

Independent Publishing Boot Camp

Go Indy – Session 2

With Linda Goldfarb

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Mastering the Basics

- Microsoft Word
- Technology
- Social Media/Website
- Fear

Microsoft Word

- Do NOT use Tabs or Return Key for spacing, Short-Cut Keys
- Do Use Format Tab
 - Paragraph
 - Document
 - Insert

Microsoft Bug-a-Boos

- Auto-correct
- Auto-format
- Borders/shading (make sure none is chosen)
- Paste- paste special

Technology

- Your own computer
 - saving/downloading a document
 - opening/saving different file formats
- Your Internet
 - downloading speeds- file sizes
 - installing programs

Social Media

- Facebook
- Twitter, Pinterest, Instagram
- Website, blog
- Google

Fear (Mastering it by...)

- doing
- knowledge
- understanding its origins
- spiritual warfare- prayer

Print On Demand- with KDP (Kindle Direct Publishing)

You Are the Publisher–things you need to know

- Metadata specifications -
- Interior specifications
- Interior set up
- Cover specifications

Metadata

- Book info–format is trade paperback
- author info–bio
- ISBN
- tax reporting/bank info

Interior Specifications

- Trim size
- Images must be 300 dpi
- set page size with or without bleed
- set margins– gutter and outside
- pagination- section breaks, odd/even

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Cover Specifications

- single pdf, to trim size, leaving space for barcode
- 0.125 bleed on all sides, centered horizontally and vertically
- To calculate spine, multiply page count by 0.002252 for b/w and 0.002347 for color

Barcode

- KDP will add for free but must leave room for it
1. The bottom is 0.25" up from bottom trim line
 2. The right side is 0.25" to the left of the spine

Getting Help

- KDP experts
- Cover designers
- Editors
- Formatters
- Hire someone to do it all for you.

You have a book—now what?

- Marketing help from KDP
- Hire specific help such as a publicist
- Pay for a marketing coach
- Learn the ropes on your own

"The only really necessary people in the publishing process now is the writer and the reader." Guy Kawasaki

Understanding the Do-It-Yourself Process : The saying is true, you don't know what you don't know. And with Indie Publishing, that can be costly. This class will help you fill in the blanks saving you time, money, and frustration. Join us and 'Be In The Know'.