

Xania Workshop for Self-Publishing Authors

Week 1: Foundations of Writing

A smiling man with a shaved head, wearing a light-colored suit jacket over a white shirt, is the central focus of the image. He is looking directly at the camera with a warm, open-mouthed smile. The background is a blurred indoor setting, possibly a restaurant or office, with green plants and other people visible in the distance.

Introducing Xania v 1.0

- Connecting authors to reader communities.
- Automated selling, delivery and royalties management.
- Go to market in 24 hours.
- Real time monitoring and sales data.

See more at xania.goelway.com

Xania

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GOELWAY

What is self-publishing

Self-publishing involves authors independently publishing their own media, bearing the expenses themselves, and does not require the participation of a traditional publisher. This typically pertains to written content like books and magazines, presented either as ebooks or physical copies through print-on-demand technology.

Workshop objectives

1. Traditional vs self-publishing
2. Manuscript development
3. Editing and proofreading
4. Book and cover design
5. Copyright application
6. ISBN
7. Author branding
8. Book marketing

Traditional vs. self-publishing

If the author owns the rights and royalties, then the book is self-published.

If the publishing company owns the rights and royalties, then the book is traditionally published.

Self-publishing: Advantages

1. Self-published authors enjoy complete ownership of both rights and royalties.
2. The process is entirely customizable in every aspect.
3. It allows for a quick market entry, ranging from instant to 48 hours.
4. Authors have full control over marketing strategies.
5. There is absolute freedom without external gatekeepers dictating terms.
6. Authors retain complete creative control over their work.
7. Self-published books come with a notably higher potential for profits.

Self-publishing: Disadvantages

1. Burden of ensuring the quality of your book across various aspects is crucial. Any unprofessionalism, be it in writing, cover design, marketing, or other elements, can adversely impact your image.
2. Handling the self-publishing process on your own is time-consuming.
3. If you opt to enlist skilled professionals, the cost can be high.
4. Achieving success in self-publishing requires a significant investment of either time or money to ensure everything is done correctly.

The role of Xania in Self-publishing; A case study of Kenya

Xania is a digital bookstore owned by Goelway Ltd, a Kenyan based firm that supports digitized self-publishing and content value chain through;

1. Hosting paperback, eBook and audiobooks on its web and mobile apps, creating a marketing place for authors and readers.
2. Facilitates book printing logistics on behalf of author using its print on demand model.
3. Hosts book launches in support of author of its author community.
4. Enables a tech-enabled eBook distribution chain free from piracy.
5. Offers highest royalties to authors at 70% of the net book price.
6. Offers a networking platform for readers to follow authors they love.
7. Offers advanced analytics to help authors know how their books are performing.
8. Helps in creating a reviewing and rating for books.

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FREE VIRTUAL WORKSHOP FOR AUTHORS

A-Z OF SELF PUBLISHING IN KENYA

WHAT YOU WILL LEARN

- Pros and cons of traditional and self-publishing
- The role of technology in writing
- Tips for effective self-editing
- Book cover design
- Copyright and ISBN application
- Book marketing
- Building you author's brand
- Partnering with Xania



SCAN TO JOIN

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