



The New Author: Writing, Self-Publishing & Author Platforms

R. A. Barnes

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A beginner's guide to writing a novel, publishing as an independent ebook author and promoting your brand using social networks.

With foreword by Jim Williams, author of ten internationally published novels including the Booker Prize nominated *Scherzo*.

The New Author is an excellent piece of writing, combining deceptive simplicity, lucidity and charm: a trick which in practice is very difficult to pull off. The book is also informed by considerable intelligence and analysis founded on firsthand experience.

Barnes explicitly warns against the trap that engagement at the required level can become obsessive and time consuming, and in a couple of nice vignettes he makes his point with wit and style. The New Author is a terrific companion for independent e-publishing and I recommend it.

There are at least three reasons why you might want to buy this book:

1. you want to be an author;
2. you have already written a novel and want to publish it as an ebook;
3. you want to promote yourself as an author.

This book is a beginner's guide on how to do the above. It isn't a magic elixir for foolproof million copy marketing of your ebook. It is based upon the experiences of this author and a broad-based peer group.

I have to warn you right now, this is not going to be an easy journey. Less of a country stroll, more of a trek up Kilimanjaro. The good news is that almost anyone can trek up Kilimanjaro with the right support, appropriate equipment and a positive attitude. See you at the top.

The New Author is a non-fiction work of 44,000 words.

What this book does and does not contain

The scope of this edition is deliberately limited to basic novel writing guidelines, first practical steps in building and operating a social media platform for authors, and the process of e-publishing a novel on Amazon KDP and other market channels via Smashwords. A list of recommended further reading is provided that covers the subject matter, should readers wish to delve deeper into these areas.

This edition of The New Author does not contain a method approach to novel writing, advice on publishing in print or a prescriptive 'silver bullet' approach to ebook marketing.

The internet is a labyrinth of blogs, websites and web-based tools. User interfaces are constantly being improved, upgraded and changed. No screenshots have been included in this book in order to avoid early obsolescence and to keep the format and page display simple and readable. Hyperlinks to the internet have not been used for similar reasons and to avoid accidental use by the increasing number of ereaders with touch screens.

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Ruby's Top Ten Tips for Ebook Publishing

Recommended reading

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Raymond Augustus:

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