## You CAN Indie Publish & Market Your Book
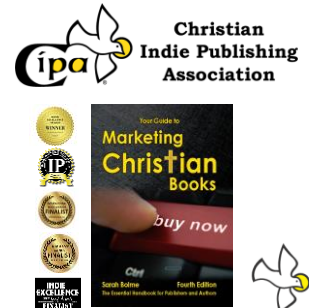
Part 3
Steps to Publishing
Your Book

## You CAN Indie Publish & Market Your Book

Christian Indie Publishing Association

Marketing Christian Books
buy now
Sarah Bolme    Fourth Edition

Instructor: Sarah Bolme

## Publish Your Book

**Which One Is Different?**
Circle the item that is different on each row.

## Publish Your Book

## Publish Your Book

"*You can almost always tell which books were published by little publishing companies because they look different. The covers have a different shine about them (and generally there is something vaguely odd about the cover art), the book is sized differently from your average book, the paper is a different color, and the font is always slightly different.*"
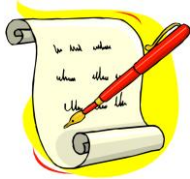
## Publish Your Book

In this seminar, you will learn:

- Deciding Who to List as the Publisher
- Ordering ISBNs
- Crafting a Title for Your Book
- Obtaining an LCCN
- Editing & Proofreading Your Manuscript
- Using Beta Readers
- Typesetting Your Manuscript

## Publish Your Book

### Preparing Your Manuscript for Publication



## Publish Your Book

### The Do It Yourself Approach



## Publish Your Book

### Step 1
### Decide Who You Will List as the Publisher of Your Book



## Publish Your Book

Who will you list as the publisher of your book?
- Use Your Own Name or Author Name
- Use the Name of Your Ministry
- Use a Business Name
  - ➢ Sole Proprietorship
  - ➢ Limited Liability Company (LLC)
  - ➢ Incorporation (Inc)
  - ➢ Nonprofit 501(c)3



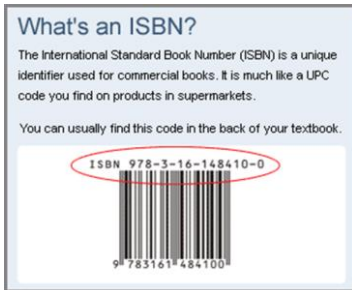## Publish Your Book

### Step 2
### Order ISBN



## Publish Your Book

Decide where you will get your ISBN number
- ➢ Order ISBN - $125 for single ISBN or order blocks of 10 & 100 at www.myidentifiers.com
  - o CIPA Members receive a 15% Discount
- ➢ From the publishing service you use (Amazon, BookBaby)
- ➢ If you purchase yourself, you must register book title with ISBN in BookerLink for *Books in Print* www.bowkerlink.com
- ➢ Remember each edition of your book (paperback, ebook) needs a separate ISBN number.
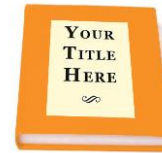
## Publish Your Book

What's an ISBN?

The International Standard Book Number (ISBN) is a unique identifier used for commercial books. It is much like a UPC code you find on products in supermarkets.

You can usually find this code in the back of your textbook.

ISBN 978-3-16-148410-0

## Publish Your Book

Step 3
Craft a Title
for Your Book

YOUR TITLE HERE

## Publish Your Book

When choosing a book, studies show that readers consider in order:

1. Title
2. Cover
3. Back cover
4. Table of Contents
5. Frist few paragraphs of a book's content
6. Price

## Publish Your Book

Crafting a Title:

- Remember PINC
- Make it original, yet memorable
- Not too long or too short

## Publish Your Book

On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.

-David Ogilvy

## Publish Your Book

Use a Title Generator for Ideas:

- https://blog.reedsy.com/book-title-generator
- https://tweakyourbiz.com/title-generator

## Publish Your Book

Test Out Your Title:

1. Ask your friends and followers for feedback.
2. Conduct a poll.
   - Survey Monkey
     www.surveymonkey.com
   - TypeForm
     www.typeform.com
   - PollMaker
     www.poll-maker.com

## Publish Your Book

Use a Title Analyzer for Feedback:
- Headline Analyzer
  http://coschedule.com/headline-analyzer
- Headline Anazlyer
  https://headlines.sharethrough.com
- Emotional Marketing Value Headline Analyzer
  http://aminstitute.com/headline/index.htm

## Publish Your Book

# Step 4
# Obtain an LCCN

## Publish Your Book

LCCN: Library of Congress Control Number
- The purpose of the Preassigned Control Number (PCN) program is to enable the Library of Congress to assign control numbers in advance of publication to those titles that may be added to the Library's collections.

## Publish Your Book

- The publisher prints the control number in the book and thereby facilitates cataloging and other book processing activities.
- The PCN links the book to any record which the Library of Congress, other libraries, bibliographic utilities, or book vendors may create.

## Publish Your Book

Request an LCCN Number
- Pre-assigned Control Number (PCN) -
  https://loc.gov/publish/prepubbooklink
- Don't forget to mail them a copy of your book once printed

LIBRARY | PrePub Book Link

## Publish Your Book

Step 5
Have Your Manuscript
Edited & Proofread

## Publish Your Book

"*However, what bothered me most about this book was the need for some serious editing. I find it quite difficult to take an author seriously who has not checked for spelling, grammar, word usage, and accurate Biblical quotes.*"

## Publish Your Book

## Publish Your Book

Types of Editing:

- Developmental (Book Level)
- Substantive (Paragraph Level)
- Copy Editing (Sentence Level)
- Proofreading (Word Level)

## Publish Your Book

Types of Editing:

- Developmental (Book Level)
  - ➤ Fiction Books: Examines the plot and outline, checks pacing and subplots, and looks for gaps and inconsistencies.
  - ➤ Nonfiction Books: Examines the book's content, organization, and flow of information.

## Publish Your Book

Types of Editing:

- Substantive (Paragraph Level)
  - ➤ Comments on content, style, intelligibility, and structure within a page. This typically involves moving sentences and paragraphs around for a better conceptual flow.
  - ➤ Fiction Books: Checks for continuity.
  - ➤ Nonfiction Books: Checks facts to ensure accuracy.

## Publish Your Book

Types of Editing:
- Copy Editing (Sentence Level)
  - Looks at grammar, style, and clarity.
- Proofreading (Word Level)
  - Usually done after a manuscript is typeset in preparation for publishing.

## Publish Your Book

- Editing and Proofreading Services
  - Reedsy - https://reedsy.com
  - Bibliocrunch - http://bibliocrunch.com
  - Christian Editor Connection - https://christianeditor.com
  - Fiverr- www.fiverr.com
  - CIPA Partner Members

## Publish Your Book

Step 6
Polish Your Manuscript
with Beta Readers

## Publish Your Book

What is a Beta Reader?
- A beta reader is a non-professional reader who reads a written work with the intent of looking over the material to find and improve elements such as grammar and spelling, as well as suggestions to improve the story (pointing out inconsistencies), its characters, or its setting. Beta reading is typically done before the book is released for public consumption.

## Publish Your Book

Step 7
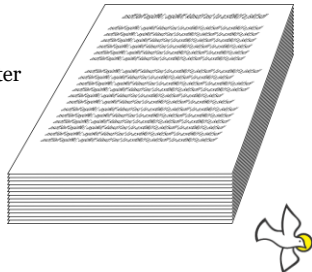Typeset Your Manuscript

## Publish Your Book

Parts of a Manuscript

## Publish Your Book

Manuscript Parts:
- Front Matter
- Body (Content)
- Back or End Matter

## Publish Your Book

# Front Matter

## Publish Your Book

Front Matter:
- Endorsements / Praise for the Book
- Title Page *
- Copyright Page *
- Dedication Page
- Table of Contents
- Foreword
- Preface / Acknowledgements
- Introduction

## Publish Your Book
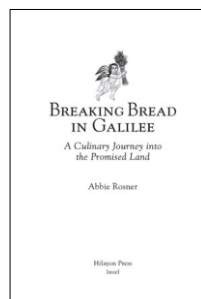
Endorsements / Praise Page(s):
- List lines from endorsements and pre-publication reviews for readers to view what others are saying about the book.

## Publish Your Book

Title Page:
- Title
- Subtitle
- Author
- Illustrator
- Publisher
- Publisher Locations
- ❖ Title type and design elements match front cover

## Publish Your Book

Copyright Page Contains:
- Declaration of Copyright
- Other Credits
- Copyright Acknowledgements
- Disclaimer
- ISBN Number
- LCCN or CIP Number
- Where Printed
- Edition Number
- Published By

## Publish Your Book

Copyright Page:

- Declaration of copyright
  - ➢ Who owns
  - ➢ Year of publication
  - ➢ Reservation of rights

  *© 2019 Sarah Bolme*
  *All rights reserved. No part of this publication may be reproduced in any form without written permission from CREST Publications, PO Box 481011, Charlotte, NC 28269*
  *www.crestpub.com*

## Publish Your Book

Copyright Page:

- Other Credits
  - ➢ Illustrators
  - ➢ Editorial Staff
  - ➢ Cover Designer
  - ➢ Notes from Publisher

  *Designed by Erik Peterson*
  *Edited by Dave Greene and Ramona Cramer Tucker*

## Publish Your Book

Copyright Page:

- Copyright Acknowledgements
  - ➢ For reprinted materials that requires permission (i.e. Scripture)

  *Scripture taken from the New King James Version®. Copyright © 1982 by Thomas Nelson. Used by permission. All rights reserved.*

## Publish Your Book

Copyright Page:

- ISBN Number
- LCCN or CIP Number

  *ISBN: 978-0-9725546-9-5*
  *Library of Congress Control Number: 2013922944*

## Publish Your Book

Copyright Page:

- List Where Printed for Print Books
  *Printed in the United States of America*
- Edition Number
  - Represents the number of the edition and the printing—generally represented with a number, but can also be listed as "first edition" or "second edition"
    *First edition:        10 9 8 7 6 5 4 3 2 1*
    *Second edition:     10 9 8 7 6 5 4 3 2*

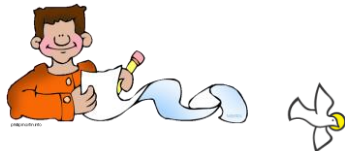## Publish Your Book

Copyright Page:

- Usually incudes a "Published By"
  - ➢ Either at top or bottom of copyright page
    *Published by CREST Publications*
    *PO Box 481022*
    *Charlotte, NC 28269*
    *www.crestpub.com*

## Publish Your Book

Copyright Page:
- Disclaimer
  - **Memoirs**: Some names and identifying details have been changed to protect the privacy of individuals.

## Publish Your Book

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- Disclaimer
  - **Novels**: This is a work of fiction. Names, places, and events are either the product of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

## Publish Your Book

Copyright Page:
- Disclaimer
  - **Self-Help**: This book is for informational purposes only. While every precaution has been taken in the preparation of the book, neither the author nor the publisher shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the instructions contained in this book.

## Publish Your Book

Copyright Page:
- Disclaimer
  - **Health Books**: The information provided in this book is not intended as a substitute for the medical advice of physicians.

## Publish Your Book

Dedication Page:

*To my wonderful husband, Edward, without whose continued loving support and encouragement this book would not exist.*

## Publish Your Book

Table of Contents:
- Included in nonfiction titles
- Not usually in fiction books
- ❖ Should not exceed two pages

## Publish Your Book

Foreword:
- Setup for the book, typically written by someone other than the author.

Preface / Acknowledgements:
- The author's thanks to those who contributed time and resources towards the effort of writing the book.

Introduction
- Setup for the book's contents, generally by the author.

## Publish Your Book

# Body or Content

## Publish Your Book

Body or Content:
- Prologue
- Sections
- Chapters
- Epilogue

## Publish Your Book

Running Heads on the Interior
- Nonfiction Books
  - Left Hand Page: Title of Book or Section Title
  - Right Hand Page: Chapter Title
- Fiction Books
  - Title on one side
  - Author on other side

## Publish Your Book

Page Numbers
- Can be on top, bottom, or side margin of pages
- Front Matter
  - May or may not have page number listed
  - Some use Roman Numerals for page numbers
- Back or End Matter
  - Pages containing promotional text generally not numbered

## Publish Your Book

Chapters
- Start Chapters on the Right-Hand Side
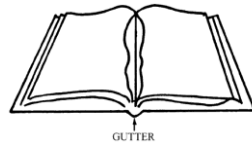- Stylized Chapter Starts

## Publish Your Book

Margins:

- Plenty of Margin Space
  - ➢ At least .5 inches
- Plenty of Gutter Space

GUTTER

| Page Count | Inside Margin |
|---|---|
| 24 to 150 pages | .375" |
| 151 to 300 pages | .5" |
| 301 to 500 pages | .625" |
| 501 to 700 pages | .75" |
| 701 to 828 pages | .875" |

## Publish Your Book

Watch for:

- Widows & Orphans

A WIDOW
This is some dummy copy. You're not really supposed to read dummy copy; it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content.
It you want to read, I might suggest a good book, perhaps Hemingway or Melville. That's why they call it dummy copy. This is dummy copy. You're not really supposed to read dummy copy.

AN ORPHAN
This is dummy copy. You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Melville. That's why they call it dummy copy.
This is dummy copy.
You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Mel-

## Publish Your Book

Choosing a Font

- Easy to read, not too stylized or fancy
- At least 10pt font
- Six common interior fonts:
  - ➢ Garamond
  - ➢ Gothum
  - ➢ Electra
  - ➢ Futura
  - ➢ Bembo
  - ➢ Minion

## Publish Your Book

# Back or End Matter

The End

## Publish Your Book

Back or End Matter:

- Appendix
  - ➢ Resource
  - ➢ Further Readings
- Glossary
- Bibliography or Notes
- Index

❧ The end ❧

## Publish Your Book

Back or End Matter:

- Study Guide / Discussion Questions
- Expanded Author Bio
- Connecting with Readers
- Promote Other or Upcoming Books

BUY NOW

## Publish Your Book

Use the Back Pages of Your Book for Marketing Purposes:
- Expanded Author Bio
  - Include an invitation to read your blog
  - Include an invitation to sign up for your newsletter or mailing list
    - 82% of authors who do this see an increase in subscribers

## Publish Your Book

Use the Back Pages of Your Book for Marketing Purposes:
- Connecting with Readers
  - Invite them to write a review of the book
    - 84% of authors who do this see an increase in reviews
  - Invite them to follow you on social media
    - 73% of authors who do this see an increase in followers
  - Invite them to contact you with feedback

## Publish Your Book

Use the Back Pages of Your Book for Marketing Purposes:
- Promote Your Other Books
  - Include a free chapter of an existing or upcoming book
  - Don't have other books? Exchange space with another author writing to the same audience.

## Publish Your Book

Determine What Size Your Book Will Be:
- Standard Trim Sizes
  - 5.5" x 8.5" and 6" x 9"
- Other Common Sizes
  - 5" x 8", 8" x 10", and 8.5" x 11"

## Publish Your Book

DIY Manuscript Typesetting Tools
- PressBooks - www.pressbooks.com
  - Choose from a variety of templates
  - $99 for ebook and print plus cover design
- Reedsy https://reedsy.com/write-a-book
  - Free Book Editor

## Publish Your Book

DIY Manuscript Typesetting Tools
- Book Design Templates - www.bookdesigntemplates.com
  - Offers a variety of templates starting at $59
- Cover Design Studio https://www.coverdesignstudio.com
  - Offers a variety of templates starting at $34

Each of these services delivers print-ready files for POD such as Kindle Direct Publishing and IngramSpark, as well as ebook files for ebookstores.
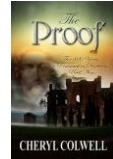
## Publish Your Book

Hire a Professional Interior Book Designer
- Reedsy - https://reedsy.com/write-a-book
- CIPA Partner Members

## Publish Your Book

"*Best Book I Ever Read…Well, let me tell you, don't underestimate small publishers. This is possibly my favorite book out of all the books that I have ever read.*"

## Publish Your Book

Additional Resource: