

Free Agent: The Key to Self Published Success

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Leverage your 'Free Agent' status to succeed in book publishing.

What are the **major keys** to self-published success? Gain the insight and 'keys' of what it takes to unlock the doors and succeed as an independent. It begins by understanding why self-publishing works to your advantage. You will learn the keys from a 13+ year veteran in self-publishing to help you move forward and how to embrace your agency, Brian Schwartz.

Attendee Takeaways

- Walk away energized and excited to embrace your 'free agent' status as an author.
- First steps to building a platform.
- Avoiding rookie mistakes.
- Tips from the trenches.

Video Trailer



<https://youtu.be/KRm7QkF8ZG8>

Detailed Description

In this intensive session, I cover what an author needs to know **before** they self-publish. If they've already published, this session will give existing authors a fresh perspective and reignite excitement. The lessons are based on 'the keys' to self-published success Brian has been advocating for years. With 13+ years of experience (working with over 500 authors), cumulatively publishing more than a title/week for over 10 years, few experts rival Brian's level of experience in digital publishing.

Even if an author is seeking to get traditionally published, having knowledge of the publishing process will be to their advantage. Brian presents his evidence-based 'bestseller blueprint' as a framework for authors in 12 steps:

1. Editing workflows (tips, tricks, and resources)
2. Interior formatting (for Kindle & print-on-demand)
3. Cover design tips and resources
4. Marketplace setup and optimization
5. Advance reader campaigns (ARCs & beta readers)
6. The ideal author website
7. Create & grow your online presence (social media profile)
8. Agent/Publisher queries
9. Getting book reviews
10. Launching an Amazon bestseller
11. Amazon Optimization
12. Book Marketing (long-range strategic planning)



Endorsements

"The book business is changing dramatically and exponentially and Brian is ahead of the curve. He was very generous in sharing his expertise and he alerted us about pitfalls to avoid. As an author and publisher he is a shining example of someone who knew what he wanted to do and then did it, expeditiously, successfully and efficiently."

- Nancy Mills, Past President, Colorado Independent Publishers Association

"Based on the overwhelming popularity of the topic of digital publishing, and given the fact Brian delivered a solid program for us last year, we are glad to welcome Brian back for a second year to the annual *Cape Cod Writers Conference*. I would highly recommend Brian to other writer's conferences seeking to add an element of independent publishing to their curriculum."

- Nancy Rubin Stuart, Executive Director, Cape Cod Writers Center

"I received very positive feedback from all who attended Brian's Indie Publishing workshop at the *Colorado Christian Writers Conference*. I look forward to having him join us again at an upcoming conference.. to further arm attendees with the latest technology related to independent and eBook publishing. The face of publishing is rapidly shifting and we need more experts like Brian to lead authors safely down the ever changing path... to avoid the many minefields and arrive successfully."

- Marlene Bagnall, Litt.D. - Director of Colorado & Greater Philly Christian Writers Conferences

"Brian was recommended to me by an author (Brenda Bernstein) who has worked with him on books that ultimately became reached #1 bestseller status on Amazon. Early on I can already see why. Brian has answers to questions I have not yet considered and as a 1st-time author the saying 'you don't know what you don't know' is certainly accurate. I'm finding it's very beneficial to work with someone with the experience and expertise to help navigate the process of managing the details and getting the finished product out to the readers."

- Eric Bartosz, Author of *Bar40 - Achieving Personal Excellence*

"One thing I have learned is that the book publishing industry is rapidly changing, but I have come to regard Brian as a total expert in adapting to these changes. He is constantly coming up with new ideas to generate reviews and benefit my sales. Some of his ideas don't work, but most of them do. Before I met Brian, my monthly royalties would barely make a car payment. Recently, however, during a single month, my combined Kindle, print-on-demand and Audiobook royalties topped \$12,000. I consider Brian a total pro at what he does, and I totally recommend him."

- Terry Hodges, Award winning author of the *Warden Force* series

More endorsements at <https://clarity.fm/selfpublish/reviews>

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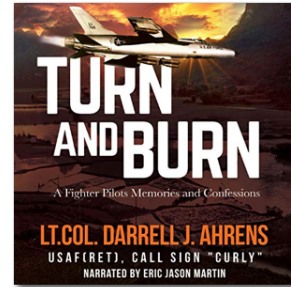
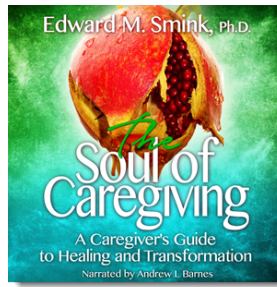
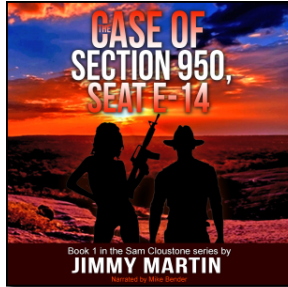
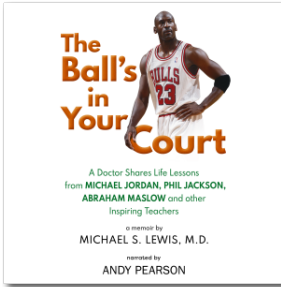
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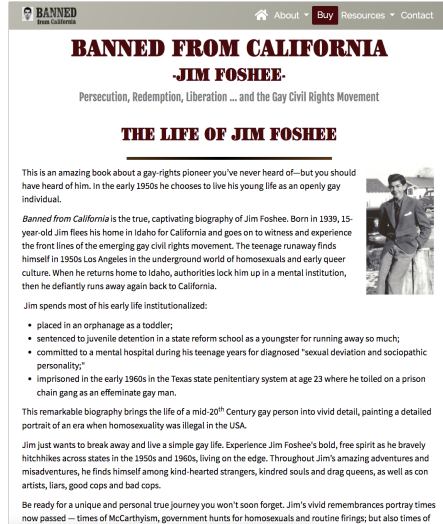
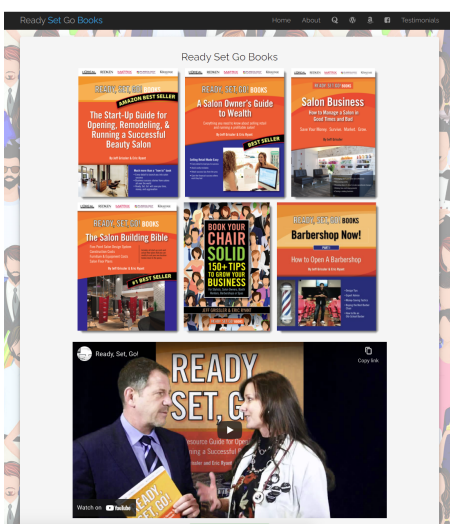
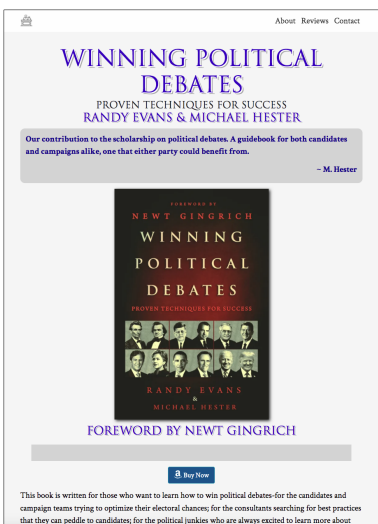
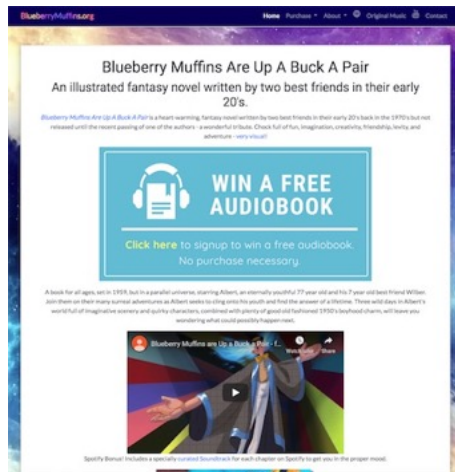
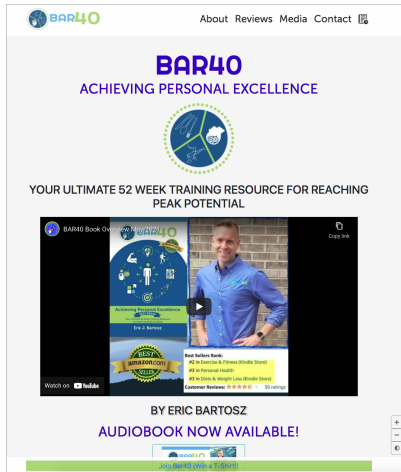
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