



# Is SELF-e Right For Me?

AUTHORS SELF-PUBLISH FOR ALL SORTS OF DIFFERENT REASONS, EACH ONE AS VALID AND IMPORTANT AS ANY OTHER. WHICH TYPE OF AUTHOR ARE YOU?

## 1 I'VE WRITTEN MY FIRST BOOK & I am an unknown author.

Congratulations on writing your first book! As many seasoned authors will tell you, the first book is the most difficult to promote, and the most important first step is building a readership, reaching as many potential readers as possible. SELF-e enables you to make your ebook available to thousands of readers via participating public libraries in your state, and offers the potential to reach a much larger national audience via *Library Journal's* curation service.

“Because anonymity is a writer's greatest enemy. And the best way to beat it is through generosity.”  
Jeff Goins, Author of *You are a Writer (so start acting like one)*

## 2 I'VE SELF-PUBLISHED A FEW BOOKS AND HAVE A SMALL FOLLOWING, but I want to expand my reach.

By making your ebooks accessible via public libraries, you can maximize your efforts to grow your readership. SELF-e's PatronsFirst™ delivery platform means you can offer one or more of your ebooks to library patrons for free, no matter which device or retailer they prefer, making it more discoverable while creating demand for your work in other channels. Plus, SELF-e's analytics reports show how your ebooks are doing in libraries so you know exactly how it's working for you.



## 3 I AM A TRADITIONALLY PUBLISHED AUTHOR WITH ELECTRONIC RIGHTS to some/all of my books.

By re-introducing some of your older work to a broader audience via public libraries, you can build a new readership for your entire backlist, creating fresh demand in other channels by partnering with your local library on a relaunch campaign. SELF-e's PatronsFirst™ delivery platform means you can offer one or more of your ebooks to library patrons for free, no matter which device or retailer they prefer, and SELF-e's analytics reports show how your ebooks are doing in libraries so you know exactly how it's working for you.



“LIBRARIANS CAN BE A POWERFUL MARKETING FORCE FOR EMERGING AUTHORS, ESPECIALLY IF THEY CAN PROMOTE THE BOOKS WITHOUT FEAR OF SUCCESS. THE SELF-E APPROACH WILL ENCOURAGE BOOKS TO BE DISCOVERED AND EVEN GO VIRAL.”

### HUGH HOWEY

Best-selling self-published author with 2 million plus books sold

## 4 I AM A PROLIFIC AUTHOR WHO SERIALIZES MY WORK FREELY & then publishes full collections for purchase.

An emerging trend has developed for authors of serialized content: publish installments electronically to build an audience, and drive sales of the collected work in print and electronic formats. This model is ideal for prolific authors writing in certain genres and areas of nonfiction, and SELF-e is an ideal platform to extend your reach via public libraries while creating demand for your work in other channels. Plus, SELF-e's analytics reports will show how your ebooks are doing in libraries so you know exactly how it's working for you.



### CJ LYONS

Best-selling indie author of 2 million plus books sold

“LIBRARIES ARE ALL ABOUT READERS AND WRITERS CONNECTING. THIS PROGRAM HELPS LIBRARIANS TO BETTER SERVE READERS AND AUTHORS TO GROW THEIR AUDIENCE.”

## 5 I WANT TO MAKE MONEY selling my ebooks.

SELF-e is a discovery platform designed to expose self-published ebooks to more readers via public libraries. Distribution via SELF-e is royalty-free; authors looking to sell their ebooks directly to libraries should approach SELF-e as a marketing tool to build a readership for their full body of work. If your ebooks are already generating satisfactory royalties from library sales via other channels, then SELF-e might not be a good fit for your ebooks.

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