



Boost Sales and Build Credibility
- A Guide to Self-Publishing a Book or EBook

By

Trish Radge, Radge Publishing

With

Peter Barlow, Spring Loaded Communications

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Introduction

Nothing creates credibility faster than handing a new or potential client a copy of your book.

Our minds associate a book with success.

If you've written and published a book you MUST know what you are talking about...right?

Right or wrong, when you hand someone a copy of your book you take a step up their credibility ladder.

The better the book looks, the more credibility you create.

This booklet is designed to guide you through the publishing process and put you in touch with people and organisations that can assist you with each stage. Contact each person directly via their website or email address as listed in this document. These are the people we use to create books and eBooks. We are not recommending anyone we do not use directly.

Self-publishing is a mammoth task and is not something done overnight. It takes time and commitment, is daunting and at times overwhelming but the end result makes the effort worthwhile.

Where to begin?

The more work you can do yourself the cheaper this process will be.

Aim to write around 30,000 words for a standard 100 page book at 6" x 9".

It is one thing to write a manuscript but you must edit, edit, edit. Sloppy writing costs money to correct –proof readers are generally paid by the hour so the more corrections they need to do, the more it costs.

Editing a print-ready document costs a lot – about \$25 per correction.

Expect to read and edit your manuscript at least 20 times...seriously. You owe it to yourself to create the best product you possibly can.

How you intend to sell your book will determine the type of files the designer needs to create.

- Will your book be paperback, hardcover or eBook?
- If you are selling eBooks which platform do you intend to sell them on?

The answer to the above questions will determine the type of files you need created. Print books generally require print ready PDF files, most eBooks require EPUB files. Your designer can create these files for you but you must tell them up front which ones you require.

It is not possible for individuals to sell directly to iBooks (Apple's eBook platform). You must use an aggregate such as Lulu.com or Smashwords. However you can sell directly to Kindle via Amazon KDP. See 'Selling and Distributing eBooks' below for more information.

Create a Clean Word document

Structure of the Word document

By Peter Barlow from *Spring Loaded Communication* who are available to design the interior and exterior of your book (contact details below):

Ensure the Word document you submit to the designer is a complete version of your book and is ordered in the way you need it to appear in the final layout. We are happy to consult on the structure of the content if the need arises but this may incur a consultation fee.

Changes to the structure and order of the content in proof stage once the book layout has been done by us will mean extra work and could add extra charges.

Inclusion of columns:

Please do not apply columns to your Word document; we will apply columns as needed in the layout stage.

Indents:

Please avoid manually inserting indents at the start of paragraphs (e.g.: using the tab key or adding spaces with the spacebar), rather use Word's first line indent function.

Double spaces after a full stop:

Please don't - one space is enough.

Tables:

Please ensure that these are editable and not pasted into Word as a flat image. If there are no editable versions available then we are happy to transcribe the information out of the supplied table but this will incur an extra charge.

Images:

You can paste images directly into Word but these will only be used as a reference for where the image will need to go in the final layout. Please supply the images you wish to include in your book as JPeg files (300 dpi) which are separate to the Word document itself. Processing these images for print will be included in the project cost. Please also ensure that you own the rights to use these images in print.

We are happy to research and purchase stock images on your behalf but we will need to charge a mark-up on the cost of any image purchased for you by us.

Finally, we highly recommend that the supplied Word document has been proof-read by a professional (contacts below) prior to it reaching us for layout. Our quote will include at least two rounds of amendments but wholesale revisions of the text or hundreds of grammar or punctuation changes will be deemed as out of scope and will incur extra charges. Please advise if you would like pre- and post-layout proof-reading, see below for our full description of services we offer.

A summary of the services offered by Spring Loaded Communication:

We aim to be a one-stop production partner for small publishers and self-publishing authors (NOTE: we are not a publisher), as such we provide a full suite of services.

Core services:

- Book Cover Design
- Internal design and typesetting
- Final eye proofreading
- Ebook conversion to ePub format for use on Amazon and iBooks

Value-added services:

- Pre-layout manuscript proofreading
- Image research and purchasing
- Indexing
- Transcription and typing services
- Illustration

Services we do NOT offer (see below for contacts)

- Publishing, promoting and distributing the book
- Printing of the book
- Registration and upload of the book to eBook stores
- Procurement of an ISBN for the book

Project costs are based on what services are required, the brief and kind of material that we are supplied with and the deadline for completion of the project. A typical book project can take around 1 month to complete if only the core services listed above are required. Shorter deadlines will incur rush fees based on how short-notice the deadline is.

A full set of terms and conditions will be supplied to all potential clients and must be agreed to before a project can begin.

Contact Peter Barlow directly for a quote:

Peter Barlow – Loaded Spring Communication Design Online:

www.loadedspring.co.za

contact@loadedspring.co.za

Proofreading

I can't stress highly enough how important it is to have your manuscript proof read. There is nothing more distracting than trying to read a book or eBook with grammatical or spelling errors.

Palmira Wilkie

Email: palfrank@spiderweb.com.au

Phone: 0412 533 080

Cover Design

People WILL judge your book by its cover. Make sure your cover design is excellent, eye catching and relevant.

Geoff Powell from www.Photografica.com.au

Email: studio@photografica.com.au

Phone: 0414 417 213

Peter Barlow from www.loadedspring.co.za

Email: contact@loadedspring.co.za

Griffin Press provides cover design layout templates in the Resource Section of their website (details below). If you are printing a paperback or hard cover book forward the cover design template onto your designer.

ISBN (book identifier number)

If you intend to sell your book you will need an ISBN. A physical book requires one ISBN. An eBook requires a separate ISBN (even if the content is exactly the same). Some eBook distribution companies will allocate an ISBN for you however if you are printing a physical book you will most likely need to apply for your own ISBN.

In Australia ISBNs are distributed by Thorpe Bowker www.thorpe.com.au – click on the Author link.

Ensure you give your ISBN to the person laying out your book – the ISBN needs to be included in the Front Matter (sample of Front Matter is below).

Barcode

If you are selling physical copies of your book in stores you will need a barcode. Barcodes can be purchased at the same time as your ISBN via Thorpe Bowker www.thorpe.com.au. The barcode file will be emailed to you. Forward the file to your cover designer.

CiP (National Library of Australia Cataloguing-in-Publication entry)

To be included in library catalogues including the National Library and State Libraries you will need to apply for a CiP. Apply online <http://www.nla.gov.au/cip/applying>

This is NOT essential. If you do apply for a CiP then you must post a copy of your book, once published, to the National and QLD State Library. There is a list of FAQs on the above website.

Printers in Australia

Bulk Printing

We recommend Griffin Press in Victoria <http://www.griffinpress.com.au/>

The Griffin Press website provides comprehensive information about book production. Their Resource Centre <http://www.griffinpress.com.au/resource-centre/resource-centre> includes guidelines for book size, paper types, cover material, colours and cover templates.

Griffin Press also have a free online Quote system – it is instant so you know straight away how much it will cost to print any number of books.

Griffin Press requires PDF files specifically formatted for printing. Your designer will provide these.

Print on Demand

There are many companies who provide Print on Demand (POD) services. POD enables you and your customers to order a single copy of your book; one copy is printed and sent direct to the purchaser.

Lightning Source is one of the largest POD companies and they now have a factory in Melbourne. For more information about POD visit www.lightningsource.com then click through the 'International Sites' link to Australia. I would not recommend selling eBooks via Lightning Source. I find them expensive and their website difficult to use.

Other Print on Demand services include:

Lulu www.lulu.com

Amazon's Create Space www.createspace.com however you cannot currently create an account with Create Space without a US bank account.

Selling and distributing eBooks

There are numerous eBook readers on the market. Unfortunately many of them use different file formats. To simplify the process Smashwords will distribute your eBooks to all major sites including iBooks. www.smashwords.com

Smashwords are very specific about the formatting of your files. Your files will be rejected unless you follow their Style Guide to the letter. Peter Barlow from Loaded Spring Communication (contact

details above) is experienced in file creation for Smashwords. The Style Guide is available on the Smashwords website. Smashwords does accept Word documents but ONLY if they meet the Style Guide. The Word document is then converted into an .EPUB file. Peter Barlow will create an EPUB file for uploading to Smashwords.

Kindle eBooks:

Amazon manage their own eBook sales via Amazon Kindle Direct Publishing www.kdp.amazon.com

You can upload various file types to Kindle. For more information on file types visit <https://kdp.amazon.com/help?topicId=A2GF0UFHIYG9VQ> or Google "File Formats for KDP".

Distribution

Nothing is easy about distributing books. Book stores have little or no interest in independent, self-published authors. You cannot rely on stores to sell your book. If you do not have a ready market (i.e. a website with a database of customers eagerly awaiting the release of your new book) then I strongly suggest that you only print a small number of books – just enough to sell to friends or to give away if they are for business purposes.

If you really think that people will buy your book then look through the list of publishers on the Australian Book Group website and find a publisher who publish your genre. Talk to them before you go through the self-publishing process. <http://australianbookgroup.com.au/>

Alternatively stick with eBooks sold via Smashwords and Kindle – they do all the hard work for you but you do have to promote the book.

Promotion

Build it and they will come...does not relate to the book industry. You MUST promote your book.

There are many ways to promote your book and below are just a few ideas. You will be limited by budget and time. One thing to remember is that people will not buy your book just because you say they should.

You need to solve a problem.

Identify the problem your book solves and use this to promote your book.

- Email your permission-based database
- Write articles for your blog
- Use Facebook advertising
- Promote via social media
- Offer to do a free talk at your local library
- Offer to do a presentation at industry events
- Post videos to YouTube

How to Layout Your Book's Front Matter

Sample Front Matter:

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Radge Publishing. PO Box 721 Noosa Heads QLD 4567 Australia

www.radgepublishing.com

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Note: You will only include this information if you have applied for CiP. The National Library provide you with this information. If you do not apply for CiP display only the ISBN.