

Author! Author!: How to Get Fame, Fortune and Clients Through Self-Publishing

2015 AIP Annual Conference
Deb Hunt, Information Edge



The Librarian's Skillbook: 51 Essential Career Skills for Information Professionals



Deborah Hunt and David Grossman

This book is your ticket to a new or enhanced career

The Self-Publisher's 5 Ws

- WHO are you writing for
- WHAT are the biggest challenges
- WHEN do you have time to write
- WHERE do you get your book published
- WHY are you self-publishing

WHO are You Writing for

“...we librarians or information professionals definitely aren't what we once were. If we play our KM (knowledge management) or 'knowledge engineer' cards right, there are very few areas in any organization in which we won't have significant contributions to make.”

“Education for Changing Roles” by Ulla de Sticker.
Information Outlook, Oct/Nov 2009, p. 21.

WHO are You Writing for

- Our colleagues who are struggling
- People who want to change but don't know how
- Those missing the vast opportunities for info pros



WHAT are the Biggest Challenges

- Working with a co-author
- Making time to write – goals and self-discipline are key
- Choosing a title
- Finding the right mid-career interns and editors
- Doing so much of the work oneself
 - Book cover design
 - Layout: bookdesigntemplates.com
 - Website: www.librarianskillbook.com/

The Librarian's Skillbook:
51 Essential Career Skills for
Information Professionals
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Here's what the experts are saying about The Librarian's Skillbook:

"Deb Hunt and David Grossman have contributed a very important work to the whole field of career management for all professional knowledge workers." – Guy S. Clair, President, SMR International and Knowledge Strategy Specialist, Columbia University

"A must read for those who want to be more employable whether as librarians or in outside jobs." – Naomi House, Editor, Publisher and Founder, INALJ.com (Need a Library Job blog)

"Information professionals of all levels of experience will benefit from reading The Librarian's Skillbook." Rachel Bates Wilfahrt, 2013 President, SLA Rocky Mountain Chapter

"This should be a required text in any Library Science program and for seasoned professionals interested in greater job security or a change in pace." – Chris Vestal, Government Consultant, LexisNexis

"This will be a book you return to again and again to add valuable skills to your professional toolkit." Tom Nielsen, Member Services Manager, Metropolitan New York Library Council

"Deb and David deliver a perspective informed by experience and wrapped in wit, wisdom, and practical advice." – Stephen Abram, Librarian and Consultant, Lighthouse Partners and Dysart & Jones



The Librarian's Skillbook

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WHEN do You Have Time to Write and Market

- Make time or it won't happen
- Sell, sell, sell! (or market, market, market!)
 - Webinars
 - Book signings
 - Reviewers both for the back cover and foreword
 - LinkedIn and Facebook page

WHERE Do You Get Your Book Published

- Createspace on Amazon.com
 - Print
 - Kindle
 - Analytics/reports helpful
- Direct sell/distribution
- <http://www.librarianskillbook.com/>

WHY are you self-publishing

- Retain creative control over the content
- Keep the book price as affordable as possible
- More income
- Get published much faster

Background Reading

“From Author to Publisher “ by Mary Ellen Bates,
AIPP Connections, Dec 2014, pp. 11-12
(owl.li/JJs01)

“How a Workshop Became a Book”, *AIPP Connections* by Deb Hunt, Dec 2014, pp. 13-14
(owl.li/JJs01)

How to Make, Market and Sell Ebooks: All for Free by Jason Matthews (2013)



<http://jessicahagy.info/>

Thank you and be in touch!

+1 510.506.1541

dhunt@information-edge.com

<http://www.librarianskillbook.com/>

<http://www.information-edge.com/>

www.linkedin.com/in/informationedge

Twitter: @debhunt6