

THE WRITER'S EDGE

READER PREVIEW



MASTERING SELF-PUBLISHING

BOOK 24

The Writer's Edge - 2027 Expanded Edition

Overcoming Challenges for Indie Authors

Publish Professionally. Protect Your Rights. Build a Business That Can Last.



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A selected preview from the complete book.

What This Book Will Do for You



Self-publishing gives an author control, but control is not the same thing as simplicity. The independent author becomes responsible for decisions that traditional publishing spreads across editing, design, production, metadata, sales, distribution, accounting, rights, and marketing.

Mastering Self-Publishing focuses on the difference between merely getting a book online and operating as a professional publisher. It connects manuscript readiness, rights documentation, production workflow, ISBNs and metadata, cover and interior standards, distribution, pricing, launch planning, credibility, money management, direct sales, backlist care, platform independence, and repeatable release systems.

The practical result is a publishing operation that can survive beyond one title: the author knows what must be controlled, documented, calculated, tested, archived, reviewed, and improved so that each release makes the next one easier and more professional.

**SELF-PUBLISHING BECOMES POWERFUL WHEN
INDEPENDENCE IS SUPPORTED BY DISCIPLINE.**

Selected From the Book



Protect Yourself From Platform Dependence

Self-publishing can become less independent than it appears when one platform controls every sale, file, contact, and decision.

Keep Independent Records

Maintain local copies of manuscripts, covers, interiors, metadata, sales reports, contracts, tax documents, reader assets, and platform settings.

Do not assume a dashboard is permanent storage.

Build Reader Assets You Control

Maintain a website, email list or other permission-based contact method, and direct brand identity independent of retailer algorithms.

Retailers can deliver customers without giving you a complete reader relationship.

Understand Platform Risk

Policies, fees, account access, categories, ad systems, royalty structures, AI rules, and recommendation algorithms can change.

A resilient author can adapt without rebuilding the entire business.

Writer's Edge Check-In

- What disappears if your main retailer account becomes inaccessible?
- Which reader relationships exist outside retailer platforms?
- What platform dependency should you reduce this year?

Selected From the Book



Build a Self-Publishing System That Can Repeat

Mastery is repeatability.

Create a Publishing Checklist

Use the same major stages for every book: manuscript readiness, rights, editing, cover, interior, metadata, identifiers, proofing, pricing, distribution, launch, archives, and post-launch review.

A checklist protects the process from memory.

Create a Release File

For each title, maintain one record containing publication dates, ISBNs, formats, prices, links, contractors, rights, source files, distribution decisions, and campaign notes.

This becomes the book's operating record.

Review the System After Every Release

Ask what caused delay, what created errors, what cost more than expected, what worked well, and what should be standardized.

Every book should make the next publishing process better.

Writer's Edge Check-In

- Do you have a reusable publishing checklist?
- Can every key fact about a title be found in one place?
- What will you standardize before the next release?

Try It Now



The Indie Publishing Master Checklist

Manuscript

- Editorial stages completed • Fact checking and permissions completed • Final text frozen

Rights

- Contributor agreements stored • Image/font/music licenses stored • Imprint and series ownership clear

Production

- Front cover approved • Full print wrap built to printer template • Print interior rendered and checked • eBook tested • Source files archived

Metadata & Identifiers

- Correct ISBN per edition/format where required • Title/subtitle/author consistent • Description finalized • Categories/keywords reviewed • Series and edition data correct

Pricing & Distribution

- Print economics calculated • eBook royalty conditions reviewed • Retail channels selected • Wholesale/distribution plan selected • Direct-sales role defined

Launch

- Retail pages checked • Website updated • Email campaign prepared • Media/event assets ready • Backlist cross-promotion updated

Archive

- Final print PDF • Final eBook file • Cover source • Interior source • Contracts • Metadata sheet • Sales links • Launch notes

THIS IS ONLY THE BEGINNING. PUBLISH LIKE YOU PLAN TO BE HERE FOR THE NEXT BOOK



The complete Mastering Self-Publishing turns independence into a professional publishing system. It covers manuscript readiness, rights, production workflow, ISBNs and metadata, market-appropriate covers, readable interiors, distribution, pricing and unit economics, launch planning, credibility, financial records, direct sales, catalog management, platform risk, and repeatable release operations.

The full book also includes the Indie Publishing Master Checklist, Book Economics Worksheet, Self-Publishing Risk Audit, and 30-Day Self-Publishing Reset - practical tools for finding weak points, calculating the business, protecting files and rights, repairing the current catalog, and building systems that can support future releases.

The strongest indie authors are not simply good at uploading books. They know when a manuscript is ready. They control their rights. They keep their files. They calculate their economics. They understand distribution. They maintain their catalog. They protect reader relationships. They learn from every release.

MASTERING SELF-PUBLISHING

BOOK 24 OF THE WRITER'S EDGE

Practical Guides for Serious Writers

GET THE COMPLETE BOOK