

Think Like a Publisher from the Start



MATTY DALRYMPLE



Who am I?

Matty Dalrymple is the author of the Ann Kinnear Suspense Novels and Shorts and the Lizzy Ballard Thrillers. She also writes, speaks, consults, and podcasts about the writing craft and the publishing voyage as The Indy Author.



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How to develop an indie publisher mindset ...

- Think “indie publisher” (not “self-publisher”)
- Never say “I’ll *just* self-publish it”
- Make your books indistinguishable from the best of trad pub



*Check out Michele DeFilippo’s
SelfPubCon2023 presentation
“Mastering Self-Publishing Success:
Think Like a Publisher from the Start”*



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How to develop an indie publisher mindset ...

- Give your imprint a name (you're not putting on airs)
- Be willing to wear a different hat (creator + editor + CEO)
- Prioritize what your reader wants



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How to develop an indie publisher mindset ...

- Invest in expertise and assistance
- Invest in tools
- Set aside Manager time (but make sure to reserve time for your Maker activities—you won't have a publishing business without content!)



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Find more indie publisher resources at ...



<https://www.youtube.com/c/TheIndyAuthorPodcast>

<https://www.theindyauthor.com/podcast.html>

<https://www.theindyauthor.com/>



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