

Successful Self Publishing Tips

SEA HILL PRESS PRESIDENT — GREG SHARP

START WITH THE END IN MIND

- What is my intention in publishing this book?
- Who is my audience?
- What would I consider a successful outcome?

• KNOW THYSELF

- Be honest with yourself about your motivation and willingness to do promotion.
- Am I creating a business
- Am I creating a hobby

WHAT IS SUCESSFULL OUTCOME FOR YOU?

- New York Times best-sellers list?
- Selling 100 copies a month?
- Having others know my story?
- Completion. Just to get it done.

WHO IS MY AUDIENCE?

- Freinds and Family
- Clients
- Professional organisations

At **Sea Hill Press** we help our customers navigate the path toward successfully publishing their books, whether wanting three copies or three thousand. Our editors and designers are trained and experienced specialists in the book industry. Since 1999, we have been the go-to people to make sense of the steps involved in publishing. We are here to help establish realistic publishing goals and to assist in achieving them. Sea Hill Press provides various levels of service, whether you need some editorial assistance or a complete publishing solution. Come visit us by appointment in our downtown Leesburg, Florida offices.

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