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What is Self-publishing?



“I believe that, this notion of self-publishing is the next big wave of human communication” - Eric Schmidt, Executive Chairman, Google

When a writer publishes a book independently without sharing the copyright and profit, it is called self-publishing. It is the most efficient publishing model of this time in which the author collaborates with a team of editing and publishing professionals to produce their work. Self-publishing is a fully author-centric publishing method as it should be. As opposed to traditional publishing, a self-published author does not have to sign over the copyright and can exercise full authority on the manuscript at every stage of publication.

Examples of Self-publishing

Contrary to popular belief, self-publishing is not a new fashion. It has long been in practice for ages down through which authors have found the recognition and success they deserved. Johannes Gutenberg is credited to be the first self-publisher who published his work himself after introducing printing to the western world in 1440. Benjamin Franklin, the founding father of the United States of America, wrote and self-published an annual booklet ‘Poor Richard’s Almanack’ which was a collection of essays, weather predictions and household tips. In the year 1789, British poet, philosopher, painter and visionary William Blake self-published his monumental books Songs of Innocence, Songs of Experience, and The Marriage of Heaven and Hell.

British novelist Jane Austen had a few rejections before she resorted to the vanity publishing route, a new and popular concept in 1941. She paid a London-based publishing agent to get her novel 'Sense and Sensibility' published. The novel earned little recognition in its time but is taught extensively now as part of the academics in many universities worldwide. American poet and journalist Walt Whitman was alleged of writing outrageous content in his poem 'Song of Myself' but it is now considered amongst his greatest literary creations. The celebrated writer Virginia Woolf established Hogarth Press to publish her works as well as those of her contemporary writers.

Self-publishing and the Philosophy of the Time



The occurrence of self-publishing can also be traced outside this classic world of literature. With the coming of the internet, we enter the ever-imagined utopia of literary democracy where everyone has the right to learn, create and disseminate information and that is evident in the popularity of thousands of blogs, pages, websites and channels. So, it is not wrong to say that the seed of self-publishing was latent in the invention of the phenomenal World Wide Web which brought millions of stories out in the public and ushered a new era. Self-publishing is the vision of the age that is keen on telling stories, sharing experiences and building communities. It is that mighty tool of individual empowerment. The message is loud and clear. With mass literacy and improving standard of education, readers are the best judge for a piece of writing. The role of an intermediary is gradually getting truncated.

“The only really necessary people in the publishing process now are the writer and reader”



Reasons Why Authors Choose to Self-publish

Writing brings a great joy and that joy becomes tenfold on getting published. But, publishing a work is not easy. It not only involves close monitoring and tight coordination but also a clever marketing strategy that fulfils the author's goal. Self-publishing with Exceller Books simplifies it all. Our publishing experts work closely with authors to find out about their individual needs and objectives.



1 First time writers with little or no publishing experience choose to self-publish.

2 Fiction writers prefer to stay focused on writing and outsource the publishing business. It preserves their creative energy.

3 Experienced authors choose to self-publish as it allows them full autonomy on their manuscript and removes the obligation to edit the script to match the mission of the publishing house.

4 Academic writers can reach their chosen audience with segment marketing.

5 Authors do not like to share the profit from the sale of their books. They can keep 100% of net profit when they self-publish.

Steps You Need to Follow to Publish Your Book



Send us your proposal with a sample chapter



Our team will evaluate your proposal



Now, select a publishing package and customize it



That's all.
We will take care of the rest

Steps We Follow to Make Your Book a Success



12 Reasons to Publish with Exceller Books

1. ISO Recognition:

Exceller Books is an ISO 9001:2015 publication group with 7+ Years of publishing experience during which we have worked with 30000+ authors from 51+ countries and gained a significant amount of trust and appreciation from them.

2. ISBN Allotment:

ISBN stands for International Standard Book Number which is a 13 digit universal identification number essential for any text-based, non-serial publication like a book, novel, or non-fictional composition. An ISBN increases popularity and impacts sales. We will help you obtain the ISBN number.

3. 360 Degree Publishing Support:

We provide specialist assistance at each and every step of the publication process and patiently handle all your queries to help you create a plan to fit your budget and purpose.

4. Personalized Services in Customizable Packages:

Our enterprising team members have come up with an exhaustive list of publication tools to give you the freedom to assemble a pocket-friendly publication package for your book within the budget you have decided.

5. Flexible Payment Mode with EMI Option:

Do not let your work gather dust just because you are not financially ready yet. Set up an installment plan with us and ease out the payment as you earn from your book.

6. Full Control and Visibility through Author Dashboard:

We at Excellerbooks strongly believe that publishing should be under author's control. We have a simple and easy author login platform to help you track the progress of sale on your book.



7. 100% Royalty on Profit:

One of the many benefits of self-publishing is that you are entitled to receive 100% of the profit from selling your book.

8. Get the Best of Both Worlds:

Many of us love the experience of holding a book but nowadays many readers fancy reading e-books as they are accessible from their smart device. At Exceller Books, you may choose to publish in digital form as well as in printed version and cater to your readers' whims.

9. Holistic Marketing Support:

We provide overall marketing support to build a strong author portfolio. Our marketing facility includes Author Webpage, Facebook, Instagram and Goodreads page set up, posters, book launch, press release, visiting card, video trailer.

10. Truly Global Distribution Channel:

We distribute the books through the world's leading online and physical distribution channels. For international distribution, we rely on Amazon.com, AmazonKindle, Google-Play etc. For distribution in India, we bank upon Flipkart, Shopclues, Amazon.in, Snapdeal. Your book will also be available in Excellers bookstore.

11. International Standard of Publication:

Our editorial team is well-equipped to render you the best possible service from tuning your manuscript to distributing and marketing your book and provide you with thorough guidance throughout.

12. Assurance of Privacy:

We maintain the secrecy of your manuscript all through the process and guarantee the safest way of dealing with it.

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