

A full service support for Authors. We are **not** a “hybrid” publishing company ‘nor a traditional publisher.

If you are ready to get your work out there or you just want to find out more.

Email us:

author.emcarnegie@gmail.com



Stone Pony Publishing



STONE PONY PUBLISHING

WHAT?

SOCIAL MEDIA

BRANDING

MARKETING

PREFACE-ABOUT WHAT WE DO

STONE PONY PUBLISHING is part of my own brand.

I am a journalist, an author and editor. You can find references on the Author Services Page of my website:
<https://www.authorelainemarie.com/>

STONE PONY PUBLISHING AUTHOR SERVICES

WHAT?

As You Begin to Write... The time to begin planning strategies, marketing, and promotion is when you begin to write. It's really important to know where you are going and where you want to wind up!

START BY ASKING YOURSELF SOME QUESTIONS

What is the genre of your manuscript? You will need to make certain you know this. This is an excellent article by literary agent Rachele Gardener about why it's important and how to find it.

DO THIS FIRST! <https://rachellegardner.com/identify-your-novels-genre/>

Next using the genre, ask yourself who is your target audience. Some answers you come up with might be children, young adults, fans of Brian Sanderson, or Steven King. Once you have your target audience then you can comfortably set your goals.

TO SET YOUR GOALS YOU MUST DECIDE...

Exactly what it is **you want** to do with your book?

Do you just want to publish, and you will be satisfied?

-Or-

Do you want people to read your book? If you just want readers you can purchase copies and give them to libraries, even hospitals have mini libraries for the ill. If that is success for you. Then do it! It doesn't matter what success is to me or your neighbor. **You should do what makes you feel successful and happy with your work.**

-Or-

If you want the book to sell, how many books do you want to sell? Break it down into pre-release, first month, first quarter, and first year to chart your progress and feel good about meeting your goals more easily.

-Or-

If you wrote the book to inform... how are you going to reach your target audience and establish credibility in your field? For instance, you want to write a book about the dangers of drug use and your target audience is going to be "tweens" then why should they listen to you? Are you a psychologist, a doctor, or a counselor? Maybe you lived through that world, plan how to tell your story. Your social media campaign will

include these facts and help create your audience. They will in turn look forward to your publication and they will see you have credibility because of what you have told them for months about the subject.

Success means something different to each of us, it is essential to understand what it means for you.

TIMELINE A timeline is a great way to stay focused. Create a plan that begins with your projected publication date and work backward. Schedule goal dates and include writing, publishing, and marketing goal dates. Make a summary for the entire project with the intention of completing each stage on time and within budget. A timeline should help you stay centered and sketch out where you want your story to go and what is happening in every chapter. It is a faster and more focused way to write.

You will benefit from creating a plan that you can accomplish and celebrate when you reach each rung of the goals you have set for yourself!

When I begin writing, I have a loose idea of how I want to do things for my project from marketing to writing and even research, verification, proofreading, and editing. I write it down, together with all my midnight ideas and I keep copious notes as I go. I talk about it in articles, blogs, and social media posts and with other authors and get their ideas. I post it on my website and make videos and memes. That way my project becomes an idea in my audience's minds long before I finish my book.

CHARACTERS: I create backstories, not in my working manuscript always, but when I have a story in my mind, I sketch out my characters and see them interacting. When I take a break from the manuscript, I write short ideas I have for my characters, a paragraph or a page. I get to know them. I hear the accent in their speech, and I know their full name. I know who they were named after, and how many siblings they have. I even have an idea of their family dynamic. I know what they look like, physically, and what kind of mannerisms they have. Where they went to school, if they did, and if they are confident or shy. I know what foods they like and hate. I know them well. I think you must spend time with your characters and get to know them before you can write convincingly about them. This gives them and your story depth and makes them *real* for you and your reader. Sometimes, I even do this for short stories.

In this particular creative process— it really is all about you!

You have to find your “happy place.” The path that works for you. Music, no music... outline, no outline... Plan or chaos? Morning or night. So many choices.

It is all up to you. Find that place where your muse kicks back with a glass of wine in a warm bubble bath surrounded by the flickering candlelight and just sings to you. That place is all yours!

However, it is essential to know the road you are traveling if you want to ultimately be satisfied with your success!

PLAN OR CHAOS: If you prefer the “panster” route, which is truly how I have done my very best work, then once you are finished with your manuscript, I suggest you put it up or hand it off to a Beta Reader but don't work on it for a least a month. **Don't even read it.**

Then ask yourself the questions in this booklet and get the answers all down on paper before you begin editing. You will be surprised how thinking of all of this ahead of time... basically, the *life course* of your manuscript will help you flesh out your story during the editing process.

BRANDING: What it Means For You

We have all heard about branding, but does an Author really need it? The answer is a resounding YES! What is YOUR BRAND? For an Author, their brand is the unique identity and image the Author creates in the minds of their readers and community.

An Author's Brand is what distinguishes them from other writers. Individual writing style, values, genre, reputation, and unique insights or expertise. The things that create a connection with readers and writing communities. Your Author Brand includes how others perceive what you stand for, how you present yourself, and the morals and values you present as a person. It is your reputation. It will even include the things that you're against. Your Brand is the *emotional response* of your readers, fans, social media, and the public at large... It is how they perceive you to be. This influences their minds and their purchases.

Now that you know what branding is, you can move forward accordingly.

MY EXPERIENCE: In 2010 when I began social media I was clueless. I did it for a line of communication with my kids and grandchildren because I had taken a job in another town. (6 hours from them) I did that because I was suffering from "empty nest syndrome." *It's a real thing.*

So, I worked as a PI, an editor and reporter for a Newspaper, worked an archaeological dig and volunteered at an animal shelter and food bank a few days a week. I was filling empty hours, having fun and finding my grown-up children, Mama self. A photographer offered a fundraiser for the shelter, and we did this...



I had so much fun and when I began writing other things besides news articles I used one of these picture for an Author's Photo and a persona grew out of that. I encouraged it with articles about Texas and the crazy way we do things. Plenty of family history supplemented by bluebonnet pictures, and other unique Texas things... It grew and I didn't even realize what I was doing. I was just having fun. I began selling history articles, and Texas stories and articles, feel-good, old-time stories. (all non-fiction) I couldn't even write them fast enough. People purchased them from me, the paper, or reprinted them with permission.

BRANDING IS ABOUT WHO YOU ARE AND WHAT YOU SHOW THE WORLD. HAVE FUN WITH IT!

WHILE YOU ARE WORKING ON A WRITING PROJECT

Focus on your writing. Write every day!

You can start these projects before you begin to write or on days when you need a break, or even in the month you set it aside when you are finished.

CREATING A PRE-PUBLISHING STRATEGY

I know it may seem like a lot of work as you begin to review this, but if you break it into blocks, it is not that bad. Make a plan and then do it! You will be glad you did. Alternatively, you can hire a marketing firm

to do it for you but there is no substitute for YOU, the Author engaging with your readers and it is quite expensive for something you can easily do yourself!

1. **Author Website-** You will need one of these, unfortunately, FaceBook is not enough. Several good platforms are free or very inexpensive. The Five pages will be Home,(Landing Page) About,(The Author) Contact,(The Author) Book, (About the Book), Blog. I used my first blog to write a short article about my manuscript progress once a week. I made it funny and asked questions about how others write. I had a lot of input on these articles and that is what led me to the idea of letting other writers tell their own stories. My blog has been successful, and I am very proud of it!

2. **Build your mailing list from the Blog.** Start building your email list by offering your followers something in return for their email addresses. If you choose content such as a Newsletter or Blog offer relevant up-to-date information or make it friendly like a letter. Find your niche. This will evolve as you gain more followers. Mine has evolved organically. I do not email my followers except when a blog post is published and it is done for me automatically. I do not enjoy getting so many emails from other Author's Blogs, newsletters and platforms that I don't have time to read them. So, I act accordingly!

3. **Join and use free social media platforms.** Most of us have more than one Social Media platform anyway. Choose two or three to use for marketing and let people see your face! Find your target audience, make friends, and tell them about your book, your idea, and what you hope to do with it. Take advantage of free platforms like my Blog, The Writers Journey, and other Author interview platforms that are free. For Social media in general part of the time choose to post memes, articles, and content relevant to your book's message. A smaller portion of your posts should be for your book. Take your followers on the journey of your story. However, most of your posts should engage your audience in things relevant to them and the smaller portion about your work. That way you don't burn out your followers. I had 20,000 followers on X. It was just NOT a productive platform for me, and I wound up hating to use it after the takeover, so even with that kind of following I closed my account, and I consider it a waste of otherwise productive time.

4. **Book covers should be early in the process.** Once your idea is firmly set in your mind. Share them with your Social Media followers to create interest. Ask for votes to pull your audience into the ongoing journey of your book. Most people love this part, and you will be surprised how many follow you at this point to track the **Journey of your Book!**

5. **ARC copies** (Advance Reader Copies, sometimes called galleys) you can order and send to proofreaders and reviewers. I use those for people who have not previously read the story, and for trusted editors, who do a final reading and exam of book covers, form, and format. For most pre-readers, I use PDFs because they are free.

6. **ARC copies and galleys are two separate things.** Galleys are a *rough* proof of your book while ARCs are nearly final copies sent out to reviewers/influencers before a book's release date. Usually, to heighten excitement about the release or to try and sell to bookshops and retailers. I have never published my own work so I have never done these personally but others I have published and edited for, took this route and the result was astounding! Especially in advertising dollars and financial backing.

7. **Find people who will agree to pre-read and review your books.** To save money, this falls under *quid pro quo*... be willing to do it for others. Alternatively, you can pay someone to read and review your work, ask your email list, use book promotion sites, or use platforms like Facebook to reach out to top reviewers. Send out Advance Reader Copies (ARCs), or PDFs and encourage them to share reviews on social media, in email newsletters, or even at author events.

8. **Set your publishing date (release date)** out several weeks if not months to give yourself time to make sure everything is done, the following of your fans is building while you do this. People are getting excited about your release date and pre-orders are happening.

REVIEW THE HIGHLIGHTS

Website
Blog (Mailing List)
Social Media
Cover Reveal
Copies and Reviews
Release Date

RESEARCH: You can research *all of this*. Make yourself familiar with the process of publishing and marketing so you can make informed decisions.

Decide what it is YOU want.

What does success mean for you?

What is the genre of your book?

Is your current social media a favorable audience from which to launch your book campaign?

If not, join some new groups. Try out the groups your friends belong to. Find your niche.

Look at other Author's Websites. (Mine is optimized for search engine crawlers trying to boost my presence on google.) Get an idea of what you would like your website to look like.

Think about and start planning for your blog. What fits your lifestyle and time you have to devote to it? How can you promote your work with this blog?

There will be a lot of things to think about. Begin thinking of them now! Making notes, even journaling your ideas. When you need them, they will be there!

Good Luck!

Stone Pony Publishing Author Services is just what it says. Author services.

At any point in this process of bringing your work to life, we can help you. If you just need a website, or a book cover... or if you want all of it. Every project is individual, will be reviewed, and quoted separately. It is your work, and you are in control.

For Publishing I will set up an Author's Page and account on Amazon. I use KDP Print on Demand.

Here are some FAQs (Copied from KDP FAQs)

“Are KDP books printed on demand?” KDP prints your book on demand and subtracts your printing costs from your royalties. That means you don't have to pay any costs upfront or carry any inventory.

“What genre sells best on KDP?” Bowker has the ScoreIT program which will help you identify which three bestselling writers your writing style is similar to. The KDP authors with the most success seem to be those who write genre fiction, romance, mystery, science fiction, fantasy. Poetry and children's books sell poorly.

“How much royalty do authors get from KDP?” KDP offers a fixed 60% royalty rate on hardcovers sold on Amazon marketplaces where we support hardcover distribution. Your royalty is 60% of your list price. We then subtract printing costs, which depend on page count, ink type, and the Amazon marketplace your book was ordered from.

“How often do KDP pay royalties?” Every Month-KDP Royalties are paid every month, approximately 60 days after the end of the month in which the sale was reported (90 days for Expanded Distribution) as long as you meet the minimum threshold for payment.

“How does Amazon pay KDP authors?” Direct deposit, also known as electronic funds transfer (EFT), has no minimum payment threshold and is the fastest, most secure way to receive your royalty payments. We encourage all authors currently receiving checks to change their payment method to direct deposit today.

“What percentage of the book market is Amazon predicted to have by the year 2025?” The company reportedly controls at least 40% of the print book sales in the States. Some estimates show that by 2025 Amazon could take over more than 70% of the US print book market. In the UK, Amazon controls at least 50% of the market, selling over 106 million copies each year.”

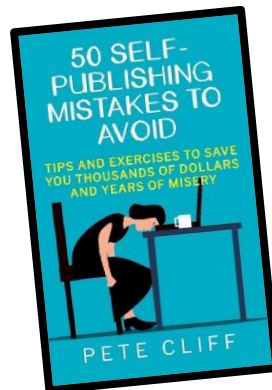
Below is a link where you can do further research, I have no problem publishing your books on other sites, but the lion’s share of marketing and sales are on Amazon for the near future and if you want to make money it is best to learn how to maneuver the Amazon marketing guidelines.

https://www.kdpcommunity.com/s/question/0D5f40000FI0mgCAD/kdp-forum-frequently-asked-questions-faq?language=en_US

ON THE SUBJECT OF ISBN:

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If you have already published or if you are more aware of the publishing process, this little booklet will be familiar to you. It is important to note that this booklet is for informational purposes only and is not a promise of work to be performed.