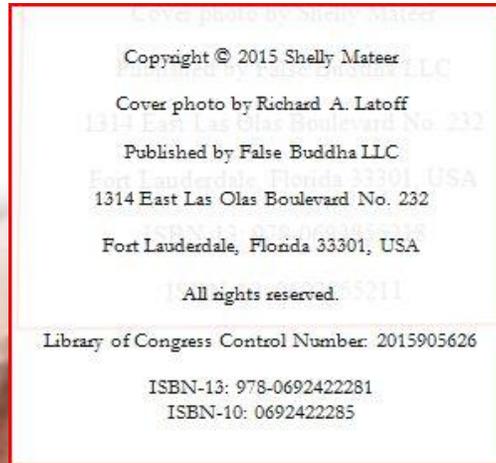
If you complete the process yourself, it is free. Well, minus one copy of your book. Once your book has been published you will have to

send one copy of the best edition of your book to the Library of Congress.

If you do not want to do this step yourself, CreateSpace has a service where they will help you obtain an LCCN, for a fee. This cost was \$25 last I checked.

**What do I do with the LCCN?**

You will be inserting your LCCN on the copyright page of your book. Simply go into your word processor and insert the number. Here is an example of what it will look like:



You will probably also want to save it in a file on your computer or other

storage device. Some people also like to print it out and keep it in a physical folder somewhere.

Please note that submission for cataloging does not guarantee acceptance into the Library of Congress. To find out if your book has been cataloged, you can check the Library of Congress Online Catalog.

## Chapter Three – Step Three

Now you will get the interior of your book ready. You will choose the details such as trim size and page color, which are up to you. The standard size trim is 6" X 9" with 5" X 8" also being a common choice. At this time I would also suggest getting your cover image ready. I personally like to do them myself, but you can also hire a professional cover designer.

### Format your book = 5-10 days

#### Get ready to wait.

Make sure that you have edited your manuscript for spelling, grammar and typos. Do not worry too much about the format of your manuscript at this point. In fact, don't worry at all about it. But make sure you have the best copy of your manuscript ready in a Word document. Then

send the document out to be formatted. I choose to have my books professionally formatted, but you can of course do it yourself. I prefer to hire a service to do this part. It ensures that my book will look as professional as it possibly can. I also do not have the time and uninterrupted focus that I feel it would require to format the book myself.

The company I like to use is called [eBook Launch](#). They do a fantastic job and are very affordable.

The timeframe for this step will vary depending on the length of your book and the services you are in need of. I find it helpful to send my book in along with the intended cover image. I then request formatting for the print version (CreateSpace) as well as for the eBook versions. I personally like to give my customers many different options when it comes to reading my books.

## Upload

Once you get your book back in all of the different formats in which you have chosen to have it formatted, save copies to a thumb drive, on your computer, wherever you feel is the safest place to save them. Then you simply upload each copy to its corresponding channel. CreateSpace conveniently walks you through the process, so it will be relatively simple. Their system then checks your book for formatting issues. After twelve to twenty-four hours your book will be ready for you to proofread on their electronic reader. Make sure you also order a hardcopy proof. The time involved in waiting to receive this proof is probably the longest portion of time that you will spend in this whole self-publishing process, and it all depends on how quickly your proof is printed and how quickly the shipping service works.

## Chapter Four – Step Four

*The time required to complete this step is of course different for everyone.*

**Proofread your book = 1-2 hours**

**How exciting!**

You now have the very first copy of your book in your hands! It is one of

the best feelings to see your very own creation come to life.

Now you need to look the entire book over. Check it for formatting issues, missing paragraphs, missing sentences, the text not lining up correctly, consistency in chapter headings, page numbers, everything. If you can, have another person look it over also. Should you need to revise anything, go back to your manuscript and fix what you need to fix and go back to Step Three.

**Approve it**

Once you have looked the book over and are happy with what you see, approve it and make it available for purchase. Typically in twenty-four hours (if not sooner) I will notice my book is available on Amazon for sale.

## Chapter Five – Step Five

**Make your book available in all channels possible, set the price and update your detail page = 10 minutes**

### **Congratulations!**

Your book is now for sale! Check off all of the available standard and expanded distribution channels; you will want your book available in as many channels as possible. Then set your pricing. Amazon will suggest a minimum price for your book. I usually stick pretty close to what they recommend. Then write and insert a quick book description. This is just a simple, but catchy, summary of your book. Write something that will make people want to read your book. After you

insert this summary there is a field for the BISAC Category. This stands for Book Industry Standards and Communications. These categories are used by the book-selling industry to help identify and group books by their subject matter. Choose the BISAC category that you feel best fits your book.

Insert an author biography to let your readers know a bit about you. Choose your book's language and publication country. Then add some search keywords. Search keywords can help your title show up on both Amazon.com and search engines. Pick phrases that you think customers are likely to use when either searching for your title specifically, or when shopping for products that may be similar in subject matter. You can add up to five keyword phrases separated by commas. If the content you provide for your product's detail page is not suitable for minors under the age of 18 you will want to check off the

Contains Adult Content section. Then check off Large Print if your book is formatted for the eyesight impaired - typically with a font size of at least 16 points - your book's Amazon product detail page will be clearly marked "large print," and your book will be included in, but not limited to, the large print book browse listings.

Choose from matte or glossy for your new book cover. This is purely a matter of your preference.

You are now a published author!

*Now that a print version of your book is available for sale, you will want to offer your eBook version on Amazon's Kindle Direct Publishing (KDP) service. Follow the prompts on your CreateSpace dashboard, or go directly to the KDP site to do this.*

## About the Author



Shelly Mateer is a former CIA officer-turned-Mom. She has self-published four books, all since the births of her two children. In a previous life, she attended the University of California, Davis where she earned a degree in international relations. Shelly grew up in various U.S. locations and overseas. Her first book, [Single in the CIA](#), is a memoir about her experience working in the National Clandestine Service (aka Directorate of Operations) of the Central Intelligence Agency. Her series of short stories, [Mingling in the CIA](#), takes readers on a disturbing yet comical journey into the daily lives of the officers in America's premier spy agency.

She currently resides in Southern California with her husband and two children.

More information is available at [www.shellymateer.com](http://www.shellymateer.com).