

# 'Sea' Yourself In Print e-books

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# Agenda

1. From Clay Tablets to Digital Tablets – a Little History
2. eBooks Timeline
3. Steps to Self Publish
4. How Much \$ Do Authors Make?
5. Are Printed Books Days Numbered?

# 1. From Clay Tablets to Digital Tablets – a Little History

True writing of language, not only numbers

Mesopotamia – 3200 BCE

– Sumer/Sumeria

Kish: Limestone tablet

Earliest evidence of writing

Mesoamerica – 900 BCE

- Central Mexico to Belize, Guatemala, El-Salvador, Honduras, Nicaragua and Northern Costa Rica

Known scripts: Olmec or Zapotec of Mexico

Egypt – 3200 BCE

Developed independently

China: Oracle Bone Script

China – 1200 BCE

Or Traders or Merchants?

# 1. From Clay Tablets to Digital Tablets – a Little History

Progress proto-writing to true writing

Best known ideographic

Jiahu –  
6600 BCE

Tartaria –  
5300 BCE

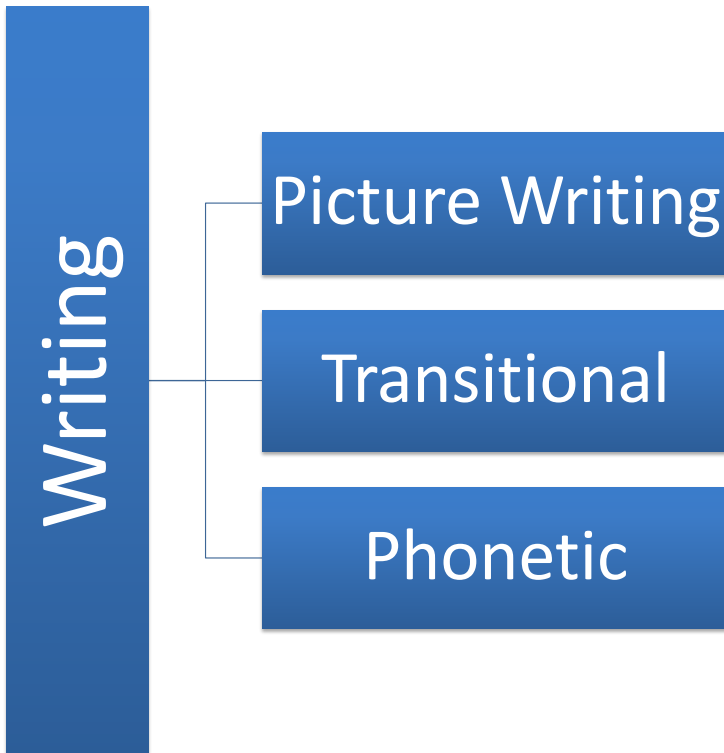
Carved tortoise shell

Indus – 3200 BCE

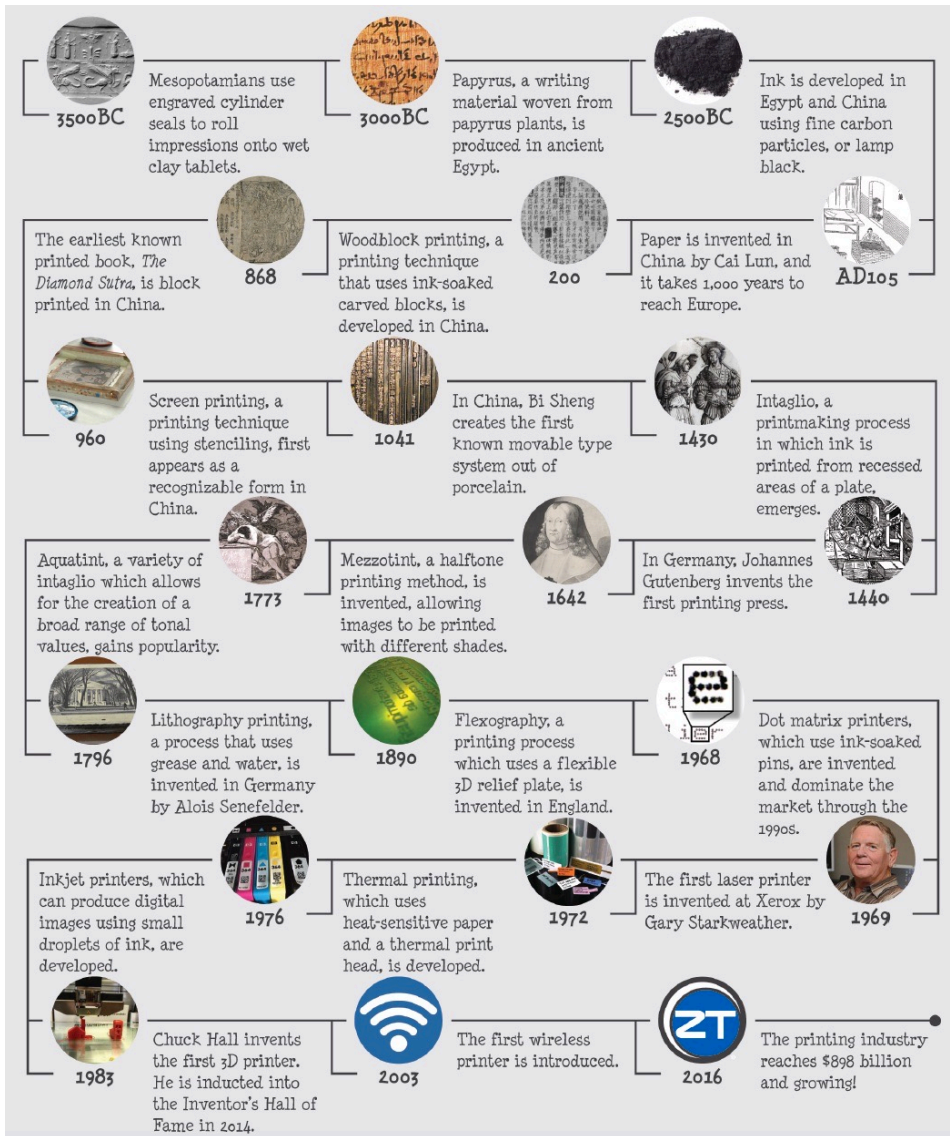
Progress characters developed

Reading Tablet

Babylonian legal tablet  
In clay envelope



# Printing History Timeline



## 2. eBooks Timeline

- eReader
    - 1949 – female Inventor
  - Internet
    - 1971 – Michael Hart
  - Content and Publishers
    - 1987 – 1st hypertext book “afternoon, a story” by Michael Joyce
    - 1993 – 1<sup>st</sup> company selling ebooks (BiblioBytes)
    - 1993 – “Host” by Peter James published 2 floppy discs
- Angela Ruiz Robles  
born March 28, 1895  
died October 27, 1975
- School Teacher and Author – Spain  
Motivation; to carry less books
- 6 People Downloaded
- Bill of Rights  
American Constitution  
Christian Bible
- Negative Press
- Sold 12,000 Start of the fear of ‘destroying literature’

## 2. eBooks Timeline

400,000 downloaded first 24 hours

2000

### *First mass-market ebook*

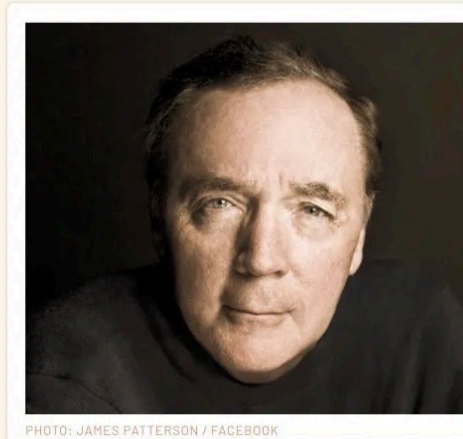
Stephen King's *Riding the Bullet* novella is released in March 2000 by Simon & Schuster, and available for download in pdf format at \$2.50. The huge demand in the first hours is causing the servers to jam. Readers have to wait for hours for the file to download.



2010

### *First author to sell one million ebooks*

In July 2010, Hachette Book Group reveals that **James Patterson** has sold 1,141,273 ebooks, becoming the first author to cross the one million mark. At that time no third-party monitoring of ebook sales was available, so Hachette used its own sales figures and checked other top authors.

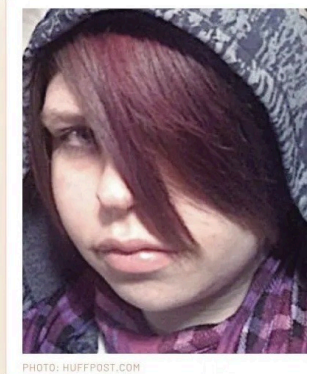


## 2010 Paranormal Romance

*In just a few months, a 26-year-old author Amanda Hocking earned \$2 million from her self-published ebooks*

After being rejected by publishers, a young paranormal romance writer Amanda Hocking looked into self-publishing. In April 2010, she started publishing her novels for Kindle.

In less than a year she sold over 900 thousand copies of her nine novels, with 450 thousand in January 2011 alone.



# 3. Steps to Self Publish

## Tools, Tools and more Tools

- Craft content – in word document
- Use Publish Tool
- Upload created document
- Cover – design, graphics, artwork
  - Professional, consider tapping into sties such as [fiveer.com](http://fiveer.com).
  - Test different cover designs with family and friends.



- ISBN not required for eBook
- Set Price - guidelines are provided
- BINGO within 24 to 72 hours you are Published on Amazon



## 4. How Much \$ Do Authors Make?

There were more high-earning self-publishing authors than Big 5 authors at every single publishing “age”.

Whether an author debuted in the last century, the last decade, or the last 3-5 years, they were more likely to have a higher income as an indie.

Approx 4 printed books sell for every eBook  
US 2022 research

Despite growing popularity eBook,  
Printed books here to stay