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Lafayette author Gini Graham Scott shares secrets of self-publishing

By Kara Navolio



At left, self-publishing author Gini Graham Scott. Photo provided

"Self-Publishing Secrets" in May. It outlines the myths about publishing and 10 easy steps to do it yourself at very little cost and within a few weeks of having a completed manuscript.

"Self-publishing has really taken off over the past five-10 years," notes Scott. "The publishing industry has undergone major changes with the market for actual books declining as the market for eBooks and audio books rises. The Great Recession of 2008 also had a big impact on the traditional publishing houses. It's harder to get traditionally published now."

In the early days of her career that was the only option, and she enjoyed success with many of her titles. "Collect Your Court Judgment" sold over 40,000 and has been reprinted under new editions many times. (The newer editions have been rewritten by another author). Scott, who has a Ph. D. from U.C. Berkeley in Sociology and a J.D. from University of San Francisco, uses both traditional and self-publishing, depending on the book.

At her talk on July 15, which is hosted by Women of Influence's Academy, she will discuss the myths of publishing, writing a book to promote your business, ghostwriting, and self-publishing and marketing your book.

Scott has many projects going at all times. This year alone she has published 20 books. While most of her work is non-fiction, she has also written some fiction, film scripts, and children's books. In March, a book she co-wrote with a doctor who specialized in end-of-life care, "At Death's Door," was published traditionally by Rowman Publishing. The book has been turned into a pilot for a TV series based on the doctor's experience in dealing with terminal patients.

To attend Scott's talk on self-publishing, contact her at giniscot@pacbell.net or 925-385-0608 for an invitation to attend Women of Influence as her guest. On July 11 and 18 she will also be leading Meet-up groups to share her ideas on writing and publishing a book as well as marketing and promoting it.

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