

Going Indie with Create Space

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Congratulations! You've finished your book and are ready to publish.

There are three categories of Publishing:

Traditional

Publishing company purchases rights to your manuscript, then publishes it at their own expense. You the author are paid an advance and royalty for each book sold. You the Author often have a literary agent who shops the manuscript around to publishers and takes care of negotiations. Agents are well worth the 15% commission. Slow process, often on the order of two or more years (including finding an agent). Very few authors are able to break the traditional barrier since publishers typically need books that will be blockbusters to invest in them.

Hybrid

You pay the publishing company to publish your manuscript under their company. While they sometimes call themselves "self-publishing" companies, they are not. If you are paying them to publish under their imprint then they are hybrid publishers. Typically the publishing company has several "packages" from basic to deluxe for which you can purchase extras such as editing, book listings, ebook development, and website design. Process from start to completion is usually on the order of months, depending on how much work is involved to develop your book. You the author work with the company to develop your book, but may not be completely independent with choosing things like retail price and employing marketing strategies. You the author purchase your books from the publishing company, and they list your book, handle your sales, then pay you royalties.

Self or Indie

You format and create your book files from start to finish, or else hire people on a **work-for-hire** basis to help create your files. In work-for-hire the person does the work and is paid only once. He or she has no stake in your book → you keep all profits and control. Since you direct all aspects, this is the most efficient and economical approach to book publishing. You can publish a book for free or very low cost if you know what to do. There is a learning curve and/or the need to hire people to prepare files. Since you are free to publish as many books as you want, market as you want, and purchase as many books as you want directly from the printer, you can conceivably create a considerable passive income by writing and publishing books.

Today's talk discusses how to use CREATE SPACE to INDIE-PUBLISH YOUR BOOK!

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CREATE SPACE is a subsidiary company of Amazon. It uses **Print-on-Demand (POD)** technology to produce books one at a time. POD is a new technology; before about the year 2000 books could only be printed using **offset technology** with plates that produce 500+ books at once.

There are three critical factors for generating book sales:

Cover

Back Cover Copy (BCC)

Title

### Getting an Awesome Cover

Your book cover in a glance tells a story to describe your book.

Be familiar with covers in your genre. Design your book cover to be consistent with these, but also a little different so it stands out.

Four places to get a cover:

- Pre-made Book Covers
- Hire Someone
- Do It Yourself
- Use Amazon's Create-A-Cover

### Back Cover Copy (BCC)

Should be 100-150 words.

Use the BCC of other books in your genre as models to help you structure your copy.

Write for the reader, not for yourself.

Identify your target audience.

Fiction and Memoirs: need to establish reader empathy with your book's characters and problems.

Don't tell too much, and end the description with a cliffhanger.

Nonfiction: the book is about solving a problem the reader has.

Describe how the book will help the reader. Don't just describe the book.

Use bullet points.

The **CALL TO ACTION** at the end of BCC dramatically increases sales.

### Title

Fiction: Intrigue.

Often title can be found within your manuscript.

Nonfiction: you must be very clear with what your book is about.

Sometimes you can create a whimsical subtitle to go with clear title.

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Formatting

Create Space and other POD printers require two files:

- High-quality PDF interior
- High-quality PDF cover

Interior

You can use Word to format your interior.

Check out formatting guidelines on the web or in books.

I wrote a step-by-step guide for print books and e-books specifically for GPCWC 2017 conference so check it out if you like - the book is on the book table, purple cover with a cat reading a book.

I plan a 3-book series covering self-publishing in more depth to appear on Amazon soon.

These books will use a step-by-step format to easily walk you through the process.

Cover

Correctly-formatted cover must have a front, back, and spine that is precise based on number of book pages.

You need to use a template to ensure correct sizing of cover file.

You can find free book templates on Create Space or Ingram Spark.

ISBNs and Barcodes

ISBN is your book's unique identifier.

You can get a block of 10 ISBNs from Bowker for \$300 or a free ISBN from CS.

Remember that "free" usually has strings attached so understand the limitations before you take the free ISBN. It may or may not be a good choice for your book.

Barcode is located on bottom right of back book cover.

You can get a free barcode by looking up "ISBN barcode generator" on google. Never pay for one.

If you have any questions about publishing please feel free to find me at the conference or email me at amydeardon@yahoo.com. I will give you my best unbiased advice to help you navigate and choose your best actions for your book.

I started my company, www.ebooklistingservices.com, because I kept hearing so many horror stories of bad publishing experiences and wanted to help people have a great experience when self-publishing. Our company does **work-for-hire** to publish your book—you hand in your manuscript and we do the rest, with your direction, for reasonable prices. You keep all rights and profits at all times. We treat you the way we want to be treated.