

Going Indie:

Workbook: Map My Route

As we walk through the sessions, decide what YOU want to do. Make decisions. Record your answers. Map out your route to publish your book(s).



SESSION 1: 2 Worlds

I want my books available in: (Check all that apply)

- ☐ Paperback print
- ☐ Hard cover print
- ☐ E-Book
- ☐ Large print
- ☐ Audio
- ☐ Translations

I want my books available in these worlds:

Amazon

Everyplace Else

- | | |
|---|---|
| ☐ Print | ☐ Print (use IngramSpark) |
| ☐ E-Book - KU exclusive with perks? OR also
Everyplace Else? | ☐ E-Books here, too? (Use D2D) |
| ☐ I also want my E-books in Libraries (use Draft2Digital) | |

Simplest Route to start:

- ☐ Amazon: Print books (Distribute to Amazon only) & Ebook in KU
- ☐ IngramSpark: Print books (Distribute to Everyplace except Amazon)
- ☐ Draft2Digital: Ebook libraries

Step by step:

- ☐ Put E-book on Amazon in Kindle Unlimited / Kindle Select and set for Preorder
 - ☐ Put print book in Amazon & IngramSpark. To use the same ISBN, do so **SIMULTANEOUSLY**.
Set up both as drafts. Publish on IS first. Immediately publish on Amazon.
 - ☐ Add E-books to Libraries using D2D
-



SESSION 2: Next Leg of the Journey

Creating My Best Book:

I believe my book will sell because... _____

My book will fit these 3 categories (Listed best fit to next best...)

1. _____

2. _____

3. _____

Brainstorm best keywords and choose top 7:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Editing: I will: (Check all that apply)

- ☐ Self Edit using free Grammarly
- ☐ Self Edit using free Google Doc
- ☐ Self Edit using free Read Aloud
- ☐ Self Edit using AI
- ☐ Self Edit using _____

☐ Hire this editor: _____ Estimated cost: _____

Estimated time: _____

☐ Hire this proofreader: _____ Estimated cost: _____

Estimated time: _____

☐ Hire this professional: _____ Estimated cost: _____

Estimated time: _____

Copyright: Is it a Side Trip? Or a Necessary Stop-Over?

Do I want to make this stop?

- ☐ Group of more than one manuscript? Unpublished / Prior to publishing. \$85
- ☐ After publishing: Literary Work: Single title. ONE author. \$45

Formatting: Required Stop

DIY? Or hire it out?

- ☐ Print: Atticus (For Amazon and IngramSpark)
- ☐ E-Books on Amazon: can use the free Kindle Create.
- ☐ OR, for Everyplace Else (if not in Kindle Unlimited) use Atticus.
- ☐ E-books for Libraries: use D2D. Can use their formatting tools.

SESSION 3: Pit Stop for Essentials

Book Covers: Required Stop

Book Cover designers on Resources sheet.

ISBNs

- ☐ Buy yours at Bowker
- ☐ Use free ones offered?
- ☐ Or, buy except when required for ebooks (D2D), then use free one offered

Bar Code

Get it free at Kindlepreneur – link on Resources sheet

Back Cover Copy

- ☐ Your best sales copy!
- ☐ Can be same as Amazon blurb or description.

Book Cover Files

Slightly different for Amazon and IngramSpark

Checklist: You'll Need:

- ☐ Flat front cover for ebook and marketing images
 - ☐ Full wrap for print books
 - ☐ ISBN for each version (except ebook)
 - ☐ Back cover sales copy
 - ☐ Author photo
 - ☐ Bar code
 - ☐ Finished book cover files for Amazon and IngramSpark
-



SESSION 4: Down to Business

Open Your Account(s)

One at a time, when you're ready. You will need to:

- ☐ Provide your income tax info
- ☐ Provide your banking info (for royalty deposits)
- ☐ Might require a credit card (for fees)

Amazon: <https://kdp.amazon.com>

Add bio and image, claim books: <https://author.amazon.com/home>

Recommended for print and ebook

Connected to your Amazon purchasing account, but not the same. Uses the same password, I believe. If/when a credit card is required (Amazon Ads, for example) the card must be in your regular account, then added to your author account.

IngramSpark: <https://www.ingramspark.com/>

Recommended for print distributing to Everyplace Else but Amazon. Uncheck the box to distribute to Amazon.

NOT recommended for ebooks.

Learn more: <https://ingramspark.learnworlds.com/courses>

Draft2Digital: <https://draft2digital.com/>

Recommended for distributing ebooks to libraries (allowed even if the ebook is in Kindle Select/Kindle Unlimited).

And ebooks distributed to Everyplace Else but Amazon **IF** the book is **NOT** in Kindle Select/Kindle Unlimited. Unless you DIY it so some below.

NEW: Fees. \$20 to open account and \$12 annual if account makes > \$100

IngramSpark: Decisions You'll Need to Make:

Wholesale discount (off cover price)

- ☐ 40% - 55%
- ☐ Retailers want 55%

Returns?

- ☐ Yes or No?
- ☐ Retailers want Yes
- ☐ Return to you or destroy? (You must pay shipping)

Ingram University: <https://ingramspark.learnworlds.com/courses>

Compensation Calculator on IS site

DIY Upload? Some Have Perks: Promos. Coupons.

- ☐ Barnes & Noble – recommended for print and special editions. Do not also distribute from IngramSpark to Barnes and Nobel
- ☐ Rakuten Kobo and Kobo Plus – recommended for ebooks if NOT exclusive to Amazon's Kindle Unlimited/Kindle Select. (I'm not sure about print – research!)
- ☐ Hoopla?
- ☐ Apple Books?

Keep Track of It All: Box Method with Excel

- ☐ Books down left side
- ☐ Platforms and versions across the top – 1 per column
- ☐ Use fill colors to fill in each box when done. Add date if desired.

SESSION 5: Side Trips and Final Destinations

Side Trip: Hire a hybrid company to do some?

- ☐ Know what you're getting
- ☐ Know how much it costs you
- ☐ What's included?
- ☐ Check for scams: <https://writerbeware.blog/>

Side Trip: Pre-Orders?

Ebooks: Amazon up to 12 months in advance

Print: IngramSpark. ALSO use for Amazon for print pre-orders.

I know I told you not to distribute to Amazon from IngramSpark, but Amazon does not do pre-orders on print books, so going through IS is the only way to do it.

Barnes and Noble: Print pre-orders 6 months in advance. Ebooks 12 months in advance.

- ☐ Aim for 300+ pre-order copies at B and N. Then they'll put it in all their stores!



Highway to Marketing

Marketing

Start now. Just start.

- ☐ Newsletter – best and most important because you own that list.
- ☐ Amazon Followers
- ☐ BookBub

See resources page for helps in getting subscribers and followers.

- ☐ Goodreads
- ☐ Guest of Blogs
- ☐ Guest on Podcasts
- ☐ Images: MockupShots and Bookgraphix
- ☐ Content: Stratira
- ☐ Ads: Learn them
- ☐ Paid newsletters
- ☐ Book signings – Barnes & Noble will love to have a local author. Get my ebook, Booksignings.
- ☐ Direct sales

🎉 **Congratulations! You've mapped your route 🗺️ to indie publishing success. Now hit the road and make it happen! 🎉**



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