

From Idea to Shelf

Intro

About Us



Candy Phelps

Author of "Grow Your SEO"
www.icandy-graphics.com



Rachel Keranen

Author of "Eat Well" and "Evolution of Stars and Galaxies"
www.rachelkeranen.com

Publishing Options

- Work with a publishing house
- Print your book at a commercial printing house
- Print on demand such as Amazon's CreateSpace or Barnes & Noble Nook Self Publishing

First Steps

Goals

- Money?
- Professional credibility?
- Literary career?
- Satisfaction?

When to Self-Publish

- **Do** self-publish when your primary goal is to:
 - See your manuscript in print
 - Create a deliverable in line with your business
- **Don't** self-publish when your primary goal is to:
 - Establish a literary career...unless you are an expert marketer or will hire an agency

Other ideas? Let's talk through them

Writing and Editing

Writing

- Create a writing schedule
- Create an outline (chapters, key points)
- Write every day
- Write in the mornings, if possible
- Write, don't edit

Editing - Self

- Take a break from the book
- Read it aloud
- Vary sentence structure

Editing - Self

Example from Purdue's Online Writing Lab

- Original:

Many really good blues guitarists have all had the last name King. They have been named Freddie King and Albert King and B.B. King. The name King must make a bluesman a really good bluesman. The bluesmen named King have all been very talented and good guitar players. The claim that a name can make a guitarist good may not be that far-fetched.

- Revision:

What makes a good bluesman? Maybe, just maybe, it's all in a stately name. B.B. King. Freddie King. Albert King. It's no coincidence that they're the royalty of their genre. When their fingers dance like court jesters, their guitars gleam like scepters, and their voices bellow like regal trumpets, they seem almost like nobility. Hearing their music is like walking into the throne room. They really are kings.

Editing - Self

- Replace adverbs with strong verbs
- Remove clichés
- Remove exclamation points
- Remove excess words

Editing - Friends

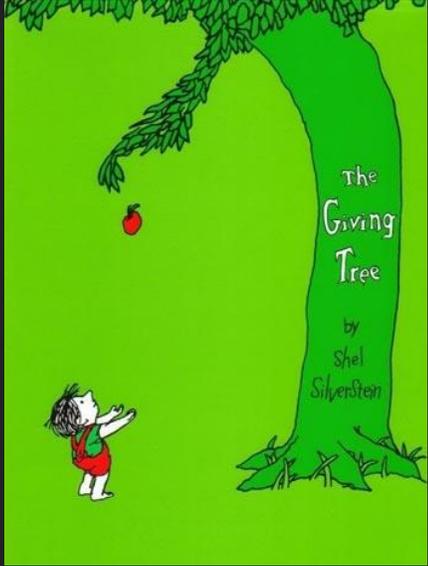
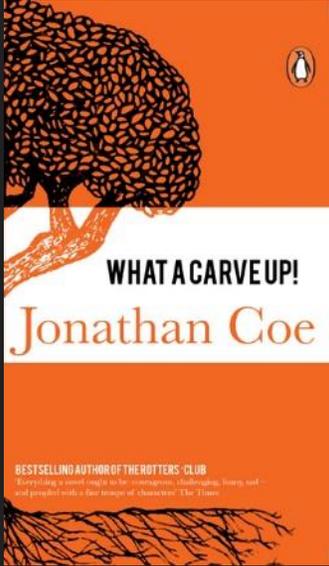
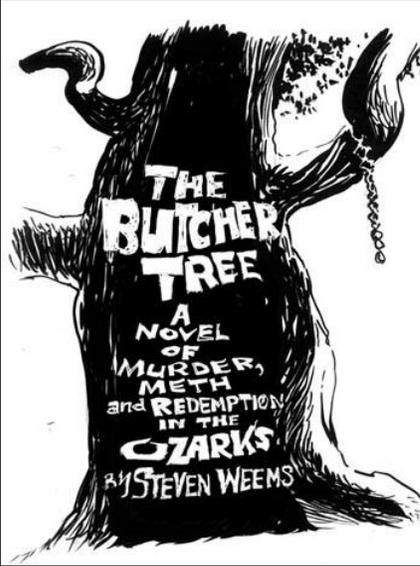
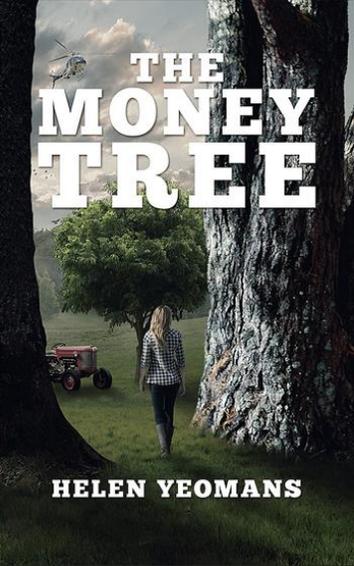
- Ask friends for the following feedback:
 - What did you like about the book?
 - What didn't you like about the book?
 - What was hard to follow or understand?
 - Would you buy this book? Why? For whom?
- Revise based on their feedback

Editing - Professional

- Find an editor who focuses on high-level elements
 - Plot
 - Structure
 - Theme
 - Organization
- If your budget is limited, prioritize based on known weaknesses

Design

Cover Design

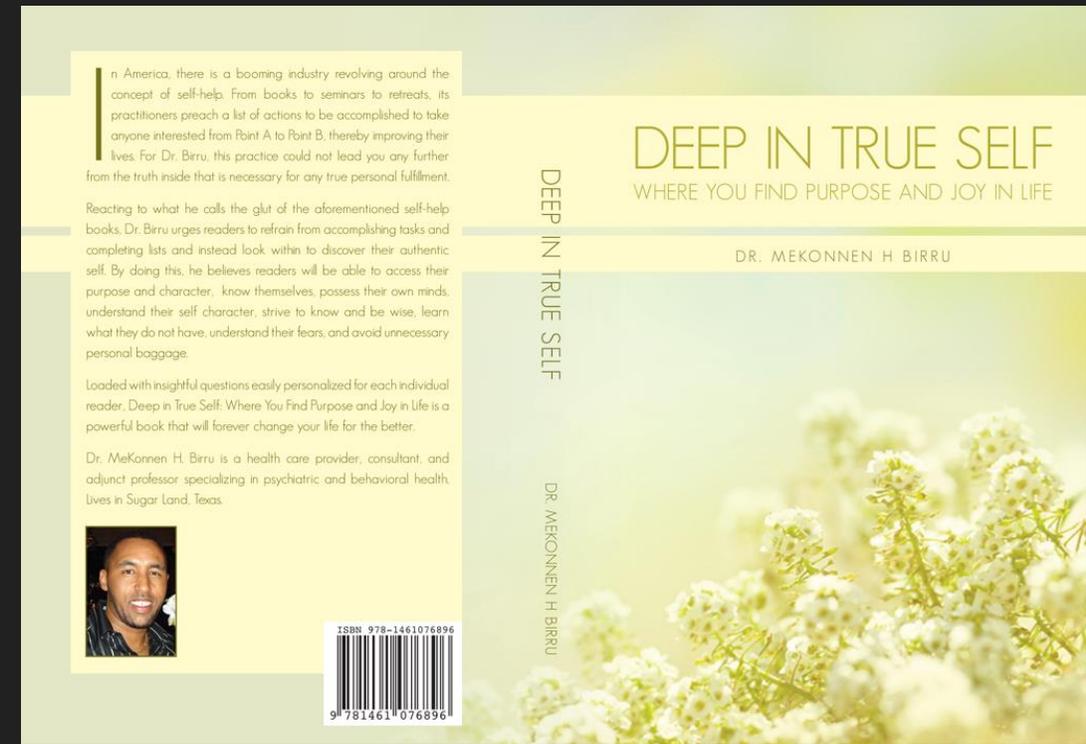


Cover Design

- Design Your Own
- Create Space Custom Book Cover
- Hire a Photographer
- Hire an Artist or Graphic Designer

Cover Considerations

- Finalize title / subtitle
- Set up cover / spine / back
- Write back cover blurb
- Get praise
- Get professional headshot
- Decide on trim size
- Design cover art



Interior Design: Key Facts

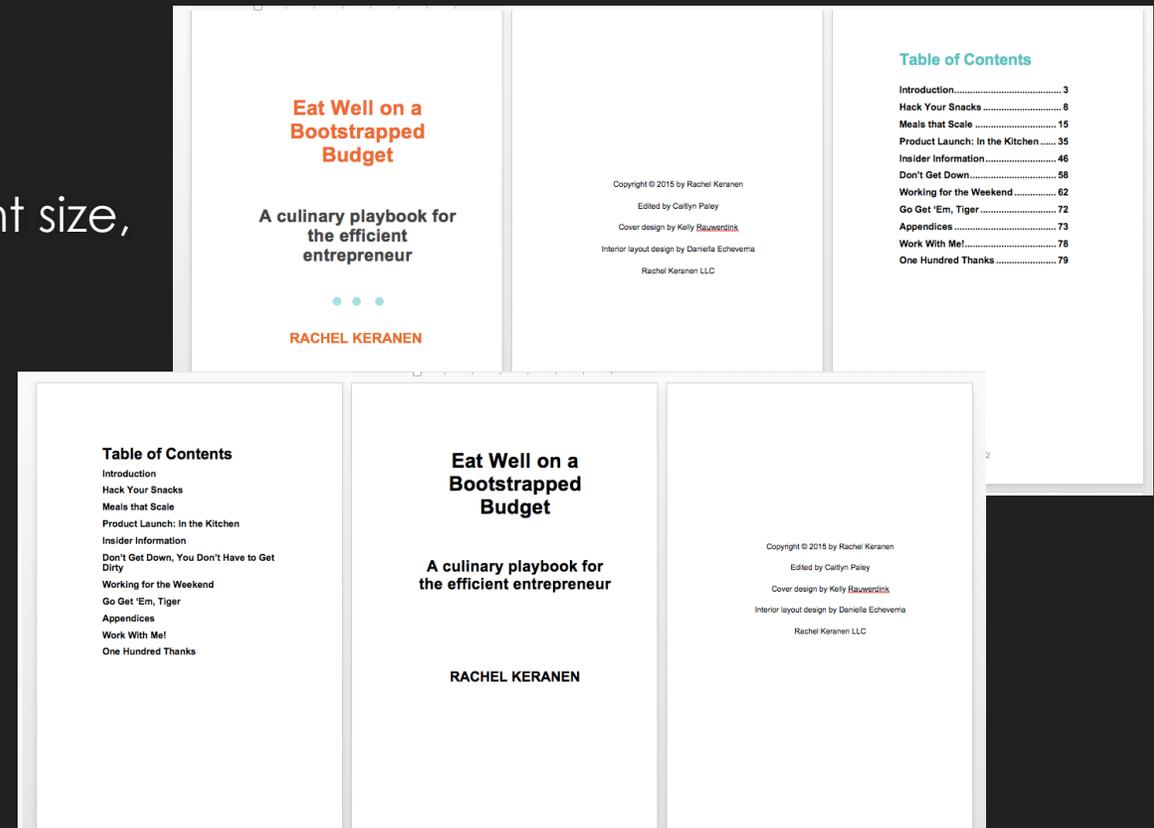
- Different design parameters and processes for print and Kindle
- Interior color photos and text increases minimum cost of book
- Kindle readers are used to certain abilities, like changing font type and size

Interior Design: Decision Points

- Designer
 - Self
 - Template
 - Professional
 - Freelance
 - Agency
 - Fiverr
- Color v. Black and White

Interior Design: Best Practices

- Find physical books you like and study font, font size, margins, and front & back matter
- Use margins of at least 0.8 inches
- Insert page breaks between chapters



Interior Design: Resources

- [Step-by-Step Guide to Formatting Your Book's Interior](#)
(CreateSpace forum)
- [Building Your Book for Kindle](#)

Publishing Logistics

Logistics Topics

- Pricing
- Distribution Channels
- ISBNs
- Amazon Product Categories

How to Price Your Book

- **Research:** Look at prices of similar books (length, topic, trim size, authority)
- **Print cost:** Calculate your royalties on CreateSpace
- **Sales:** Estimate your sales based on your existing audience
- **Purpose:** Consider if having more sales is better than getting a higher royalty

Pricing

- Minimum price threshold dependent on choices and distribution channels
- You can change price at any time
- You can do a sale or promotion at any time

Pricing

CreateSpace's Cut

- A percentage of the list price for each sales channel
- A fixed charged
- A per page charged based on the print location (i.e. Europe)

<https://www.createspace.com/Products/Book/#content6:royaltyCalculator>

Royalty Calculator

Print Options			
Interior Type	Black and White	Number of Pages	100
Trim Size	6" x 9"		
List Price	Channel	Royalty	
USD \$ 20 <input type="text"/> <input type="button" value="Calculate"/>	Amazon.com	\$9.85	
	eStore	\$13.85	
	Expanded Distribution	\$5.85	
<input checked="" type="checkbox"/> Yes, suggest GBP price based on the U.S. price	Amazon Europe For books printed in Great Britain	£6.57	
GBP £ 13.79 <input type="text"/> <input type="button" value="Calculate"/>			
<input checked="" type="checkbox"/> Yes, suggest EUR price based on the U.S. price	Amazon Europe For books printed in continental Europe	€8.87	
EUR € 17.79 <input type="text"/> <input type="button" value="Calculate"/>			

List Price \$20 = \$9.85 Royalty

Print Options			
Interior Type	Black and White	Number of Pages	100
Trim Size	6" x 9"		
List Price	Channel	Royalty	
USD \$ 25 <input type="text"/> <input type="button" value="Calculate"/>	Amazon.com	\$12.85	
	eStore	\$17.85	
	Expanded Distribution	\$7.85	
<input checked="" type="checkbox"/> Yes, suggest GBP price based on the U.S. price	Amazon Europe For books printed in Great Britain	£8.64	
GBP £ 17.24 <input type="text"/> <input type="button" value="Calculate"/>			
<input checked="" type="checkbox"/> Yes, suggest EUR price based on the U.S. price	Amazon Europe For books printed in continental Europe	€11.54	
EUR € 22.24 <input type="text"/> <input type="button" value="Calculate"/>			

List Price \$25 = \$12.85 Royalty

Distribution Options

Standard Distribution

- Amazon.com
- Amazon Europe
- CreateSpace eStore
eBook for Kindle

Expanded Distribution

- Bookstores and Online Retailers
- Libraries and Academic Institutions
- CreateSpace Direct

Categories

BISAC Category

Book Industry Standards and Communications (BISAC) categories are used by the book-selling industry to help identify and group books by their subject matter.

BISAC Category *

[What's this?](#)

→ [Enter a BISAC code](#)

Antiques & Collectibles >	Non-Classifiable
Architecture >	
Art >	
Bibles >	
Biography & Autobiography >	
Body, Mind & Spirit >	
Business & Economics >	
Comics & Graphic Novels >	
Computers >	
Cooking >	
Crafts & Hobbies >	

Non-Classifiable / Non-Classifiable

Choose this Category

Categories

Look for Similar Items by Category

[Books](#) > [Literature & Fiction](#)

[Books](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Epic](#)

[Kindle Store](#) > [Kindle eBooks](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Epic](#)

[Kindle Store](#) > [Kindle eBooks](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Sword & Sorcery](#)

Feedback

- ▶ If you need help or have a question for Customer Service, [contact us](#).
- ▶ Would you like to report poor quality or formatting in this book? [Click here](#)
- ▶ Would you like to report this content as inappropriate? [Click here](#)
- ▶ Do you believe that this item violates a copyright? [Click here](#)

Categories

Search Keywords

Search keywords can help your title show up on both Amazon.com and search engines. Pick phrases that you think customers are likely to use when either searching for your title specifically, or when shopping for products that may be similar in subject matter.

3. Target Your Book to Customers

Categories [\(What's this?\)](#)

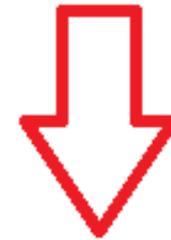
General, Epic

Add Categories

Search keywords (up to 7, optional): [\(What's this?\)](#)

d and sorcery, immortality, military fantasy, coming of age, gods & goddesses |

0 keywords left



ISBN Numbers

ISBN

◀ Back Next ▶

What to do on this page: An [ISBN](#) is required to publish and distribute a book. [Compare ISBN options](#) and find the one that's right for you.

* You can skip this section if you haven't decided which ISBN option to use, but you'll need to complete this page before you can publish your book. [Return to your Project Homepage](#)

Choose an ISBN option for your book:

Free CreateSpace-Assigned ISBN

We can assign an ISBN to your book at no charge.

Custom ISBN

Set your own [imprint](#) to be listed as the publisher.

Only \$10

Custom Universal ISBN

Set a custom imprint while keeping your distribution and publishing options open.

Only \$99

Provide Your Own ISBN

If you have an ISBN that you purchased from Bowker® or through your local ISBN agency, you can use it to publish your book through CreateSpace. You must also enter the imprint name associated with the ISBN.

CreateSpace-Assigned ISBN: Free

PROS

- Free
- Expanded Distribution

CONS

- CreateSpace listed as publisher (bookstores don't like this)
- Can't print anywhere else

Custom ISBN: \$10

PROS

- Inexpensive
- Listed as your own publisher so more likely to be picked up by bookstore

CONS

- No Expanded Distribution (schools, libraries)
- Can't print anywhere else

Custom Universal ISBN = \$99

PROS

- Listed as your own publisher
- Can print anywhere
- Maximum Flexibility

CONS

- Expense
- No Expanded Distribution (schools, libraries)

Provide Your Own ISBN | Cost varies

PROS

- Listed as your own publisher
- Can print anywhere
- Maximum Flexibility
- Can buy discounted block of ISBNs if you plan to publish a lot

CONS

- Expense
- No Expanded Distribution (schools, libraries)

Marketing

Marketing Topics

- Website
- PR
- Social Media
- Blogs and Podcasts
- Swag

Website Steps

1. Buy a domain name
 1. Your name or name related to books
2. Build a website
 1. Squarespace
 2. WordPress

Website Best Practices

- Include the following pages or sections:
 - Homepage
 - Book cover
 - Blurb/summary
 - Testimonials
 - Links to Amazon
 - Newsletter Signup Form
 - About the Author
 - Include professional portraits or headshots if feasible
 - Contact Me
 - Social media profiles
 - Blog

PR

1. Identify publications that review books like yours (find past examples)
2. Craft a press release that imitates a book review similar to what the publication runs
3. Include photos of yourself and the book
4. Send through PR distribution services (PRWeb, etc.)

Check out a [PR tutorial](#) (see handout) or consider hiring a professional

Social Media

- Create Facebook page for book
- Join groups relevant to book topics and be an active member
- Use Facebook, Twitter, and Instagram for:
 - Giveaways
 - Promotions
 - Announcements

Blogs and Podcasts

- Identify blogs and podcasts relevant to your target audience
- Seek opportunities to write a guest post, do a Q&A, or get coverage
 - Be an active commentator and develop relationships with bloggers
 - Send a version of your media release (personalize for each blog)
- Smaller, more niche blogs are more likely to cover you

Swag

- When you tell people about your book, have something ready to hand out with a link to Amazon
 - Book-specific business card
 - Bookmark

Launch Day

- Take entire day off of work
- Preorder books to sell in person
- Check website and order forms
- Send out an email newsletter
- Promote the book via social media
- Distribute press releases
- Plan a book signing
- Have giveaways or contests to create buzz

Post-Launch

- Identify relevant holidays for your book to run social media and press promotions
 - Ex. Cinco de Mayo for book on Tex-Mex, Christmas and Hanukkah, first day of spring for gardening book
- Solicit honest reviews on Amazon from friends, family, acquaintances

Final Considerations

Other Self Publishing Options

- Barnes & Noble Nook Self Publishing
- Print your book at a commercial printer
- eBook PDFs sold on your own website

Questions

Workshop

- Write a synopsis of your book (5 minutes)
- Describe your market (2 minutes)
- Get into small groups (3-4 people)
- Take turns sharing and discussing your synopsis and market segments
 - Questions
 - Suggestions

Questions

Conclusion