Publish On Demand

by L. Ray Sears, III, MBA, PE(retired),

LRSears@gmail.com

www.SearsR.com/publish

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

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A) Introduction- SEARSR.com/publish
B) Why POD? – Simplicity, cost, multi-media, easy to revise, no inventory
C) What is Lulu? http://www.LULU.com -
   POD Site for free publishing
   Six easy steps to publishing
D) Format book-
   Normalize data
   Margins, material, layout, save as PDF
E) Upload book to Lulu
   Resolve errors
   Generate Print Ready PDF (download)
   Determine cover size
F) Create book cover
   Use paint.net to create your own cover
   Use Lulu Cover Wizard
   Same cover for print or eBook
G) Marketing
   Establish Credibility
   Social Media
       Blogs, Facebook, Twitter, Instagram, Tumblr, Pinterest
   Other tools
H) eBook
   Smashwords vs Lulu
I) Summary
   Recap what you should now be aware of and capable of

References:

-Lulu learning (print and eBook) site https://tinyurl.com/y3wcmz85

-Smashwords eBook How-To site
https://www.smashwords.com/about/how_to_publish_on_smashwords

-Smashwords podcasts https://www.smashwords.com/podcast

Bookbaby learn the ropes site https://www.bookbaby.com/learn/
       How to prepare graphics files
       5 steps to self publishing
       5 steps to marketing
       Printed Book Design
       Promote then publish -

Family Tree Magazine How To- https://www.familytreemagazine.com/premium/publishing-your-family-history/

Family Tree Magazine 6 Tips for Writing Your Family History
https://tinyurl.com/yy2pxljx

Family Tree Magazine An Open Book: Creating Family History Books
https://tinyurl.com/y5q4dswo

Archive.org- great distribution platform (WABAC Machine- Sherman and Dr Peabody)

       Rev E H Sears- Sears Genealogy (1857)
       https://archive.org/details/picturesofoldent00sear

       S P May Sears Genealogy (1890)
       https://archive.org/details/SearsGenealogy/page/n9/mode/2up

       SGC 1st Ed Vol I (1992)
       https://archive.org/details/searsgenealogica00sear

       SFA Newsletters (1993-2015) -
       https://archive.org/details/searsfamilyassociationnewsletters19932015

       SGC 2^{d} Ed Vol I 6 gen, 2019-
       https://archive.org/details/searsgenealogicalcataloguevoligen16

Wikitree.com
       https://www.wikitree.com/wiki/Space:Sears_Name_Study
       https://www.wikitree.com/genealogy/Sears
       https://www.wikitree.com/wiki/Special:DownloadGedcom