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Help Yourself



Learn To
Produce, Publish  Promote
Your Book On Your Own

By Sybrina Durant

Help Yourself

Learn To Produce, Publish and Promote
Your Book On Your Own

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BISAC Codes:

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REF026000 REFERENCE / Writing Skills

REF018000 REFERENCE / Questions & Answers

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Contact Sybrina@sybrina.com.

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Introduction

Dear Writer: Have you written a book? Would you like to offer it to the public for sale? Would you like to be able to do it all by yourself...for free? This book will show you how.

You might be wondering why I wrote this book. With all of the competition out there for writers, you might also be asking why I am willing to share all of my hard won information with others.

First of all, I'm not worried about the competition because everyone markets their particular book to their own sphere of influence. We each have just as much opportunity for sales as the next person. It all depends on how hard you want to work at it.

Many people have asked me how I know so much about the many things involved in producing (formatting), publishing (making the book available for sale to the public) and promoting (marketing and publicizing) books. When I try to explain it to them, I can see their eyes sort of glaze over. It all seems so complicated. And it is, if you don't know all of the steps to follow and in which order.

In one year, I produced and published nearly 30 books. That's a lot of books! The books which got published were children's picture books, graphic novels, historical and regency romance novels and something I've decided to call Family Recollections books.

You can view 3 catalogs containing books I've published here -

http://www.sybrina.com/index_Sybrina_Publishing_Children_Stories_Retail_Catalog.htm

and here

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http://www.sybrina.com/index_Retail_Catalog_Regency_Romance_by_Gina_Rose.htm

and here

http://www.sybrina.com/index_Family_Recollections_Books.htm.

I accomplished all of that while working a full time job on the side. “ (That last line was meant to be humorous but in reality...for a while there...I did spend more time working on publishing than I did at my “real job”.)

Some of the books in those catalogs were written by me, some by my sister, several by my longtime friend and one by my mother-in-law.

Finally, my favorite book was written by my father. His dream was to become a novelist. He pursued that dream into his late 70's, laying down memories from his past, hoping to share them with his descendants. I wish he had lived long enough to see his writings in published form but unfortunately his book was not edited or published until years after he passed from this earth. I am just grateful to the powers that be that I was able to publish it posthumously so that future family members may learn about their heritage in his words.

I don't have a webpage for his book at the time of this writing but if you have an interest, you will be able to find a link to it at <http://www.sybrina.com> .

I took up the challenge of doing all of this work for my family and friends simply because I knew how...and they didn't. It seemed a lot easier to do it for them than to try to show or tell

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them how to do it. After all, I hadn't written this book yet so I had no step-by-step instruction document to share with them.

I learned a lot in that year of non-stop publishing and I've refined many of the processes so that preparing a book for publishing and actually publishing it is now a streamlined and efficient work flow. There are very many steps involved in producing, publishing and promoting a book. I wish I'd had come across a book with all necessary instructions laid out in an easy to follow step-by-step manner when I was first getting started. It would have saved me so much misspent time and money and a heck of a lot of frustration.

Once I had made it through the bulk of the backlog of books that were waiting to be published for myself, friends and family members, I decided there was no better time than the present to compile this instruction book for them and for any other budding writers who might want to know how to produce, publish and promote their own books for FREE.

Yes, I said the word FREE. You can produce, publish and promote your book on your own absolutely FREE of any cost to you. This instruction book will show you how to do it all by yourself. There is nothing more beneficial than knowing how to "help yourself". And nothing is more rewarding than learning how to do so.

As I've worked on this book, the words I wrote for a song a very long time ago have danced around in my brain again and again. The lyrics were little pearls of wisdom that still apply today. The title of the song is "Help Yourself".

I can't think of a more appropriate title for this book. As an author, you must help yourself. You will not only be the writer, but in most circumstances, you'll have to format the book yourself. You'll have to publish it yourself and you will have to do all of the marketing and promotion by yourself, too.

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A particular line of the lyrics has come back to me over and over, “No one can do...what you can do...for yourself”. That is so true, but more appropriately, nobody WILL do for you what you will do for yourself. Sadly, no one is going to care about your ideas as much as you do. Even if someone takes enough interest in your book to help you along, it will still be up to you to get the message out (promote and market it).

You’ve got to believe in yourself. You must believe, deeply that your book has value for others. And you must work every day to that end.

I produced this instruction book to provide all of the necessary information to anyone interested in making a book ready for consumption by the public. Almost everyone I know knows someone who wants to write a book. The good news is, I can now share this book with them and with anyone else who wants to “write and publish their book”... like YOU. If you follow the instructions here, you will become an independently published author and you can immediately begin to promote your book to your sphere of influence and beyond.

You can produce (format), publish (make available to the public for sale) and promote (market) your book absolutely FREE of any cost to you. You will learn how to do that in this book.

All you need is a document that has been formatted in a word processing program like Microsoft Word for production purposes, a FREE account with CreateSpace for publishing and FREE accounts with Goodreads and Facebook and/or some of the many other social media sites available for promotion and marketing purposes. With these three things, you can absolutely present your book to the public for sale without having to spend a penny on anything unless you just want to.

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There are very many online publishing and distributing companies but most of their services are NOT FREE. CreateSpace will allow you to publish your book for FREE and then they will distribute it for FREE. The bulk of this book is going to center around getting your files prepared and uploaded to CreateSpace for publishing and distribution. CreateSpace also affiliated with Amazon, so as soon as you have published your book through them, it will become available for purchase on Amazon and other online stores in Print Format.

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It wasn't very long ago that there were nearly no platforms available for individuals to publish and market their own books. Love them or hate them, CreateSpace and Amazon, together, have made the process of selling books to the world easy for the average everyday person. There are multiple benefits for offering your book to the public through Amazon. They will make the soft cover printed books available for purchase to customers on their websites all over the world and you'll be given the option to make a Kindle version of your book available for purchase there, as well. Both of those things are completely FREE to set up.

CreateSpace and Amazon do not charge you to set-up your book, nor do they charge you to be listed on their websites. But if you do sell any books through them, they will take a very small percentage of the proceeds. That is only fair, though, considering everything else is FREE. Once you have a physical book and an ebook for potential customers to find on Amazon online stores, you can immediately start promoting and marketing it on social media.

Goodreads and Facebook are absolutely free sources for marketing books to the public. Neither of them charge membership fees or have yearly subscriptions. Goodreads has over 35,000,000 (that's 35 million) member readers who are looking for books to read. Those members catalog and rate books and share the ones they love with others. Some of those readers will write reviews about the books they have read.

There are also thousands of reading groups there, just like on Facebook. Joining and interacting with Goodreads and Facebook groups are the best ways to market your book. All groups allow you to post information, as long as it is related to the purpose of the group. All of this marketing is absolutely FREE to you.

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You can do all of the above for FREE. However, if you want to offer your book in hard back or as an epub formatted ebook at other online stores such as Barnes and Noble or to online ebook distributors to libraries such as Overdrive, many other steps will be required and they WILL cost some money. If you desire to promote or advertise your book to other audiences besides social media sites, there are many options available that are not too cost prohibitive. You just have to know where to look. You will learn a lot about that in this book, also.

If you prefer to have help producing your book, there are very many reasonably priced services available for every aspect of book production and marketing from start to finish. You will learn what is available and how to find them in this book, too.

The ultimate goal of any author is to garner the attention of a big well known publisher and book distributor. There's no greater dream than seeing your book on the shelves of a neighborhood book store, a big chain book store or even at Walmart or Target!

Facts First...

The sad reality is that in most cases that is not going to happen. You are truly going to be on your own most of the way. You are going to have to help yourself get sales and most of the sales you do get are going to be from online bookstores, not physical book stores. There's a very logical reason for this.

The following figures are speculative and loosely based upon reports from Bowker (the world's leading provider of bibliographic information) and Wikipedia. It's not a stretch to say that in the United States alone, over 4,000 new books are offered to the public for sale - for the first time ever - each and every single day. That total is a combination of books released by Traditional publishers (304,912 titles in 2013) plus books

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released by Non-Traditional or Independent publishers (1,108,183 titles in 2013). That's 4,000 brand new books published every day, in just the United States. That doesn't begin to count what's being released every day in the rest of the world.

Consider that a moment. Nearly 1,500,000 new books are being released to the public for sale in this country each and every year. If every book ever published in the US alone, was available for sale in every book store in the country, these stores would be bigger than Walmarts or Targets! Heck! They'd be bigger than an entire shopping mall. It's no wonder only a select few books ever make it into a physical book store.

Even if you do manage to acquire a publishing contract with a traditional publishing company, there will never be a time for any author to just sit back and reap the rewards of fortune, fame and glory. In addition to anything a publisher may set up for you, they will still expect you to work very hard to market your book and yourself by yourself.

Most publishers will not take on an author who is not willing to spend their own time and effort to promote their own work. In fact, most publishers will only work with an author who has already managed to sell enough of their own books - on their own - to be profitable at it. And most publishing companies charge you every step of the way for every aspect of the entire process. That's right...they will all expect you to spend your own time and money marketing yourself.

I'm not telling you all of this to discourage you because I know it won't. After all, you are an author and you have something you want to share with the world. You have a story to tell or information you want to impart. Most writers are not doing it for the glory anyway. They're writing because they have something they want others to know or because they love to share information. The best part about living in this day and

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time is that everything is available to you right now, to do just that via the internet. There are many ways to let people know your book exists and many ways to get sales through the internet. There are also many other avenues for selling printed books such as book fairs or arts and crafts shows. Unlike in the not too distant past, where only those authors who were either in the right place at the right time or who knew somebody who knew someone, writers today are free to go as far as they can go by their own wits and grit. So “Help Yourself”. If you want to become a published author, nothing is stopping you but your own initiative and drive. The extent of your success depends on you.

Why Bother?

There are many reasons to become a non-traditional or independent self-published author. The main reason is because anyone can do it if they have the drive and desire. So, why not you? There are many reasons to present your book to the public for sale.

For instance:

Have you written the ultimate sci-fi story, love story, adventure story or any other genre? Are you confident it contains proper grammar and syntax? Then publish it! There’s always an audience for a good book.

Have you written lots of poetry? Compile your poems into book form, categorizing them by year or season or love or grief and any other category you can think of. Make it visually appealing by adding an illustration for each poem. Publish the book so others may purchase it for their own enjoyment.

Are you super crafty? Write a book with instructions for doing a particular project. Describe why the project interests you. Take

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photographs of each step along the way to the finished product. Have someone take pictures of you creating your masterpiece. Publish the book for all interested crafters to purchase. If you exhibit your wares at craft shows, you have the perfect audience for your book there, too!

Do you love making up recipes? Write a book featuring your best recipes. Have someone take pictures of you while you're working in the kitchen or picking herbs or vegetables from your own garden. Take pictures at events where the recipes are being enjoyed. Include rave reviews from people who love the recipes. Publish the book. People are always looking for new recipes to try out.

Are you a talented artist? Compile a book featuring your artwork with paragraphs of information on why you drew that picture or what you thought when you took that photo. Or turn your illustrations into children's stories. Or partner with a writer to bring your illustrations to life. Publish the book for the enjoyment of others.

Are you a successful business person with a unique business? Write your story detailing how you started your company. Let everyone know about your journey to success and offer tips on how they may be successful in that field, too.

Are you into genealogy? An actual book of family history makes a great gift for future generations. Illustrated books could be compiled for all of life's special events. Having a baby? Write a book for your baby about your pregnancy journey. Getting married? Write a book about planning the wedding, the ceremony, and the honeymoon. Have children? Start a book for each child. Once they can speak, ask them questions yearly and record their answers along with key photos. Give them the book when they move out to start their own lives.

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Remember the life of a family member who has passed. – Ask questions of parents, grandparents, aunts, uncles and others while they are alive. Record their stories for descendants to read years later. Include family photos, family trees and other interesting collections from family members in the book. Publish these Family Recollections books so they may be purchased by future generations, years after today's relatives have left this earth.

If there's a story or a book in you, then start your personal journey writing, publishing and marketing. There's no better time to start than now. Don't wait until tomorrow to start what you can start today. Trust me, it's better to begin earlier rather than later. Finally, never forget: The written word is the greatest legacy anyone can leave to future generations. So get busy!

Here's The Free Method

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In order to produce a finished book for FREE, you must have access to a text editor. Even if you don't have a program like Microsoft Word yourself, in this day and time, it is highly likely that someone in your circle will be able to provide this tool to you. It certainly won't hurt to ask around. You may find that your friends and family will enjoy having the opportunity to work with you on your book project. Another possible option is to utilize the computers at the public library in your town. Most libraries have Microsoft Office programs on their public computers these days. Ask your librarian about that.

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CreateSpace account information. Of course, you can also keep track of everything on a jump drive or on your computer if you wish. Whatever method you prefer is the best method for you to use. Just do it for your own peace of mind. Now you're ready to format your book.

Prepare Your Book

Produce the Book Interior

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Title Page

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Note: All of the example illustrations in the printed version of this book are in black and white. This was done purposely to keep production costs down. If you wish to see the color illustrations you may find them in the ebook versions (Kindle and epub) of this book.

Examples of Title Pages

Example 1-Romance Novel Title Page

Luther's Own

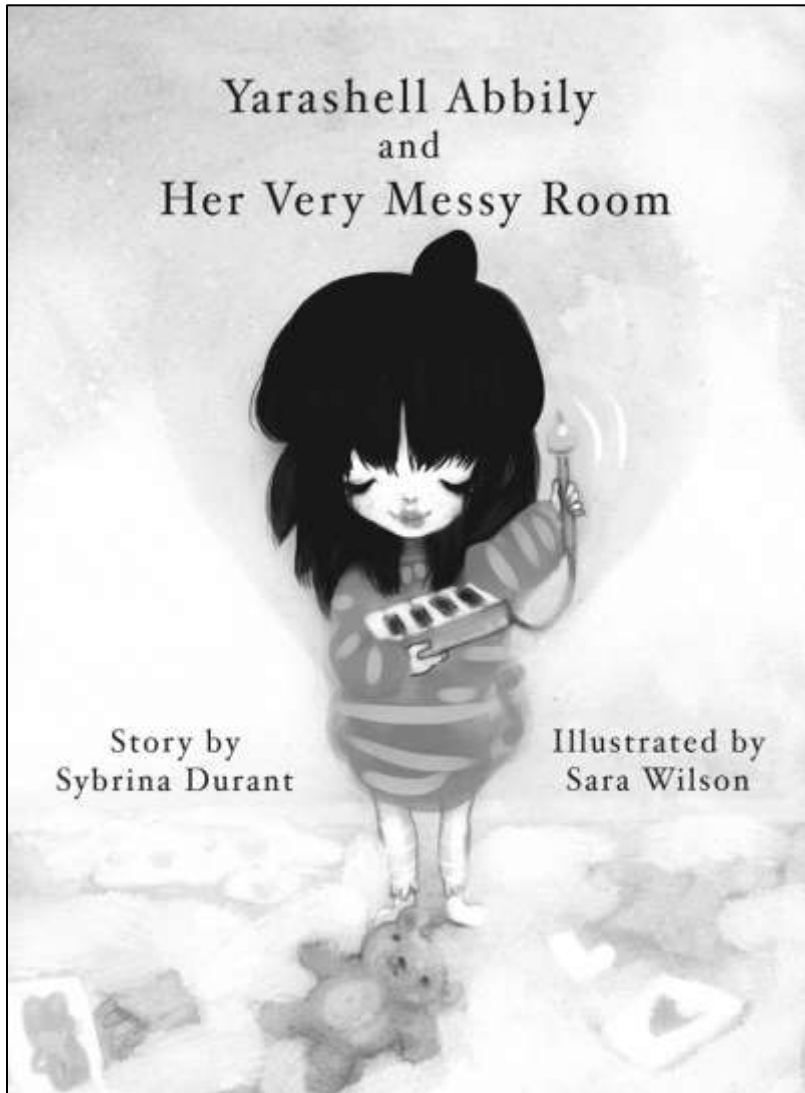
Book 3 From the Brother's In All Series

By

Gina Rose

Edited by Brian Cross & Sybrina Durant

Example 2-Children's Picture Book Title Page



**Example 3 – *Legend of the Blue Unicorn – Graphic Novel*
Book Title Page**



Example 4 – Family Recollections Book Title Page

My Dad's House



*Recollections captured by
Leona Rice*

*Edited By
Sybrina Durant*

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<https://wwwcreatespace.com/Services/LCCNAssignment.jsp>

It is not necessary to obtain an LCCN. I did go through the process for my first book, “Learn To Tie A Tie With The Rabbit And The Fox” but I never was able to track it down in the Library of Congress database so I have chosen not to continue that process for any more of my books. You can learn more about the uses and processes of LCCN, PCN, ISSN and other numbers at

<http://www.loc.gov/publish/pcn/faqs/#control>.

Then, you can decide for yourself whether to apply for them or not.

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Book Industry Standards and Communications (BISAC) Codes

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BISAC codes are now required by both public and school librarians to make it easier for them to determine where to shelve books. Many bookstores are requiring BISAC codes also because it makes it easier to shelve books by genre. BISAC Codes must be listed at the top left corner on the back of the book cover. List all of the BISAC Codes you have chosen there and also on the Copyright | ISBN | BISAC page of the book. CreateSpace allows you to list 3 different BISAC codes in their database.

In fact, if you don't list BISAC codes for your book on their website, you will not be allowed to distribute your book through the CreateSpace Expanded Distribution Service. There are categories and sub-categories of every book genre imaginable on the Book Industry Study Group (BISAC) website. You can drill down as narrowly as you wish or chose as broad a code as you want. These codes will become part of the metadata for your book as they are directly related to search engine results.

Some sample BISAC codes are:

JUV000000	JUVENILE FICTION / General
JUV012030	JUVENILE FICTION / Fairy Tales & Folklore / General
FIC027070	FICTION / Romance / Historical / Regency
FIC051000	FICTION / Cultural Heritage
EDU024000	EDUCATION / Reference
TRV026000	TRAVEL / Special Interest / General
CKB021000	COOKING / Courses & Dishes / Cookies
CRA055000	CRAFTS & HOBBIES / Knots, Macrame & Rope Work

There are literally hundreds of categories. To learn more about BISAC codes, go to <https://www.bisg.org/complete-bisac-subject-headings-2014-edition> or just visit bisg.org for other year's codes.

Publisher Information

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If you are going to independently publish books, I recommend that you come up with a company name for your publishing company. If you use something as simple as “Your Name Books” you don’t really have to register the name with any government agency. As long as you identify yourself as “Sole Proprietor” on any business forms you may simply use your social security number as your tax number.

Note: *If I had it to do over again, I wouldn’t use my name in the name of my book publishing company. I’m beginning to realize it would look more professional when trying to market and promote my books if it appeared as if a separate entity was the publishing company. Just something to think about.*

It is important to include your publishing company information on the Copyright|ISBN|BISAC page. At a minimum, include your publishing company name, email address, city, state and country. You do not have to list your street address.

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The Copyright|ISBN|BISAC page of the book should contain a statement about the reservation of rights similar to this: “All rights reserved by Publishing Company name. This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express permission from the publishing company.” The statement doesn’t have to be that elaborate. Read those written in books you already have and put together something that works for you.

Disclaimer

If you are writing a book about real people, you will definitely want to include a disclaimer stating some variation on several of the thoughts below:

- 1) The memories of our lives are our own. Not everyone will agree with all of those memories.
- 2) The writings found within this book could appear to, or actually will contain errors.
- 3) No two people ever remember the same situation in exactly the same way.
- 4) This book was not necessarily written to represent word-for-word transcripts.
- 5) The author speaks with a voice that evokes the feelings and meanings of remembered events.
- 6) The words on the pages are simply the recollections and memories of one family member and possibly one or more other people.
- 7) The information on these pages should not be compared to that found on genealogy sites. This book is not to be confused with traditional genealogy efforts which may require proof of sourcing, indexed records, degrees of certainty, footnoting, census records and other official documentation.
- 8) This book may best be considered a work of creative non-fiction. Everything in it is true (to the best of one's recollection) if not entirely factual, and nothing is so far from the truth as to be considered fiction. Human memory, after all, can be deeply flawed.
- 9) Minor details and even some major aspects of a situation might have been forgotten or remembered differently over time but the main point is that it has been remembered and captured by the person providing the details to the rest of the family.

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There are many websites which offer examples of disclaimers or permission statements. Do a little research to determine how you want to word yours.

Examples of Copyright/ISBN/BISAC Page

Example 1-Romance Novel Copyright Page

<div><p><i>Luther's Own</i></p><p>Copyrighted 2014</p><p>Paperback ISBN-13: 978-1508570196, ISBN-10: 1508570191 Ebook ISBN-13: 978-0-9906537-8-3, ISBN-10: 0990653781 Paperback ISBN-13: 978-0-9960940-9-2, ISBN-10: 0996094091</p><p>BISAC Codes:</p><p>FIC027000 FICTION / Romance / General FIC027070 FICTION / Romance / Historical / Regency</p><p>All rights reserved by Sybrina Publishing and Distribution Company.</p><p>League City, Texas, United States of America</p><p>This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint use of this material is prohibited.</p><p>No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without written permission from Sybrina Publishing and Distribution Company.</p><p>Contact Sybrina@sybrina.com.</p></div>
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Example 2-Children's Picture Book Copyright Page

“Yarashell Abbily and Her Very Messy Room”

Story copyright 3/2014

Soft Cover Print ISBN-13: 978-0-9960940-0-9, ISBN-10: 0-9960940-0-8

Soft Cover Print ISBN-13: 978-1499504125, ISBN-10: 1499504128

Ebook ISBN-13: 978-0-9960940-1-6, ISBN-10: 0-9960940-1-6

Hard Cover ISBN: ISBN-13: 978-0-9960940-3-0, ISBN-10: 0996094032

BISAC Codes:

JUV000000—JUVENILE FICTION / General

JUV013060—JUVENILE FICTION / Family / Parents

JUV013000—JUVENILE FICTION / Family / General

JUV040000—JUVENILE FICTION / Girls & Women

JUV057000—JUVENILE FICTION / Stories in Verse

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Example 3-Family Recollections Book Copyright Page

My Dad's House

Story Copyright 11/2014

Soft Cover Print ISBN-13: 978-1503259461,
ISBN-10: 1503259463

BISAC Codes: FAM000000 - Family and Relationships—General
HIS000000 - History—General

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Everything in it is true (to the best of one's recollection) if not entirely
factual, and nothing is so far from the truth as to be considered fiction.
Human memory, after all, can be deeply flawed. Minor details and even
some major aspects of a situation might have been forgotten or
remembered differently over time but the main point is that it has been
remembered and captured by the person providing the details to the rest
of the family.

Contact Sybrina@sybrina.com.

Example 4-Historical Novel Copyright Page

A Sad Saga of 1940's America

| How a 10 year old boy perceived events...

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Paperback ISBN-13: 978-1508995609, ISBN-10:
1508995605

Ebook ISBN-13: 978-0-9960940-8-5, ISBN-10:
0996094083

Paperback ISBN-13: 978-0-9906537-9-0, ISBN-10:
099065370X

BISAC Codes:

FIC000000 FICTION / General

FIC002000 FICTION / Action & Adventure

FIC008000 FICTION / Sagas

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Additional Optional Pages

Some additional optional pages that you might want to add to the front of the book could include Table of Contents, Dedication Page, Introduction, Cast of Characters, Maps and/or other pages of your choosing.

After the book content - many books contain Indexes, Author Profiles, Letter to Readers or even Sales or Advertising pages containing information about other books that the author or publishing company has published.

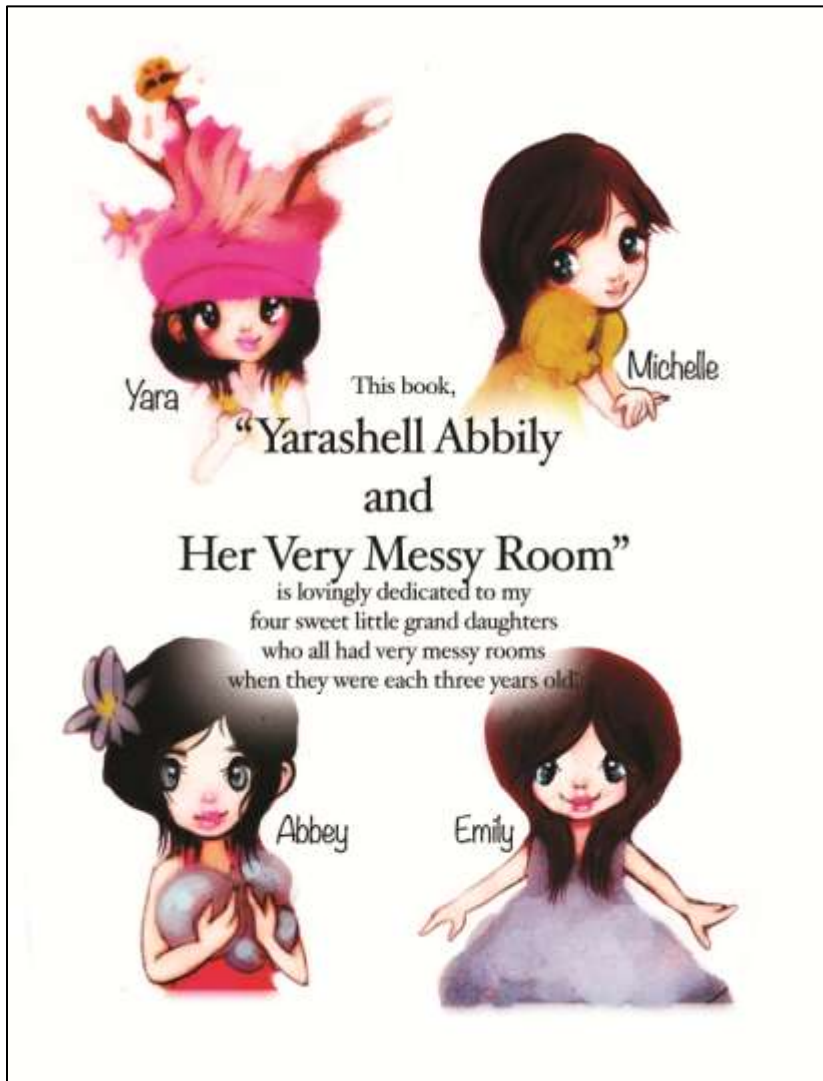
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Another type of page which might be included at the back of a book could be a Song Lyrics page. Many children's books (and other types of book like this one) have accompanying songs these days. Remember to include links to where the songs may be heard for free or purchased.

It's also a great idea to provide a page with Facts about the subject matter of the book. These could be historical facts, scientific facts, or any other information regarding the subject.

Examples of Optional Pages

**Example 1-Dedication Page from the front of “Yarashell
Abbily and Her Very Messy Room”**



**Example 2-Dear Reader Page from the back of “Learn To
Tie A Tie With The Rabbit And The Fox”**

Dear Reader:

If you and your child enjoyed "Learning to Tie a Tie with the Rabbit and the Fox", please take a moment to write a positive review on the site where you found this book.

As an independent author, my book sales are almost completely dependent on satisfied readers like you, spreading the message to others. Your kind words will be greatly appreciated.

And please don't forget to let potential readers know how much you enjoyed the artwork by Donna Marie Naval.

Thank you for your support,

Sybrina@Sybrina.com

***Example 3-About the Author Page from the back of the
romance novel “Luther’s Own” – Book 3 of the Brothers In
All Series***

Gina Rose

ABOUT THE AUTHOR

My father was a great story teller and always said that one day, he would like to write a novel. My sister is a writer as well, so naturally I'm a dabbler. I thought I'd try my hand at writing romance novels because I love to read them. Romance novels have everything you want, mysteries, villains, wonderful character's and I easily find myself living in the moment with the story. I hope that readers will find my stories as entertaining as I have found so many. I like to mix tragedy and comedy together with a cast of colorful characters that I create from people that I have met in my life. I will visualize a person that I know as this or that character and the rest is history.

I hope you enjoy my warped sense of humor and the stories that I tell. If you happened upon this book first, please go back and read My Sweet Alyssa, the first of the Brother's In All series and Resurrecting Dylan, the second book of the series.

Gina Rose is the pseudonym for a very prolific author who spins tales in the Regency Romance genre.

Look for many more of her books to be available soon on Amazon and most other online bookstores.

Check her website, ginarose-author.com, often for more information and reviews.

***Example 4-Song Lyrics Page from the back of “Nellie
Knows How To Knot A Neck Scarf”***

*Nellie Knows How To Knot
A Neck Scarf*

Song Lyrics

Nellie knows, Nellie knows.
Listen closely, then you'll know
How to knot a neck scarf
With the rabbit and the fox.

Rabbit ran around the tree.
Fox was close behind.
Round the tree they ran again
One more time.

Oh where could Rabbit hide?

Then, quick under a bush, the little Rabbit fled
Only keeping one step ahead.
Then, Rabbit took a giant leap
And he barely cleared
The top of a big round log.

That poor Fox...

He could only watch
As the Little Rabbit dove
To the safety of his cool dark hole.

Nellie knows, Nellie knows.
If you listened closely, now you know
How to knot a neck scarf
With the rabbit and the fox.

Listen to this song for FREE at Sybrina.com



***Example 5-Cast of Characters Page from the front of the
graphic novel for pre-teens - “Legend of the Blue Unicorn”***

Cast of Characters

Blue / Osm—A plain blue unicorn who has been born into the Tribe of the Metal Horn. All other unicorns in the tribe have magical metal horns, but not him. This story is about his quest to find his own magic. His future mate is Ghel.

Alumna—A pale rose colored, gypsy like unicorn, with an aluminum horn. She is the tribe’s sooth-sayer. Her magical powers allow her to peer into a crystal ball to see into the future and the past. Her mate is Iown.

Silubhra—A white unicorn who is very kind to Blue. She is very emotional and her white coat turns dark pink when she’s angry. Her silver horn gives her the most beautiful silvery musical and persuasive voice. Her mate is Nix.

Ferrum—A green unicorn who has a brass horn. He has lemons and limes in his hair. He can imitate the sound of any brass musical instrument with his horn and provides a lot of entertainment for the tribe. His mate is Style.

Style—A purple unicorn who runs the Mane-Do salon. She uses her steel horn to style all of the unicorn manes into magical creations. Her mate is Ferrum.

Lauda—An elderly dark gray unicorn with a lead horn. She is the book keeper of the tribe. She is the recorder of history and is rather stern. Iown is her mate.

Iown—A black unicorn and the eldest of the tribe. He is a philosopher who is quiet and thoughtful, with an iron horn and an iron will. Everyone trusts Alumna’s mate to give them good advice.

Ghel—A golden unicorn with a heart of gold, as well. She is Alumna’s assistant and is learning the arts of sooth-saying. She also works with Dr. Zinko in the healing room. She is Blue’s future mate.

Nix—The head of Unicorn Defense. The red unicorn is responsible for the security of the Hostable. He uses his nickel horn to nix any disaster in the nick of time. His mate is Silubhra.

Dr. Zinko—The doctor of the tribe wears a green coat. His zinc horn allows him to quickly heal all kinds of ills. He handles the well being of everyone and maintains the Healing room. His mate is Lauda.

Tinam—The chef of the tribe is a yellow unicorn. His tin horn gives him the ability to magically preserve food in little tins that open up to be piping hot delicious meals. His mate is Cuprum.

Cuprum—An orange unicorn who runs the Water Facilities in the Hostable. Her copper horn gives her the power to magically transform dirty water into clean water.

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Example 6-Additional Books for Sale Page at the back of “Learn To Tie A Tie With The Rabbit And The Fox”



**Sybrina
Publishing**

Exercises in manual dexterity build self-esteem in children. Knowing how to tie shoe-strings, neckties, scarves or any other knot is a useful and rewarding skill. But it can be quite challenging to master. Sybrina Durant takes the seemingly complicated task of tying a necktie knot and makes it fun and simple for both boys and girls. Her charming “Rabbit and the Fox” series of books will delight children and their parents. These books are not meant to be passive reads. Kids are encouraged to grab a tie or scarf and while reading, use it to follow the moves of the fox chasing the rabbit through the forest. The satisfying end result of this stimulating activity is a neatly knotted necktie or scarf. For a great bonding experience, get the whole family involved in learning how to tie!

ISBN# 978-0-9960940-2-3 (SC)

ISBN# 978-0-9729372-7-6 (SC)

ISBN# 978-0-9729372-5-2 (SC)

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ISBN# 978-0-9906537-1-4 (HB)



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***Example 7 – Sales Page from the backs of Children's
Books by Sandi Johnson, Britt Brundige and Sybrina
Durant***

Children's Books Presented To You By The Following:



Contact:
Sybrina@
sybrina.com

Sybrina Publishing



Moon-Star Stories

Contact:
Sandi@
Dorpexpress.
com



Dorp Express

All of these books are available at Amazon.com in print and Ebook formats.
Ask for them at your local library and your favorite book stores.
For discount price information contact Sybrina or Sandi.



Visit Sybrina.com for more info about all of these books by Sandi Johnson, Britt Brundige and Sybrina Durant.











More Books Coming Soon!









All of these books have accompanying songs. Listen to them for FREE at
<http://www.reverbnation.com/dorpexpress/> or Sybrina.com.

***Example 8-Facts Page from the back of Sandi Johnson's
"Book 6 – Dorp The Scottish Dragon – A Lone Star Story"***

SOME INTERESTING TEXAS FACTS

There are many interesting facts about the Lone Star State of Texas. Things to remember are :

1. Long Horn Steers are the official large mammal of Texas.
2. Armadillos are the official small mammal of Texas.
3. Bluebonnets are the state flower. It is against the law to remove them from the land where they grow.
4. The city of Houston was named after the famous general, Sam Houston.
5. A woman named Charlotte Allen convinced her husband to purchase the land that would become Houston, Texas.
6. Houston is the largest city in the great state of Texas.
7. Houston was built on a mosquito infested swamp, next to a prairie full of red ant hills.
8. Tornadoes, in Texas, are called twisters.
9. There are lots of prickly cactus in Texas. Don't fall into one or you may need a pair of tweezers!
10. The word "rodeo" means round-up.
11. The very first rodeo in the United States was held in Pecos, Texas in 1883.



***Example 9-Index Page from the back of “Sybrina’s Phrase
Thesaurus – Volume 3 – Physical Attributes”***

**PHYSICAL ATTRIBUTES
“DESCRIBING HUMAN ANATOMY”
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HD3 HEAD 3 (LOCATION) – PAGE 7
HD4 HEAD 4 (OTHER) – PAGE 7

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Book Content

The content of any book is totally at the discretion of the writer and limited only by the imagination. Book content may simply be text or it may include illustrations. There is nothing much I can do to guide you with that creative process. You are on your own there. The main thing is - Don't let anyone tell you that you can't write about this or that. The thought police seem to have taken over the world these days and it can be daunting to consider facing up to a possible onslaught of mean words from people who disagree with you. If you have something to say that you feel needs saying...If you can think it, you can put it on paper. Don't be afraid to dream or to put your own experiences in writing. Strangely enough, sometimes, the worst critiques from the most insulting critics are the ones that actually sell the books.

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**Book Sample
complete.
continue To Read
some Final
Thoughts By
The Author.**

Final Thoughts

There are so many more aspects of producing, publishing and promoting books that I have not covered in this instruction book. Honestly, a book with everything in it would be thousands of pages long. But I have given you enough information in just a little over 100 pages for you to successfully present your book to the public for sale and to jump right into marketing it.

I am very interested in your thoughts about the information I've provided. Oh sure, I'm well aware that I've done a lot of shameless promotion in nearly every section of this book but hey, I'm sharing my personal experience with you so it's only natural to show you samples of my work. And you can believe I want to see samples of yours once you have published your book.

Please feel free to write to me at Sybrina@sybrina.com with questions, comments or suggestions.

Along the way, I'd love to hear about your journey with your book. And when you need a little extra inspiration to be motivated, listen to my song, "Help Yourself" at my website for free! The lyrics are on the next page to make it easy for you to sing along. <http://www.phrasethesaurus.com/HelpYourself-8-7-2015.mp3>

Hear most of my songs for free on various pages at my website, <http://www.sybrina.com> .

Lyrics for Help Yourself

Verse 1

The best place to find a helping hand
is on the end of your own arm.
Success can be at your command
If you believe in number one.

Chorus

Help yourself
and you will go far.
Believe in your capacity
to reach the highest star.
Think of all the possibilities
to make your dreams reality.
No one can do
what you can do for yourself.

Verse 2

The best place to find a helping hand
is on the end of your own arm.
No victory is sweeter than
knowing that you've left your mark.

Repeat Chorus

Bridge

You've gotta believe....
You've gotta believe in yourself.
You've gotta believe....
You've gotta believe in yourself
cause no one can do
what you can do for yourself.

Repeat Chorus

About the Author

Who is Sybrina Durant and what are her qualifications for writing this book?

Well, truly, I'm pretty much a nobody. I'm not a sought after public figure or a captain of industry. If you passed me on the street, you probably wouldn't notice. And to tell you the truth, I like it that way. Passing through social situations incognito has it perks.

I don't have a college degree. But I do have an inordinate amount of life experience and an extreme drive to accomplish anything I set my mind to. Sadly most of those interests involve intellectual pursuits of some kind. If I were the same way with physical activities, all the other ladies might be jealous...but wolf whistles are now just echoes from my past.

I'm a firm a believer in the "teach a man to fish" philosophy. A man who can catch his own meal will never go hungry. I'm totally agreeable with the concept of a safety net to catch someone who falls but I don't like the idea of offering someone a lifelong hammock in which to lazily loll around the rest of their life. For me, the younger a person learns and implements a skill, the better.

Researching, gathering and compiling knowledge brings me joy. I love to learn and I love to share what I've learned with others. I believe everyone has something of value to share. If they just give it some thought, they'll figure it out. With the proper motivation and tools, they can enlighten their own sphere of influence and maybe even the world beyond.

That is the reason for this book. I spent a lot of time gathering the necessary knowledge for me to produce, publish and promote my books, as well as those of my sister, my friend, my

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mother-in-law and even one published posthumously for my Dad.

I'm far from a know it all...but I do know a bunch of stuff and I learned it all on my own. That's what makes me qualified to write this book. I "Helped Myself" to all of the knowledge available to me. I didn't sit around boo-hoo-hooing that no one would help me or that nobody cared. I just did it and you can, too.

The information in this book was gathered along my personal journey in publishing. It is filled with my personal experiences that got me to this point. You may already know some of the things in it. You may disagree with some of the things in it because you did it another way and that's o.k. because as they say, "There's more than one way to skin a cat".

Or this entire process may be totally new for you. Either way, I hope I've shared something you feel is valuable for your own personal journey and that you use it in the pursuit of your dreams.

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and

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