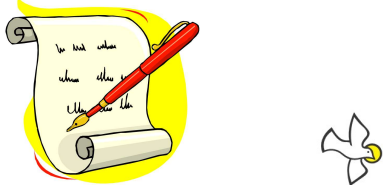



You Can Indie Publish & Market Your Book


Part 2 Preparing Your Manuscript for Publishing



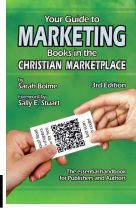


You Can Indie Publish & Market Your Book




Instructor: Sarah Bolme




Christian Small Publishers Association










Preparing Your Manuscript


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












Preparing Your Manuscript







Preparing Your Manuscript




"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."



Preparing Your Manuscript

In this seminar, you will learn:

- The Parts of a Manuscript
 - Front Matter
 - Content
 - Back or End Matter
- How to Polish Your Manuscript for Publication
 - Using Beta Readers
 - Editing
 - Proofreading
 - Interior Layout and Design



Preparing Your Manuscript

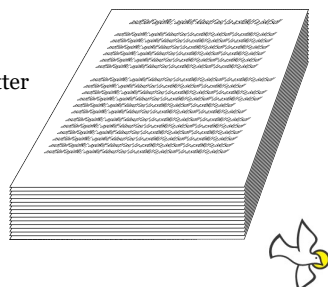
Parts of a Manuscript



Preparing Your Manuscript


Manuscript Parts:

- Front Matter
- Body (Content)
- Back or End Matter



Preparing Your Manuscript


Front Matter



Preparing Your Manuscript

Front Matter:

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



Preparing Your Manuscript

Endorsements / Praise Page(s):

- List lines from endorsements and pre-publication reviews for readers to view what others are saying about the book.

Industry Professionals Agree
This is the essential resource for publishers and authors!

"Full of resources for selling Christian books, *invaluably useful!*"
John Brown, Author
2012 Wings of Mercy Year-Book


"An absolute 'must-have' for anyone involved in marketing Christian books, through the ground tips, tools, and techniques will prove useful for marketing to numerous books to sell."
Jim Cox
Midwest Book Review

"This well-organized book is just brimming with marketing ideas and resources, invaluable for the author seeking a Christian audience. This book could make the difference between a mediocre and a WOW presentation campaign."
Bethina Fry, President
CSPW

"Book titles marketplace for books of different that represent the Christian market from the secular marketplace. The author covers all the essential basic-principles, publicity, distribution, special sites and traditional marketing. Her detailed expert findings in the guide suggest that you can book to **market your book**. An author or publisher armed with this expert guide would have to try hard not to succeed."

"I've have valuable information I had not seen anywhere else, and I've been involved in Christian publishing for over seven years. Every Christian author and publisher needs this book."
Cathy Thomas
Cedar House Publishers

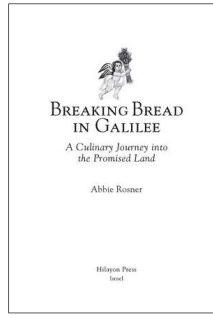

"Thanks again for the great book you wrote it is very well written and easy to understand. The information is **gold!**"
Loree Jell
A&E Publishing



Preparing Your Manuscript

Title Page:

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

Preparing Your Manuscript

Copyright Page Contains:

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



Preparing Your Manuscript

Copyright Page:

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

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www.crestpub.com



Preparing Your Manuscript

Copyright Page:

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

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



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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.



Preparing Your Manuscript

Copyright Page:

- ISBN Number
- LCCN or CIP Number

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



Preparing Your Manuscript

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: 10987654321
 Second edition: 1098765432*



Preparing Your Manuscript

Copyright Page:

- Usually includes a “Published By”
 - Either at top or bottom of copyright page

Published by CREST Publications
 PO Box 481022
 Charlotte, NC 28269
www.crestpub.com



Preparing Your Manuscript

Copyright Page:

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



Preparing Your Manuscript

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



Preparing Your Manuscript

Dedication Page:

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



Preparing Your Manuscript

Table of Contents:

- Included in nonfiction titles
- Not usually in fiction books
- ❖ Should not exceed two pages

Table of Contents	
Foreword	1
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Preparing Your Manuscript

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.

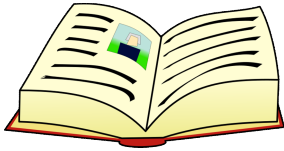

Introduction

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



Preparing Your Manuscript

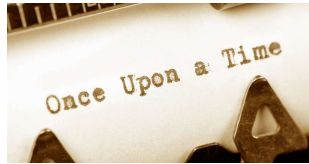

Body or Content

Preparing Your Manuscript

Body or Content:

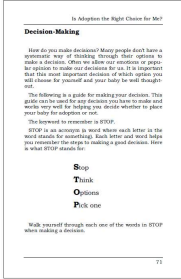

- Prologue
- Sections
- Chapters
- Epilogue

Preparing Your Manuscript

Running Heads on the Interior

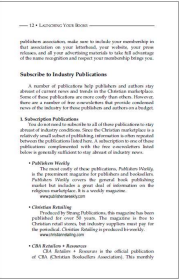

- Nonfiction Books
 - Left Hand Page: Title of Book or Section Title
 - Right Hand Page: Chapter Title
- Fiction Books
 - Title on one side
 - Author on other side

Preparing Your Manuscript

Page Numbers

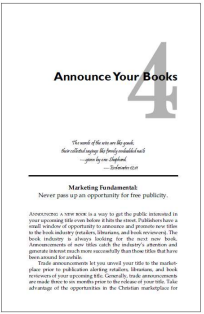

- Can be on top, bottom, or side margin of pages
- Front Matter
 - May or may not have page number listed
 - Some use Roman Numerals for page numbers
- Back or End Matter
 - Pages containing promotional text generally not numbered

Publish Your Book

Chapters

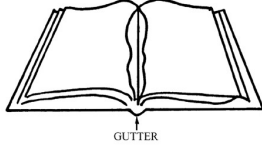
- Start Chapters on the Right-Hand Side
- Stylized Chapter Starts


Preparing Your Manuscript

Margins:

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



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"



Preparing Your Manuscript

Watch for:

- Widows & Orphans

<p>A WIDOW</p> <p>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.</p> <p>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.</p>	<p>AN ORPHAN</p> <p>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.</p>
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Preparing Your Manuscript

Choosing a Font

- Easy to read, not too stylized or fancy
- At least 10pt font
- Six common interior fonts:

- Garamond
- Gotham
- Electra
- Futura
- Bembo
- Minion



Preparing Your Manuscript

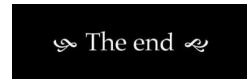
Back or End Matter



Preparing Your Manuscript

Back or End Matter:

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



Preparing Your Manuscript

Back or End Matter:

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



Preparing Your Manuscript

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



Preparing Your Manuscript

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



Preparing Your Manuscript

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.



Preparing Your Manuscript

Polish Your Manuscript



Preparing Your Manuscript

1. Use Beta Readers



Preparing Your Manuscript

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.



Preparing Your Manuscript

2. Get Your Manuscript Edited



Preparing Your Manuscript



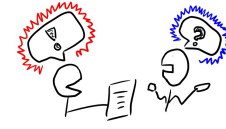
"However, what bothered me most about this book was the need for some serious editing. I find it quite difficult to take an author seriously who has not checked for spelling, grammar, word usage, and accurate Biblical quotes."



Preparing Your Manuscript

Types of Editing:

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



Preparing Your Manuscript

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.



Preparing Your Manuscript

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.



Preparing Your Manuscript

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.



Preparing Your Manuscript

• Editing and Proofread Services

- Reedsy - <https://reedsy.com>
- Bibliocrunch - <http://bibliocrunch.com>
- Christian Editor Connection - <https://christianeditor.com>
- Fiverr- www.fiverr.com



Preparing Your Manuscript

3. Typeset Your Manuscript



Preparing Your Manuscript

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"



Preparing Your Manuscript

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
- Book Design Templates - www.bookdesigntemplates.com
 - Offers a variety of templates starting at \$59

Each of these services delivers print-ready files for POD such as CreateSpace and IngramSpark, as well as ebook files for ebookstores.



Preparing Your Manuscript

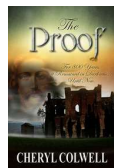
Hire a Professional Interior Book Designer

- Reedsy - <https://reedsy.com/write-a-book>
- CSPA Partner Members
 - CREST Publisher Services - www.crestpub.com



Preparing Your Manuscript

"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."



Preparing Your Manuscript

Remember:

- Your Christian book represents God to readers.
- Strive to have your book reflect His glory by being a quality product.



Preparing Your Manuscript

Additional Resource:

