

# 20-STEP PUBLISHING PILGRIMAGE WITH MOHAWKMOMMA STUDIO

*or* DIY

You are either publishing for your private purposes or for public discourse. Start there for discernment and direction.

Mohawkmomma Studio is a great publishing imprint of Mohawkmomma Studio Publishing and Communication. We are a soul care destination for authors to awaken to and embrace the art and activism of self-nurture. BUT... you can very well do it yourself. The following steps are the game plan for the outcome I've taken to publish myself and others.

*Either path you take SOULjourner, I am cheering you on!*

1

An introduction to the world of independently publishing with a soul care and self-care publishing business through our Book Publishing Options eCourse, our Author's Soul Care Kit (think the ultimate gift box for an author), and our in-depth consultation questionnaire.

2

Personal Book & Marketing Mentorship Provision of (4) hours with you over 3-6 months.

3

We arrange purchasing ISBNs with [Thorpe Bowker](#) in your name. (Otherwise, you can bring your own ISBN or use the Blurb ISBN Generator for FREE).

4

Format and clean the clutter from your word document.

5

A professional copyeditor or developmental editor via us or a third party, if desired (additional fee).

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**A writer's life and work are not a gift to mankind they are its necessity. - Toni Morrison**

6

Once editing is complete. We double-check the formatting to ensure all is clean and ready for designers.

7

We customize your design package: includes Print Book and Ebook Customised cover and interior design:

Premium Cover Design – Two style options. Each book is different, therefore we research your specific genre and create two unique versions of your cover. We provide a checklist to ensure all elements of your cover design is accurate and presentation 'to spec'.

Customized interior design – Two styles to select from. We take into account your style, book genre, and expectations. Our design team will layout every page to ensure great design. A checklist provided to you ensures accuracy of your interior design.

Format and clean the clutter from your word document.

Ebooks – designed and customized for both epub and kindle formatting. Ensuring a professional product.

8

We provide Low resolution PDFs to ensure layout accuracy during design. One round of free author alterations to catch any last minute changes.

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**It takes grace and guts to write and publish your inmost creativity. - Mohawkmomma**

9

Provision of all final source files (Canva or InDesign). Specifically, you have 100% ownership of all your files. You can then make alterations / revisions / new editions in the future.

10

Blurb set up. We'll assist in the set up of metadata. Transfer your book's files into your own Blurb account.

11

In addition, provide you with an electronic proof created by Blurb for final check.

12

Organize two Advance copies (printed proofs) of your book, for final proofread/review. You can request revisions if necessary, before the book goes into distribution for general sale.

13

Coach you around pricing and wholesale decisions for your book and any last minute questions on how fulfilment of orders occur.

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**It takes grace and guts to say what I say to myself as an author  
before I say it to a reader. - Mohawkmomma**

14

Organize full print and digital distribution through the Blurb platform.

Inclusion in Mohawkmomma Studio and Blurb's online catalog — Blurb partners with Amazon, Apple iBooks, and Ingram's expansive channel network of bookstores, library suppliers, and wholesalers all over the world.

Know Amazon distribution fees: 15% of list price, +\$1.35

Know Ingram distribution fees: 22% - 55% of list price

Know iBook distribution fees: 30% iBooks

Know Blurb distribution fees: None

Know Mohawkmomma Studio distribution fees: None

15

Ensure 100% author royalties, otherwise referred to as 'Publisher Compensation'. Includes all print and digital sales via the retail/channel market.

16

Set up Amazon Author Page plus Amazon's 'Inside the Book' program — Kindle titles are automatically added to the program within a week of the on-sale date. Set up ebook in the Apple iBooks. We make sure your eBook version is made available in all the most popular eReader stores. Including: Kobo, Barnes & Noble's Nook store, and many others.

17

Submit your book to the Library of Congress.

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**Your writing matters. Your story matters. But above all, you matter. - Mohawkmomma**

18

Professional books need a professional marketing program. To kick start your marketing, we provide you with (10) copies of your book to seed the market and let others talk about your book. We also offer you an Author Media Kit designed to connect with journalists, bloggers, reviewers, audience members, and buyers.

19

Set up an author's website, including marketing collateral, if desired (additional fee).

20

Lifetime support. You are a part of our family of authors and therefore you have a partner for life. We are only a phone call or email away.

The objective of the following outline is to communicate the services included when you choose one of our publishing packages:

GOOD to KNOW:

**Option One:** The HAVE-IT-YOUR-WAY Indie Publishing Plan allows you the flexibility to only pay for the services you need help with. In this case, we provide you with a customized quote.

**Option Two:** The MAKE-IT-HAPPEN Indie Publishing Plan provides you with three publishing packages to choose from, which guides and supports you throughout all stages of the publication process based on your budget, vision and needs. We assist you to independently publish with Blurb.

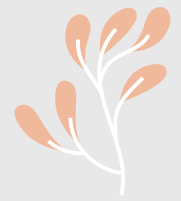
**Option Three:** The Author Mentorship Consultation is a 3-month step-by-step coaching service to make sure you have the direction and clarity to independently publish your book.

I'm an email away at [andrea@mohawkmommastudio.com](mailto:andrea@mohawkmommastudio.com).



# My Self-Care Plan

## checklist



I will give myself  
permission to...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

These are the things that  
help me tend to my joy...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

This is what I'm reading  
(or planning to read)...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

These are the challenges/fears/setbacks  
that I am entrusting to Jesus ...

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

# I ENTRUST MY WRITING

*AND PUBLISHING TO YOU, JESUS.  
THE BEAUTY & THE BEAST OF IT ALL*

I affirm: LORD, You have called and invited me to be free and to "be still and know." I trust You, and I will moment-by-moment entrust to You all of my creativity, relationships, discipline, focus, work, lost work, rework, rest, knowledge, unknowing, and my imaginative thinking. Give me the steadiness of mind and utmost resolve of heart to choose courage as I nurture myself through sacred scribbling. Help me to heal and show up in my full embodiment as a witness of your faithfulness and goodness. **Amen.**

**Ponder the following self-reflection prompts.**

1

Three core words that describe my writing...

2

I'm choosing to let go of...

3

The following people are my muse sounding board...

4

I see myself as...

5

My book will empower...

# MY 12-WEEK

30-MINUTE WRITING FOCUS (NO EDITING)

SET A TIMER. BUBBLE IN YOUR CIRCLES EACH DAY YOU WRITE FOR  
30 MINUTES UNINTERRUPTED.

WEEKS

S

M

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F

S

ONE

☐☐☐☐☐☐☐

TWO

☐☐☐☐☐☐☐

THREE

☐☐☐☐☐☐☐

FOUR

☐☐☐☐☐☐☐

FIVE

☐☐☐☐☐☐☐

SIX

☐☐☐☐☐☐☐

SEVEN

☐☐☐☐☐☐☐

EIGHT

☐☐☐☐☐☐☐

NINE

☐☐☐☐☐☐☐

TEN

☐☐☐☐☐☐☐

ELEVEN

☐☐☐☐☐☐☐

TWELVE

☐☐☐☐☐☐☐

## NOTES

What are you noticing about yourself in this experiment?  
What freedom do you want to cultivate more of in your writing?





# #healthywriting

- ( ) Keep good posture. Whether sitting or standing at a desk, try to keep your elbows bent at 90 degrees and close to your sides. Also try to keep wrists neutral and engage your core.
- ( ) Take 2-5 minute breaks every 30 minutes to stretch wrists. **My favorite stretch for wrists.** Massage/stretch wrists daily.
- ( ) Drink water and stay hydrated.
- ( ) Try the focus, breathing, and Pomodoro timer app by **Tide.**



# #writinggoals

- ☐ Get published in a...
- ☐ Enter writing...
- ☐ Complete...
- ☐ Rest in...
- ☐ Attend writing retreat in...
- ☐ Read...
- ☐ Write a \_\_\_\_\_book
- ☐ Write for...