

Self-Publishing a Picture Book: My Journey

By Charlotte Glaze, Author & Illustrator of Storm Trucks

5 Big Truths of Self-Publishing

1. There's More Than One Way to Publish

Traditional, Small Press, Hybrid, and Self-Publishing each have unique pros and cons. I chose independent self-publishing via offset printing for cost and quality reasons.

2. It's a Lot of Work

Roles include editing, layout, illustration, printing, distribution, and marketing. Consider hiring professionals or a hybrid publisher if needed.

3. It Costs Money

Invest in quality—especially illustration and cover design. Treat your book like a small business.

4. There Are Funding Options

I ran a crowd-funded Kickstarter campaign for preorder-based funding. Other options: self-funding, grants, borrowing (don't!).

5. Printing Isn't the End

Marketing is essential: ads, social media, launch events, school visits, library storytimes.

Helpful Tools & Resources:

Courses: Children's Book Pro and Self-Publishing Pro (svslearn.com)

Printer Options: Offset Printer in China (miyipaper.com), Print-on-Demand: Amazon KDP or IngramSpark

Marketing Tools: Adobe Express/Canva, Kit.com (email marketing), Kickstarter, Social Media, AI tools (ChatGPT, Claude), Amazon Ads, Meta Ads, Bookbub, Pinterest ads

AI Tasks: Brainstorming posts, writing promos, hashtags, SEO

Other Tools: author website, Shopify store, Freshbooks (accounting), Bowker (ISBN numbers), Library of Congress (LCCN), CIP Block Service (cipblock.com), Kindlepreneur (QR Codes, ISBN barcodes, keyword and book description help)

Quick Tips for Success:

- Join a critique group
- Get physical print samples
- Start a mailing list early
- Plan your marketing BEFORE launch
- Don't skimp on cover or illustration quality
- Use AI tools to save time on marketing



Storm Trucks now available! (shop.charlotteglaze.com)

Website: charlotteglaze.com

Socials: @charlottejglaze YouTube: youtube.com/@charlottejglaze