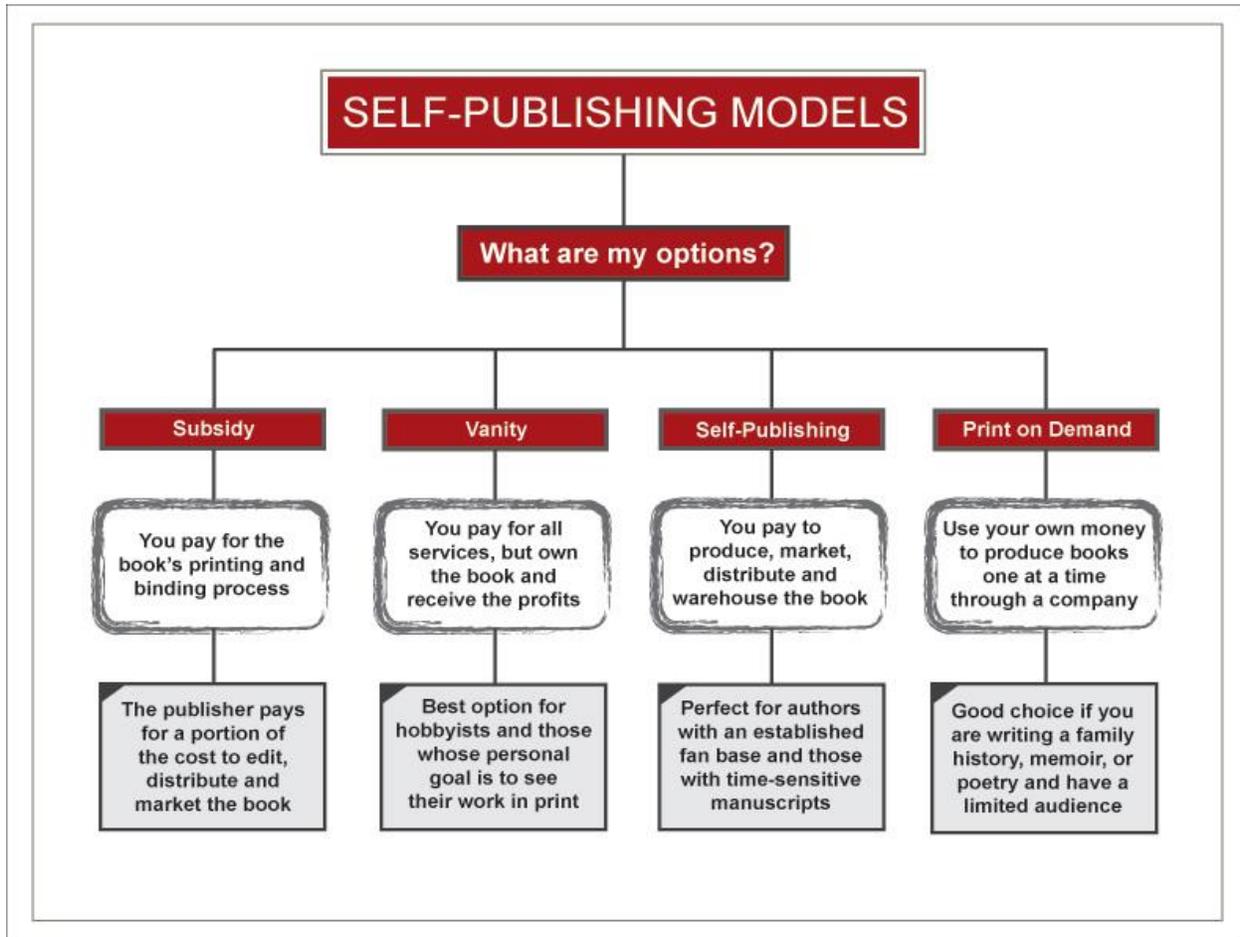


Are you planning to write a book? Trying to approach a major publishing house? Or looking into the self-publishing options?



The book industry is more competitive than ever. **No matter what publishing methods you choose, to stand out, you have challenging tasks in front of you. It's important to brand yourself, to develop your own voice and create a strong author's platform.** You may want to look into these points:

### 1. Know the Market

Do your research. Visit libraries and book stores. Read extensively. Know what's available, what's new and what's being promoted. Identify the publishing trends.

### 2. Find Your Niche

You may have many brilliant ideas, but find the right one for the market. Identify the right space that you can fit in and shine. Writing is an art, but writing a book is a business.

### 3. Polish Your Work

Join writers' associations. Meet with peer writers. Discuss your ideas and edit your work.

#### 4. Package Your Product

Books are in fact unavoidably judged by covers. Make a cover design that attracts your target audience. Choose a font and font size that is easy to read.

#### 5. Build Your Network

You need connections from day one, from getting your book published and finding your distribution channels to promoting your book to your audience and getting your book sold.

#### 6. Strengthen Your Online Presence

List your book on Books in Print and Amazon. Produce your own website, blog, e-mail newsletter, social media channels, podcast, video, and digital downloads that gathers quality followers. This is an ongoing task.

Many free website hosting services and blogging sites available, for example, Weebly ([www.weebly.com](http://www.weebly.com)) and Wordpress (<https://wordpress.com>).

#### 7. Participate in Events

Attend and/or speak at book fairs and festivals. Meet new people and extend your network. Interact with your potential readers.

#### 8. Engage Your Audience

Whether you are just posting online or speaking at events, you need to be an engaging speaker.

Practice your public speaking skills. Check out the library resources, TED Talks ([www.ted.com](http://www.ted.com)) or look up a Toastmasters club in your area ([www.toastmasters.org](http://www.toastmasters.org)).

#### 9. Persevere through Challenges

Keep your spirits high in this competitive field. It is not easy, but it is possible. Be persistent.

**Wishing you all the best from all Vaughan Public Libraries staff!**

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