

JAMES SCHRAMKO

Q&A on Writing and Self-Publishing a Book, from the Perspective of Self-PublishingSchool.com

Q: Can anyone write a book?

A: It can be argued everyone should consider writing a book. Everyone has experiences someone else can relate to, and if you have any family at all, writing a book can make you alive to them for posterity. Writing a book can be a rite of passage, and with the current advances in technology, book-writing and publishing is accessible as never before. And you don't need to know everything to write a book - you just need to know a little more than the reader.

Q. With such an overabundance of information, and with AI in the picture, will the demand for books suffer?

A: Books will continue to thrive, because people appreciate the experience of reading. Despite Kindles and audiobooks, there are still people who enjoy physical books. AI tools can actually help authors produce better books faster, at lower cost. And readers still value personal experiences and relatability - authenticity and human connection cannot be replicated by AI.

Q: How long does it take to write and self-publish a book?

A: With the help of Self-Publishing School, people have taken as short as 90 days or as long as 18 months. Their program makes use of deadlines and checkpoints throughout to keep the process moving forward.

Q: What is a practical way to proceed with writing and self-publishing a book?

A: At Self-Publishing School, the typical process consists of 8 stages. The first four compose the framework **MORE:**

Mindmap and Outline - This involves gathering all the information you can on your topic, and then grouping those ideas into groups, or themes, or sections.

Rough draft - Then you write the rough draft, one chapter at a time, based on your mind map/outline.

Editing - This is self-editing, where you clean up and polish your work.

The second set of four stages are:

Professional editing - Where a trained editor goes over your work and looks for

JAMESSCHRAMKO

further ways to optimize the draft.

Formatting - The text is laid out in the way it will appear in the finished book.

Cover design

Launch - This is where your creation goes public.

Q: What benefits can you expect if your book is a success?

A: There are generally three areas in which you can benefit from a successful book:

- 1. Income** - This would be the royalties. Most authors don't get rich off their books, but even a couple of hundred bucks a month can make a title an asset. At Self-Publishing School, authors keep all their royalties and rights to their books.
- 2. Impact** - Besides sharing your ideas with everyone who reads it, your book is going to outlive you and can potentially speak to people long after you're gone. If you have remaining family, it becomes part of your legacy.
- 3. Business** - Entrepreneurs can think of a book as a sort of business card, just weightier. It's a credential; it speaks to your expertise in your field and can attract potential customers and referrals.

For help with writing and self-publishing a book, check out Chandler Bolt's workshop at <https://www.jamesschramko.com/bolt>