Indie Publishing Like a Pro

Aaron N. Hall

About Me




THE LEGEND OF
UH
Aaron N. Hall
Second
THE LEGEND OF
UH
Aaron N. Hall


FOREORDAINED
AARON N. HALL
PURGED
AARON N. HALL
AWAKENED
AARON N. HALL


INDIE PUBLISHED
BroMantasy Community Book Awards
WINNER
2025


MY NAME IS
HAMMERFIST
WRITTEN BY
AARON N. HALL
MY NAME IS
HAMMERFIST
VOL. 2
WRITTEN BY
AARON N. HALL


A COLLECTION OF SHORT STORIES, POEMS, AND PASTRY RECIPES
I'M SORRY, HERE'S A
PLASMA RIFLE
WRITTEN BY THE LATE
AARON N. HALL
LOVE LETTERS TO A HOUSE ON
FIRE
STORIES, POEMS, & RANSOM NOTES BY
AARON N. HALL
WHERE SHOULD I PUT THIS WOODPECKER?
Stories, Poems, and Shopping Lists by
Aaron N. Hall

Phases for this presentation

- Your manuscript and your cover
- ISBNs
- Distribution channels
- Audiobooks
- Marketing

Your manuscript and your cover

Your manuscript

Get beta readers!!

- 3 at least
- People who are highly analytical, highly opinionated, and *honest*
- They can be people you know or total strangers

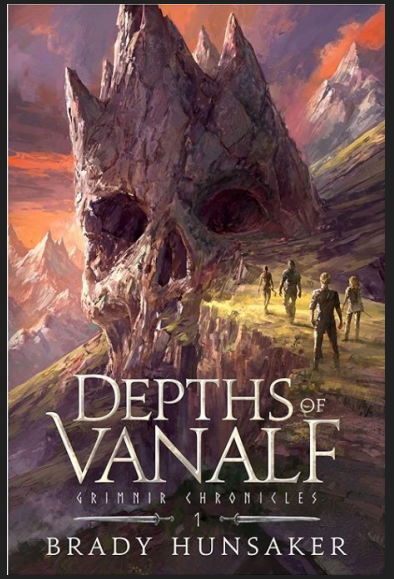
Hire an editor!!

- Get whatever editor your budget will allow
- At the *very least*, get a copy editor

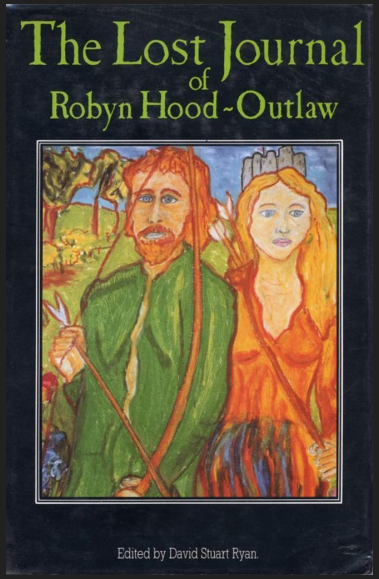
Your cover

- YOUR BOOK COVER IS YOUR SINGLE MOST IMPORTANT PIECE OF MARKETING. IF YOUR COVER LOOKS CHEAP, YOU'RE SUNK.
- Readers will buy a book solely based on a sick cover
- Your cover should perfectly reflect the vibes of your book.
- Expect to spend $1000+ on a great book cover.
- GetCovers.com

Great cover



Not great cover



ISBNs

To ISBN, or not to ISBN?

- Truthfully, they're not *that* big of a deal.
- An ISBN allows you to mark a book as under your own "imprint," but that's where the benefit mostly begins and ends.
- ONLY purchase them through Bowker. Every other place is a scam.
- Don't put your book price on your ISBN in case you need to adjust it.



Distribution Channels

(Amazon KDP, IngramSpark, & Direct)

Amazon KDP

Pros	Cons
• Easy to navigate • Worldwide distribution • EVERYBODY uses Amazon • Most affordable print prices • KU can help you reach more readers	• Expanded distribution kind of sucks (bookstores will rarely stock your book) • Doesn’t play nice with ISBNs • Lowest quality print books (imo) • KU restricts ebook distribution anywhere else, greatly decreases your pay, and only lets you do one sale per quarter

IngramSpark

Pros	Cons
• Distribution to bookstores and libraries WORLDWIDE • Better print quality than KDP • Direct sale functionality	• Customer service is nearly nonexistent • Return/destroy is a double-edged sword • Ebook program is meh • File upload can be temperamental • Typically smaller royalties than KDP • Can’t run sales

Direct Sales





Pros	Cons
• TOTAL CONTROL! • 100% royalties on all sales • Run discounts whenever you want	• Monthly fees • Lots of setup time • Must integrate with a service like Bookvault (which costs more money) • Your house becomes a fulfillment center for signed books

Audiobooks

Audiobooks

- It’s becoming increasingly important to have audiobooks for accessibility reasons
- ACX is Amazon exclusive, INAudio allows you to go wide (including libraries)
- Production is usually EXPENSIVE (on average $3000-5000), but not always!
- You can record it yourself, but it’s time consuming



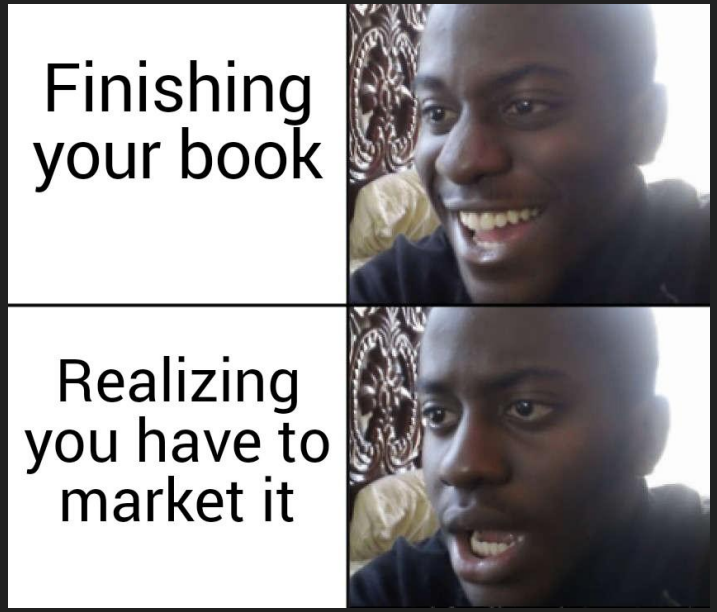


Marketing

dun dun duuunnnnn…

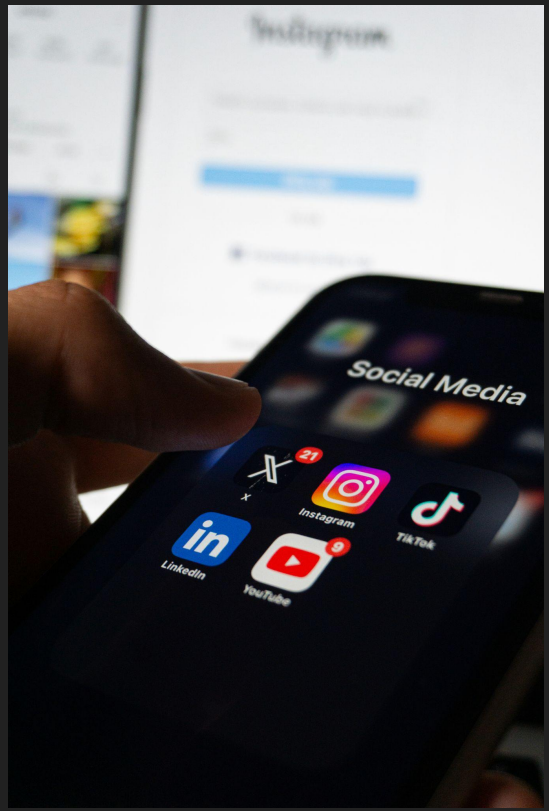
The Basics

- Build a website
  - Wix, SquareSpace, WordPress (if you're bold)
  - Make this your one-stop-shop for all things YOU
- Start a newsletter
  - MailerLite, Kit, Mailchimp
  - Give people a reason to subscribe, like a free short story or novella
- Establish a social media presence
  - Instagram, TikTok, Facebook, X
- Find your community!



Social Media (a necessary evil)

- Plug your book OFTEN
  - Give people a peek inside! Let them know what it's about and where they can get it!
  - Don't worry about being annoying. People watch a gazillion videos a day.
- Make friends!
  - Your community of book lovers can hype each other up and spread the word on great books.
- Experiment a lot on different types of content. Stick with what works.
- Be authentic and have fun



Get in front of people (difficult, but necessary)

- Conventions
  - Make your space look cool and exciting!
  - Tall display signs, book stands, free stuff
- Book signings
  - Bookstores are usually great to work with. Just email them and schedule something.
- Farmers markets
  - Hit and miss



Extra Marketing Advice

- Start marketing your book at least 3 months before release
- Have a strategy!!
  - Make a plan. Execute. Measure results.
- Work with influencers!
  - Usually free, but takes a lot of footwork
  - Pitch, follow up, then leave them alone
  - Use BookSirens to find people who love your genre
  - Influencers big and small are valuable!
- Facebook Ads
  - Hard to master, but if you can get good at them, you'll sell A LOT of books



Great tools I recommend

Free	Paid
• Canva (for designing social media posts) • BookSirens (for finding influencers who would like your book) • This free book mockup generator • Monday.com (for project management) • Affinity (powerful design tool, requires Canva account) • Paint.NET (robust freeware photo editing software)	• Bookfunnel (excellent tool for ebook distribution and group promos) • Riverside (if you want to start podcasting) • GetCovers (inexpensive book covers that are sometimes great)

Let’s connect!

AaronNHall.com

