



DEEP ERA
— PUBLISHING —
— DEEP DIGS. CREDIBLE HISTORY. —

How to Publish a Book

An eight-step guide from first idea to readers



*Your story deserves more than a place in your notes.
Give it structure, strengthen its message, and prepare it for the world.*

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Deep Era Publishing

TURN YOUR IDEA INTO A PUBLISHABLE BOOK

Publishing is not one decision at the end of writing. It is a series of intentional choices related to purpose, audience, editing, design, distribution, and promotion. Use this guide as a practical roadmap, moving through it one step at a time.

1 Start Writing

2 Choose Your Approach & Genre

3 Clarify the Focus & Hook

4 Shape and Edit the Manuscript

5 Build the Community

6 Finalize with Professional Support

7 Prepare and Self-Publish

8 Market, Promote & Expand

STEP 1 | START WRITING

Give yourself permission to generate content before trying to perfect it.

- Creative writing naturally has an ebb and flow. When an idea arrives, capture it - even if it is incomplete.
- Use the method that keeps you moving: a notebook, voice notes, a document, index cards, or a writing app.
- In the beginning, focus on producing material. Refinement comes later.

STEP 2 | CHOOSE YOUR APPROACH AND GENRE

Once you have enough material to work with, decide what kind of book you are building and what experience it should create for the reader.

Children's books

- Center the book on simplified wisdom, age-appropriate language, memorable rhythm, and strong illustrations.

Fiction

- Develop the setting, characters, conflict, plot, scenes, and story arcs.

Nonfiction

- Organize accurate, useful information around a central theme and a logical progression of topics.

STEP 3 | CLARIFY THE FOCUS AND HOOK

Define the central idea of the book.

- What is the book's main purpose?
- Who is the intended reader?
- What makes this book different from other books on the same subject?
- What should readers understand, feel, or do - and does every section support it?

STEP 4 | SHAPE AND EDIT THE MANUSCRIPT

Turn the material into a cohesive manuscript while protecting the author's authentic voice.

- Invite thoughtful feedback from people who understand the intended reader or subject.
- Implement the ideas that strengthen the work; you do not have to accept every suggestion.
- Correct spelling, grammar, punctuation, consistency, and readability.
- Confirm that the central focus remains visible throughout the manuscript.
- Do not edit out the personality that makes the writing yours.
- Develop supporting material such as illustrations, table of contents, citations, notes, and a bibliography when appropriate.

STEP 5 | BUILD THE COMMUNITY

A book is stronger when it is developed with a specific community in mind.

- Find people who are interested in the subject, story, or problem your book addresses.
- Listen for the questions, language, and material that matter most to them.
- Balance the book's original purpose with the community's genuine needs and interests.
- Use beta readers, writing groups, subject-matter experts, and early supporters to test and improve the manuscript.
- Begin building relationships before publication; those relationships can become your first reviewers, advocates, and buyers.

STEP 6 | FINALIZE WITH PROFESSIONAL SUPPORT

Complete the strongest version you can, then bring in professional help where it adds value.

An editor may help you:

- Refine clarity, organization, style, grammar, spelling, punctuation, and focus.
- Improve accuracy, consistency, character development, plot, pacing, or topic flow.
- Identify gaps, repetition, confusing passages, and opportunities for stronger reader engagement.
- Coordinate with the author or designer on visual elements for the final product.
- Flag possible plagiarism, quotation, citation, or permissions concerns. Legal questions should be referred to a qualified attorney.

Before production begins

- Confirm the manuscript is final enough to format. Late content changes can create additional design work and expense.
- Back up the source files and keep a clean master copy.

STEP 7 | PREPARE AND SELF-PUBLISH

Self-publishing gives the author substantial control - and responsibility - over production, distribution, pricing, and promotion.

- Choose where and how the book will be published and distributed.
- Compare platform reach, printing options, costs, royalties, return policies, author-copy pricing, support, and file requirements.
- Choose the trim size and format: paperback, hardcover, ebook, audiobook, or a combination.
- Design the front cover, spine, and back cover to the platform's specifications.
- Format the interior for print and digital editions.
- Set a retail price based on production cost, market expectations, distribution discounts, and the desired earnings for the author.
- Prepare accurate metadata, including title, subtitle, author name, description, categories, keywords, and ISBN information.
- Upload the final files, review digital proofs, order a physical proof, correct issues, and approve the book for publication.

COMMON SELF-PUBLISHING OPTIONS

Platform	Consider When	Website
Amazon Kindle Direct Publishing (KDP)	Direct access to Amazon; supports ebooks, paperbacks, and hardcovers.	kdp.amazon.com
Barnes & Noble Press	Publishing and sales through Barnes & Noble's ecosystem.	press.barnesandnoble.com
IngramSpark	Print and ebook publishing with broad global distribution options.	www.ingramspark.com
Archway Publishing	Supported self-publishing services operated in collaboration with Simon & Schuster.	www.archwaypublishing.com

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STEP 8 | MARKET, PROMOTE, AND EXPAND

Publishing makes the book available. Marketing helps the right readers discover it.

Build the marketing foundation

- Define the audience, message, launch goals, budget, timeline, and measures of success.
- Create an author website or book page, email list, social media plan, and consistent visual identity.
- Prepare promotional materials: author biography, book description, sample excerpts, professional images, media sheet, and event information.
- Invite advance readers and pursue honest reviews without controlling what reviewers say.

Create multiple ways to reach readers

- Book signings, readings, workshops, interviews, and public speaking.
- Print, ebook, and audiobook editions.
- Direct sales through your website, events, and community partnerships.
- Digital and physical shelf-space opportunities with retailers, libraries, schools, organizations, and specialty venues.
- Related products, study guides, courses, discussion materials, or consulting services when they genuinely extend the book's purpose.

READY TO MOVE YOUR BOOK FORWARD?

Deep Era Publishing helps authors move from manuscript to market through book publishing and consulting services related to manuscript editing, book-cover design, copyright licensing, media formatting, distribution channels, marketing, and more.

LET'S DISCUSS YOUR BOOK

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