You CAN Indie Publish & Market Your Book

Part 4
Steps to Publishing
Your Book (Cont.)

You CAN Indie Publish & Market Your Book

CIPA
Christian Indie Publishing Association

Marketing Christian Books
buy now

Sarah Bolme   Fourth Edition
The Essential Handbook for Publishers and Authors

Instructor: Sarah Bolme

Publish Your Book

Creating a Professional-
Looking Book

Publish Your Book

"The design sets that tone for the book and either calls out to the reader or sends the reader on to the next book."
~Valerie Andrews

Publish Your Book

In this seminar, you will learn:
- Setting the Price of Your Book
- Ordering an EAN Barcode
- Choosing a BISAC Code
- Designing Your Book Cover
- Gathering Your Metadata
- Printing & Distributing Your Book
- Copyrighting Your Book

Publish Your Book

Step 8
Set the Price of Your Book

Price
?

Publish Your Book

EAN Barcode
- Order from Bowker for $25.00 - https://www.myidentfiers.com
- If not sure of price—choose the 90000—then print the price on the back of the book.

ISBN 978-1-56592-479-6

54495

9 781565 924796

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Step 10
Choose a BISAC Code

BISG
BOOK INDUSTRY STUDY GROUP

Publish Your Book

BISAC Codes
- These codes are a list of industry-approved subject descriptors, which consist of two, three, or four levels of information such as:
  - RELIGION / Christian Church / Leadership
  - YOUNG ADULT FICTION / Fantasy / Contemporary
  - JUVENILE NONFICTION / Poetry / Humorous
  - FICTION / Christian / Historical

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REL012000 **RELIGION** / Christian Living / General
REL012140 **RELIGION** / Christian Living / Calling & Vocation *
REL012010 **RELIGION** / Christian Living / Death, Grief, Bereavement
REL012020 **RELIGION** / Christian Living / Devotional
REL012150 **RELIGION** / Christian Living / Devotional Journal *
REL012030 **RELIGION** / Christian Living / Family & Relationships
REL012040 **RELIGION** / Christian Living / Inspirational
REL108030 **RELIGION** / Christian Living / Leadership & Mentoring
REL012050 **RELIGION** / Christian Living / Love & Marriage
REL012060 **RELIGION** / Christian Living / Men's Interests
REL012160 **RELIGION** / Christian Living / Parenting *
REL012070 **RELIGION** / Christian Living / Personal Growth
REL012170 **RELIGION** / Christian Living / Personal Memoirs *
REL012080 **RELIGION** / Christian Living / Prayer
REL012090 **RELIGION** / Christian Living / Professional Growth
REL012110 **RELIGION** / Christian Living / Social Issues
REL012120 **RELIGION** / Christian Living / Spiritual Growth
REL099000 **RELIGION** / Christian Living / Spiritual Warfare
REL063000 **RELIGION** / Christian Living / Stewardship & Giving
REL012130 **RELIGION** / Christian Living / Women's Interests

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BISAC Codes are listed at:
http://bisg.org/page/bisacedition

BISAC CODES

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Step 11
Design Your Book Cover

Publish Your Book

Your Book Cover:
- Is a reader's first impression of your book.
- Is your most important marketing tool.
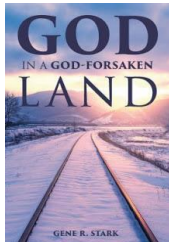- People do judge a book by it's cover.

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"I am not gonna lie, I wanted to read this book because of the cover. The cover caught my attention and the title had me interested. So I requested this book."
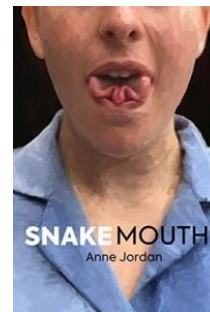

Publish Your Book

"This book sounded interesting enough—although it was mostly the cover that caught my attention."
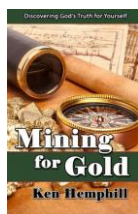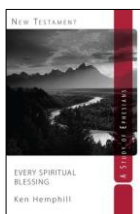

Publish Your Book

Publish Your Book
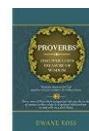
Important Book Cover Design Elements:
  1. The title should be legible across a room.

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Important Book Cover Design Elements:
  2. The cover design must look good in a thumbnail sketch.

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Important Book Cover Design Elements:
  3. Your cover design should not stand out from the crowd.

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Important Book Cover Design Elements:
  4. Use a Professional Photo.

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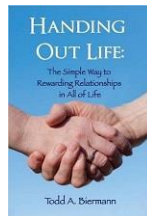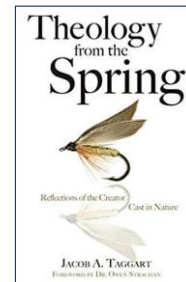Important Book Cover Design Elements:
  5. Don't Put Too Much On Front Cover.
  - ➢ Title
  - ➢ Subtitle or Teaser
  - ➢ Endorsement quote
  - ➢ Author

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K.I.S.S.

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Back Cover Copy

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Important Back Cover Design Elements:
  - ➢ A Blurb about the Book
  - ➢ Endorsements or Reviews
  - ➢ About the Author
  - ➢ EAN Barcode
  - ➢ BISAC Code

Publish Your Book

Back Cover Copy Essentials:

1. Your Blurb About the Book.
   - Make a Promise to Your Readers.
   - Answer the WIIFM Question.

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Nonfiction Example:

Christian Living title *Discerning the Voice of God* by Priscilla Shirer.

Do you feel that the ability to hear God's voice is for other people and not for you? Is it only for people who lived in Biblical times?

Not at all! The God who loved you enough to die for you loves you enough to talk to you. And wherever you are in your spiritual walk, God will find a way to speak to you in a way you will understand.

Publish Your Book

Back Cover Copy Essentials:

2. Make it Scan-Friendly.
   - Use Bullet Points.
   - For Nonfiction: The central points of what the reader will learn from the book should be bulleted.
   - For Fiction: Questions creating intrigue can be bulleted.

Publish Your Book

Nonfiction Example:

Nonfiction book *You'll Get Through This* by Max Lucado.

God is in the business of redeeming the broken. He was then. He still is. Do you crave some hope for the tough times? Then this is the message you need.

- *You'll get through this. It won't be painless.*
- *It won't be quick.*
- *But God will use this mess for good.*
- *Don't be foolish or naïve.*
- *But don't despair either.*
- *With God's help, you'll get through this.*

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Back Cover Copy Essentials:

3. Include an excerpt from an endorsement or a review.
   - One or two sentences from an endorsement is sufficient.
   - Use one or two endorsements only in the back cover copy.

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Back Cover Copy Essentials:

4. Keep the Author Information Concise.
   - Include only credentials and experience.
   - Author photo optional.
     - Use a Professional Photo.
     - Use the same photo across all your channels.
     - Get feedback on your photo at www.photofeeler.com.

Publish Your Book
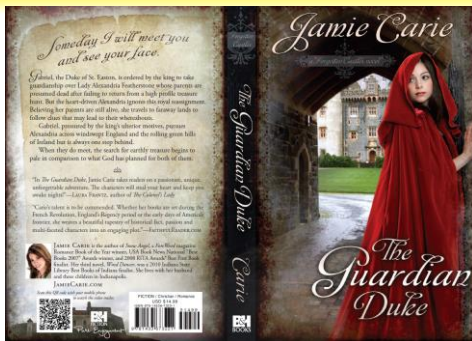
Back Cover Copy Essentials:
   5. Include an EAN Barcode.

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54495
9 781565 924796

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Back Cover Copy Essentials:
   6. Include a BISAC Code

RJ THESMAN writes as a daughter whose mother is disappearing into the shadows of Alzheimer's disease. Her hope is that caregivers and readers everywhere will find hope in the story of Reverend G. Thesman is a certified life coach, a Biblical counselor and a Stephen Minister. She works as Program Director for Gateway of Hope, a nonprofit organization whose mission is to help hurting women. She lives in the heartland of Kansas with her son and an elderly cat.

FICTION / CHRISTIAN / GENERAL
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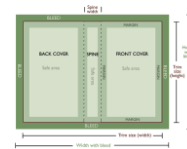
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www.crossrivermedia.com

Publish Your Book

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To Create Your Book Cover, You Need:
   • To Know Your Book's Trim Size.
   • To Know the Spine Width for Your Cover.
      ➢ Based on paper type and number of pages.
      ➢ Your Printer will provide you this measurement.

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DIY: Cover Design Services
   • https://thebookcoverdesigner.com/
   • https://selfpubbookcovers.com
   • www.coverdesignstudio.com
   • www.canva.com/create/book-covers
   • www.pressbooks.com

   Amazon Kindle Direct Publishing Cover Creator
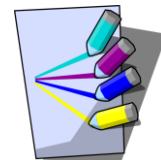   • https://kdp.amazon.com/en_US/help/topic/G201113520

Publish Your Book

Hire a Book Cover Designer
   • Reedsy - https://reedsy.com
   • Bibliocrunch - http://bibliocrunch.com
   • CIPA Partner Members

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Step 12
Gather Your Metadata

Publish Your Book

Metadata
- Metadata is the information required by the book industry supply chain (distributors, retailers, and consumers) to describe a book.
- Complete and accurate metadata is critical for your books to be discoverable and found by consumers.

Publish Your Book

Step 13
Print & Distribute
Your Book

Publish Your Book

3 Ways to Print Books

Publish Your Book

Indie Publish: Do It Yourself
- Traditional using an Offset printer
  - Initial cost is higher – but cost per book printed is lower.
  - You must purchase 1,000 or more copies of your book.
  - You must store large quantities of books.
  - You must find a distributor.
  - You have at least a thousand books to sell.

Publish Your Book

Indie Publish: Do It Yourself
- Print-on-Demand (POD)
  - Low initial cost – but cost per book printed is higher.
  - You can purchase any number of books from as few as one to hundreds.
  - No books to store – they are printed when they are purchased or ordered by you.
  - Many POD services offer some form of distribution.

Publish Your Book

Indie Publish: Do It Yourself
- Create and sell in ebook format only
  - ➢ Low initial cost – to turn your manuscript into EPUB and Kindle formats.
  - ➢ No books to store – they are stored on the Internet.
  - ➢ Easy to obtain distribution.
  - ➢ Sell from your own website.

Publish Your Book

Should You Publish in eBook or Print Format?
- Answer: Both
- Author Earnings reports that for all book sales (traditionally and nontraditionally published)
  - ➢ 61% of book sales are print
  - ➢ 36% of book sales are ebooks
    - ○ Fiction genre ebook sales are closer to 70%
  - ➢ 3% of book sales are audiobooks

Publish Your Book

Publish a Print & eBook Using Print-on-Demand

Publish Your Book

IngramSpark
www.ingramspark.com
- Must have your own ISBN
- Fee to set up a title in their system - $49 for both print and ebook (Free for CIPA Members)
- Fee for a proof (cost of printing + shipping)
- Free Distribution

Publish Your Book

Kindle Direct Publishing (KDP)
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- Free to set up title
- Use your own ISBN or they will give you one
- Has a free tool for you to create a book cover
- Fee for a print proof (cost of printing + shipping)
- Free expanded distribution for print only (beyond Amazon.com)
- Some retailers will not sell books by KDP

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Publish Your Book

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- Fee to set up a title in their system - $25 for just an ebook (Free setup for CIPA Members)
- Distribution to all major ebook outlets
- Earn 40% of retail price of book
- Book must be in EPUB format and have passed EPUB validation
  http://validator.idpf.org

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Smashwords
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- Use your own ISBN or get one free from Smashwords
- Free to set up a title in their system
- They offer a free ebook conversion tool
- Distribution to all major ebook outlets
- Earn 85% of net sales per book
- Number one ebook self-publishing platform

Publish Your Book

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- Free to set up ebook
- Format your book for free
- Distribution to major ebook outlets
- Earn 90% of net sales per book

Publish Your Book

Kindle Direct Publishing
http://kdp.amazon.com
- Kindle Create - Free tool to create Kindle ebook
- Free to set up your ebook
- No ISBN number needed (Amazon uses their own ASIN for Kindle ebooks)
- Earn 70% of sales for books selling between $2.99 and $9.99
- Earn 30% for sales of books over $9.99
- Allows you to turn your ebook into a print book

Publish Your Book

Step 14
Copyright Your Book

Publish Your Book

Copyright Your Book
- http://www.copyright.gov
- Registration online for single author, one work is $35
- If more than one author than fee is $55 for online registration
- Registrations for mail-in paper is $85

Publish Your Book

Step 15
Keep Stepping!
Market Your Book

Publish Your Book

Remember:

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

Publish Your Book

Additional Resources: