

DIANE LEE'S

# Self publishing manifesto

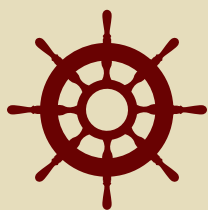
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I will write and publish books that I am proud of. Dross—as quick and easy and lucrative as it is—is not for me, or my readers.



I will work hard to build my author brand, which is sustained by writing and publishing work that is raw, brave and real. I will resonate with, educate and entertain my readers.



I will explore innovative and relevant ways and means to connect with and get to know my readers, who I will respect at all times, because without them, I have no success.



I will remain neutral about reader reviews—positive and negative—because how my work is interpreted is a subjective experience.



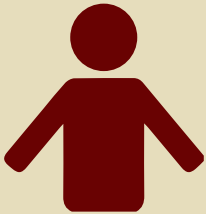
I will, however, view positive reviews as validating my writing and negative reviews as market research, with both kinds building my author brand.



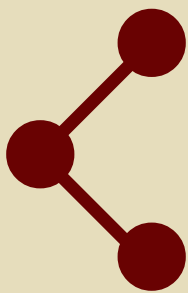
I will not enter the race to the bottom because "free" devalues me, my work, my brand and my readers.



I will, however, use strategic giveaways to build my brand. These giveaways will be on my terms and aligned to my strategy.



I will not, as a way to promote my books, funnel revenue into third party promotion web sites that do not allow me to work with their reader demographics.



I will help other authors, writers and independent publishers with information, advice and examples whenever and however I can.



I am not my publishing mistakes or achievements. And I will not compare myself with other authors and their successes or failures. Their journey is their own.