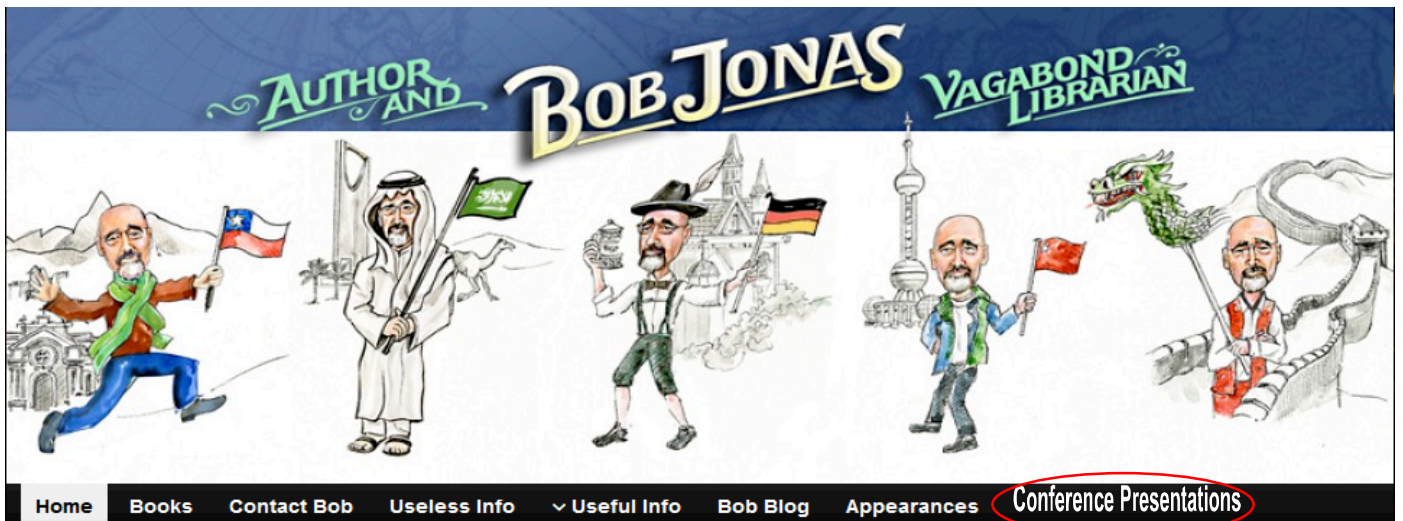


WLMA Workshop: *Indie Publishing:* (*Fame, Fortune, and Student Engagement*)



<http://www.vagabondlibrarian.com>

(All information below can also be found on my [vagabondlibrarian](http://www.vagabondlibrarian.com) website under the conference tab)



Independent (Indie) publishing now offers tools to any author who wishes to reach an audience far greater than their closest friends and family. For years the only path to getting published outside of mainstream publishers was by self-publishing using a vanity press. For years I resisted this path as nothing stigmatized a book more than using one of these publisher/printers. It screamed “amateur” and relegated these efforts as not worthy. It would cost the author a ton of money, not to mention space in the basement or garage to store all the books that did not sell. Economy of scale demanded a sizeable, costly print run to make sure the book was affordable. Not now. Not with POD (print on demand) and all the tools of social media and help found everywhere on the Internet.

My approach to presenting a publishing workshop was not to develop writing skills, although it could be. What I did could certainly be tweaked and changed, depending on your desires and skills and what you want for your kids. The workshop was about revealing myself—something I had never done before—to kids about an exciting part of my life. I might have been well known before in my community, but by using my writing as a way to reach kids, I vaulted to a joyous limelight—not my ultimate goal, but fun—throughout our school community. Using this authentic and innovative approach to reading engagement gave my kids an insiders look into the publication my first YA thriller, *ChinAlive*. My second book, *Imposter*, is ready to be launched late this fall and in this, my former students were given an even greater roll. The sequel to *Imposter* is already at 10,000 words and takes place in and around the area where I worked with these kids. My former school wants to bring me back for an author visit after publication, especially as my kids were so involved in the sequel.

Not only did I share much of the publishing process with kids, but the marketing process offered a perfect example of Internet strategies that demonstrate the way all search engines use keywords, subject headings, and the idea of SOE (search engine optimization) to find and sustain an audience—a super way get your book out while turning me into the same kind of writing hero usually reserved for mainstream published authors. Not to mention giving my kids an incredible, deeper understanding of how the Internet works.

Hopefully, this summary covers many of the points I covered in my workshop. If you have any further questions, please do not hesitate to contact me on any of my social media connections. And don't forget to buy my books, or even have me over for an author presentation. I'm still cheap, and darn entertaining.

Resources like the five below are the tip of the iceberg. Search terms like "Indie publishing" produce millions of hits. I've saved you some serious time here but please do not hesitate to explore.

Helpful Links

1. <http://www.thebookdesigner.com/the-indie-publishing-life/>
2. <http://www.ibppg.com/indie.php>
3. <https://www.z2systems.com/np/clients/ibpa/login.jsp>
4. <http://www.thebookseller.com/news/alli-calls-trade-open>
5. <http://www.writersdigest.com/online-editor/dont-be-afraid-of-indie-publishing>
6. <http://bookmarketingmaven.typepad.com/>

The people and companies I used to help produce my books are listed below. There are many, many more. Every aspect of getting a book into print and producing a professional looking product are now part of a huge industry. These are the ones I used on my journey.

1. Printer (POD, print on demand and epub opportunities)
 - a. CreateSpace— <https://www.createspace.com/>—the publishing arm of Amazon
 - b. Kindle— <https://kdp.amazon.com/>—for publishing to Kindle
 - c. Kobo— <https://www.kobo.com/publishers—the> ebook used by most independent bookstores
 - d. Smashwords— <https://www.smashwords.com/a> very important epub platform
2. Social Media
 - a. Facebook, in addition to a personal page, FB offers the use of their Page mechanism for your very own "author page."
 - b. Twitter, Pinterest, LinkedIn. So many more but these are the ones I use.
 - c. Email—no way to over state the effective use of email, especially with an email resource like <http://mailchimp.com/>
 - d. Website—I used WordPress— <https://wordpress.com/>—This drives me nuts. You might need to get some help. But, I have my blog as my landing page on my website so it can be important in maintaining your author presence.
3. Indie Professional Organizations
 - a. Independent Book Publishers Association— <https://www.ibpa-online.org/>
 - b. Everything to do with independent bookstores—<http://www.Indiebound.org>
4. Publishing Mechanics
 - a. Bowker, ISBN numbers, <https://www.myidentifiers.com/>
 - b. Copyright, <http://www.copyright.gov/>

5. Production Help

- a. Epub formatting—this drove me nuts until I hired this company to format ebooks for Kindle, Smashword, Kobo, and any other ebook formatting <https://www.52novels.com/>
- b. Free press release service— <http://biblioscribe.com/>
- c. Copyediting, 1) Rachal Mandak, rachelle.mandik@gmail.com,
2) Roddy Cohon Downey, rhodywhy@yahoo.com
- d. Book cover and web design— John Stevens, jstevens8@triad.rr.com,
- e. Web hosting and domain name—Bluehost, <http://www.bluehost.com>

Best of luck, don't hesitate to call or write if you have any questions.

Email: chinabobsue@yahoo.com

Facebook: <https://www.facebook.com/vagabondlibrarian>

Twitter: [@vagabondbookguy](https://twitter.com/vagabondbookguy)

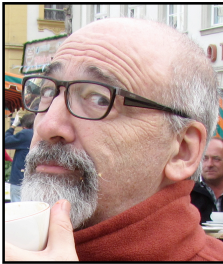
Pinterest: <https://www.pinterest.com/bobjonas13/>

Website: <http://www.vagabondlibrarian.com>

LinkedIn: https://www.linkedin.com/profile/edit?locale=en_US&trk=profile-preview

WLMA Presenter: Bob Jonas

Author/Storyteller/Librarian/Traveler



Bob Jonas has been a school librarian for twenty-one years—four in Beaverton, Oregon and seven in China—Shanghai, Beijing, and Hong Kong. In South America he worked for three years in Santiago, Chile, and then three years in Riyadh, Saudi Arabia. Bob's final overseas post was in Erlangen, Germany. As of this writing he has been retired for fifteen days.

As a storyteller, writer, and librarian, he motivated, inspired, stimulated, stirred, cajoled, provoked, and did what was necessary to instill a love of reading in kids on four continents. As an author he hopes to continue his quest—in one degree or another—for as long as there are kids waiting to be inspired.

Although he has left the work-a-day world behind, he has a mountain of work yet to do. He and his wife Susan—recently hired as the new high school librarian on Vashon Island, WA—will be camped out on the island where he will write every day, she will go to school every day, and where he has promised to have dinner waiting when she returns from a hard day—of this promise she still has a few doubts. Bob is now booking conference presentations and school visits for 2015/16—still darn cheap.

As an author he has explored many forms of writing over the years. After becoming a school librarian the focus of his writing shifted to YA literature, the perfect age audience from which to share an enormous well of experiences gained working overseas.



ChinAlive, his first YA novel, focuses on a teenager attending a school in Shanghai. Jonas loves seeing the world through the eyes of kids who are relocated to countries

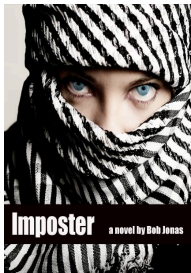
where they have little knowledge, and at times find themselves on the edge of political intrigue, government overthrow, and unrest.

Charlie Evers is a tenth grade student at an international school in Shanghai, China. After Ignoring all warnings about Chinese Internet censors, he navigates to sites that look informative but shred the government on politically sensitive issues. As a teenage American student he thinks he is safe. He will never finish his last research assignment

The illusion of safety is ripped away when Charlie is taken. Imprisoned onboard an old riverboat, a seven-day journey up the Yangtze River catapults him deep into China's turbulent past, to a buried mountain fortress. This is the headquarters of ChinAlive, a Democracy movement he never imagined, with a mission the world thought long dead--the overthrow of the Chinese government.

The life Charlie Evers took for granted is over. His new life—that of a conspirator, terrorist, and refugee—is certain to earn him a date with the executioner. But the bullet will not be free. Charlie's family will be charged if they wish to reclaim his body, but only if they are still alive.

ChinAlive is Available on Amazon, Kobo, Barnes & Noble, Powell's, and just about any online store in both electronic and paperback editions.



Imposter, his second YA thriller—this time set in Saudi Arabia—continues his exploration of the world as experienced by his students, again finding danger in a part of the world with which they have no familiarity.

In a more tolerant world, Zane Walker's charade would have been ignored. In Saudi Arabia, a sixteen-year old boy masquerading as an online cleric cannot be ignored. In a media studies class he is taking at an international school, he is to create media personae, an online presence using social media. One student creates a new product. One creates a service. Another creates a non-profit to raise money and awareness.

Zane Walker creates an international incident.

His interpretation of the assignment, because of its incendiary possibilities, was never to go live, like those of his classmates. Somehow, inexplicably, it does. He now has thousands of followers, thinking his fatwas—religious edicts—are coming from a scholarly Muslim cleric. To many, he is leading a long overdue Islamic reformation.

When the religious police show up at his western compound with a decree to detain him, the only reformation they are interested in is his head on a plate. The truth of his efforts, that he was set up by a terrorist cell to create discord between the United States and Saudi Arabia, may not be enough to quell the wrath of the religious establishment, the Royal family, and the worldwide condemnation for his disrespect.

Launch Date for *Imposter*: Fall, 2015

