

g

GUIDE TO SELF-PUBLISHING

A Tips and Tricks Guide



Is Your Manuscript Ready for Publishing?

Learn how to become a Published Author with this easy to use guide
including *Tips* and *Tricks* for the advanced Publisher.

Copyright © 2011 Ball Media

All rights reserved, no part of this book shall be reproduced or transmitted in any form or by any means. The material contained herein is subject to change without notice.

Phone: (888) 256-3472
Fax: (519) 756 8641
e-mail: info@ballbookfactory.com

Printed in Canada

Embracing the Self Publishing Phenomenon

When your manuscript is complete and ready to be released to the world, writers normally send copies to literary agents and traditional publishing houses, hoping and praying that their efforts will be accepted and rewarded.

In reality, the typical hopeful author will receive nice letters of rejection from those traditional sources of hope and prosperity. In this new publishing era, many authors are now considering self-publishing and turning to companies like First Choice Books to get their books in print and onto bookshelves.

Your first decision as an author is to select an editor with whom you can work – one who will not "gut" your story to suit his own needs. Maybe a proof reader will be required to check grammar and spelling so that the book will have a professional feel. The publishing phase is the easiest of the whole process. Selecting a Self-Publishing Company like Ball Book Factory will certainly make it easy for you. Cover design, page layout, ISBN, CIP and obtaining barcodes can all be done quickly and easily. Within a few weeks, books will arrive at your doorstep.

Publicity and marketing will be the next stage and can be very tricky. There are many publicists and booksellers who will glorify sales and it will be your decision in selecting the right one to market your book and collect royalties.

Did you know that royalty returns from a traditional publisher can be as little as 5 to 10 per cent and this could be after 1 to 2 years? They will also keep all movie and TV rights to your work. You will get excited that one of the larger, online retailers will carry your book, but caution is advised to read the fine print. Book returns, extra charges for insurance, shipping and so forth are a few issues with which you ought to become familiar. Royalty cheques may be few and far between.

Your best bet is to promote and market the book yourself and if you are successful with book retailers and online bookstores, then more power to you!

For more information, visit www.ballbookfactory.com

Why Self-Publish?

We are an independent book publisher that will provide the necessary services to meet or exceed your expectations. We are responsive to your needs. Enjoy the freedom, flexibility and high profitability that comes with being a self-published author. There are many reasons to self-publish.

Timing

If your subject matter is timely, why wait? Traditional publishing takes over a year.

Control

You maintain total control and keep all rights. Why have someone make all the decisions for you regarding book cover design or changes to your content.

Profit

Writing and publishing is a business for many authors. You need maximum return for your investment both in time and research.

Quantity

Self-publishing does not require producing a large quantity of books to keep the unit cost down. A small quantity – as low as 200 books, can be produced affordably.

Review Copies

A small quantity of professionally printed books can be sent to libraries, bookstores, radio TV and newspaper, for reviews.

Rejection

No rejected manuscript!

Here to Stay

Don't be fooled. It is a new trend and here to stay. Thousands are already using it.

Confidence

Sell a few books on your own and start to build confidence. No one can guarantee you sales, unless you are one of a select few authors.

It is, therefore, important to research the industry and make a selection on who is best suited to produce a quality book with on-time delivery. Only a handful of good SELF-PUBLISHING companies are out there – and we are one of them. We produce both “soft” and “hard” cover books, with regular or custom binding such as Smyth-sewn or wire-o hard cover. Our production ranges from 25 to 1000 books for high-speed digital printing and 1000+ for offset printing.

Is your Manuscript Ready for Publishing?

As the publisher of your book, you control the preparation of your manuscript for success. Good editorial advice will ensure that the language captures the target audience. Grammar and story flow help readers comprehend your story structure easier. If you are SELF-PUBLISHING your book, you are the publisher and thus, you control the publication process. You must incorporate the necessary steps to meet your readers' expectations. The first step is usually editing followed by design of your book.

An author should not be the only person to read or edit her book. It is highly recommended that she hires a professional editor familiar with the subject matter to ensure that the book will have a polished and professional presentation.

Editorial services usually follow a general process: "macro editing", which is an overall review of your manuscript; 'micro editing", which includes grammar and spelling; and proof-reading your final draft. Some editors charge by the word and some charge by the hour. If your book is for family and friends, try using the services of a high school English teacher or University English grad for your editing. This will save you money! Should you prefer a professional editor, please visit the Talent Pool on our website for a list.

After the editing is completed comes the easier task of page layout and cover design. For a professional look, page layout and cover design should be left to a professional graphic designer such as those at Ball Book Factory. In many cases, money is saved through the use of a graphic designer because he will know how to lay out your book to avoid unnecessary pre-press charges.

File Preparation

Once your manuscript has been written and edited to the point where you feel that it is ready for publication, the information below will help you present it to us the way we prefer.

First, make a digital file (i.e., type your manuscript, using a word processing program, into your computer). If you cannot do this yourself, ask around for a college student or typesetter to do this for you.

Popular word processing and page layout programs include: MS Word, MS Works, Word Perfect, Adobe InDesign, Adobe PageMaker and so forth. There are also “free” software programs you can download and use (these are called “open source”) to typeset your book. However, we may not be able to open these files, so you will have to create a PDF document from your open source software. For more information on open source, visit www.openoffice.org

If there are many files for your book, such as each chapter as a separate file, you need to copy and paste the contents of all these files into a single, continuous file before you forward the file to us for printing.

Images should be scanned and saved at 300 dpi JPEG, then inserted in your original files.

Copyright fonts will not embed in a PDF and should not be used, since they will not print correctly.

In a PDF file, embed the font and set line art at 1200 dpi.

Print a hard copy in a print-ready format and check it out before sending the files to us.

It may be a good idea to save these files in a folder and place it on your desktop.

An average file, with images, should be approximately 40Mb. If it is over 40Mb, convert your TIFF to JPEG format.

To send your file, you have three options:

For files of 10Mb or less, you can send it as an attachment to an e-mail.

To send larger files, use one of the many free internet services such as www.yousendit.com

Or, you can simply send a CD or DVD of your files by mail. In this case, send us a hard copy as well that we can use for comparison.

Unlike many competitors, Ball Book Factory publishes books in many sizes and binding styles, (vertical or landscape). The most popular sizes are:

5.25" X 8.25"

5.5" x 8.5

6" x 9"

7" x10"

8.5" x 11"

You are not restricted to these sizes. We can change them upon request.

Page setup

In FILE menu, you will find 3 tabs. (Margins, Paper, Layout).

MARGINS tab should have evenly spaced margins at top, bottom, and outside. Inside margin should be slightly larger (to allow room for binding).

ORIENTATION should be either portrait or landscape.

PAGES should always have mirror margins (your book pages should essentially “mirror” themselves).

Page setup: Paper

PAPER SIZE should be the size of your finished book. This should be applied to the WHOLE DOCUMENT.

Page Setup: Layout

This section has a pre-set header and footer margin, and allows you to select where you start your sections and how you align your pages. You don't have to worry too much about these aspects as we can help you format your book.

The choices in type are endless. It may be tempting to choose a “unique” typeface in order to stand out from the crowd, but the rules of typography are important. Serif typefaces are those with semi-structural “details” on the ends of some letters so as to enhance readability. Examples of Serif typefaces are Times New Roman, Garamond and Palatino. Serif typefaces are said to be the easiest to read, which is why they are used for body text. Sans Serif typefaces are those without Serifs – Arial, Helvetica and Swiss, for example. Sans Serif typefaces are often used for headlines.

A typeface contains one or more sets of fonts. These are its “font family”. This “family” generally includes an alphabet, numerals, symbols and usually bold, italic and roman “styles”. Try to keep the interior of your book to two/three typefaces. You can enhance details of your book by using different “members” of a typeface’s “font family”. For example, your body text can be Garamond roman; captions in Garamond italic; chapter sub-heads in Garamond bold.

If you are using an uncommon, or “unique” typeface/font, ensure that you embed your font or attach the font to your e- mail so that we can use it when handling your files. If you do not know how to do this, we can help you.

The most common font sizes used for book publication are 9, 10, 11 and 12

depending on your word count and the target market

Remember, however, that when it comes to type styles: it is your book, and ultimately your decision.

The most popular way to set up your paragraphs is to left justify. This will give the text a clean look. Left alignment is also popular. Just ensure that your paragraphs are set up similarly so as to maintain consistency in your page layout. You do not need to double space – this is usually reserved for editing purposes only. Most books have a “single space” leading. Leading refers to the space between lines. In Word, this is referred to as “line spacing”; in design-type software, it’s called leading.

Additional File Prep Tips

- o A cover file has to be created with a synopsis or biography of 100 words or less for the back cover.
- o Front cover illustrations and graphic images should be sharp and eye-catching.
- o Try not to use bold, italics or underlined text for the author’s bio.
- o Unusual fonts should be included on the disk that you send to us.
- o Scanned images should be saved at 300dpi or more and in JPEG format. TIFF has a higher resolution, but prints the same as JPEG format. TIFF files are larger.
- o Allow room for the barcode to be placed on bottom right of the back cover.
- o Cover artwork should be saved at 300 or 600dpi resolution in JPEG or TIFF format.
- o If scanned images or photographs are supplied, we can provide a cover design appropriate for your book.
- o Remember, because of “Print on Demand”, small quantities of covers digitally printed will vary slightly from one print run to the next. We normally save the colorimetric readings (density), to avoid too much of a variation.
- o Copyrighted fonts may not embed in a PDF and should not be used in your document as they will not print correctly.
- o Files larger than 4 Mb may not transfer properly by e- mail, so it must be sent to us by mail or you might use

- a “support program” such as www.yousendit.com to send it by e-mail.
- o A PDF file prints exactly the way you send it to us; therefore, please check it carefully before sending. Only minor changes can be made to a PDF file.
 - o To determine the spine width, simply call or e-mail us with the number of sheets and weight of the paper in the book. We will provide this information at no additional charge. Our standard paper is 50 lb. Multiply the number of pages by 0.095, divide by two and add 1, to determine spine width.
 - o Work from the spine out to properly centre your image on the covers. Allow for 1/8” trim all around.
 - o Allow a minimum of 1/4” bleed on the cover image.
 - o Lamination will enhance and protect the covers. This is highly recommended for solid colours.
 - o Matte and gloss lamination are available.
 - o Laminated hard-covers must have a 1” bleed all around to allow for turn-ins.

SPINE CALCULATION Where N =

number of pages $(N \times 0.095)/2 + 1$

In this example, we have a 200 page book.

$(200 \times 0.095)/2 + 1 = 10.50\text{mm}$

We will make any necessary adjustments to your spine width, so don't worry about your measurement being “perfect”.

After your book is printed, we will add your book to our online bookstore. This is a free service. For our online bookstore you will need to provide:

- o 200 to 300 words excerpt (for our on-line book store).
- o 100 words synopsis, (description of your book) for our website.
- o Your e-mail or contact information in case people viewing the online bookstore wish to make a purchase of your book.

Please allow 2 to 3 weeks for your information to be added or updated to our database.

Newsletter

For notices on upcoming specials, interesting and informative articles, marketing tips and more, sign up to our monthly newsletter. We won't sell or share your information with any third parties. To join, visit www.ballbookfactory.com

Sending your Book Files

Congratulations! You've finished your editing, cover design and layout, and are ready to send the files to us.

We will acknowledge receipt of your files and request a 50 per cent deposit before we start. This is usually done through credit card to ensure a quick turnaround. We will print a proof and mail it to you within one to two weeks. The first proof is free (plus applicable shipping charges). Recommendations for improvement and any changes, if required, can be done by us for a nominal charge.

DO NOT SEND YOUR ORIGINAL FILES, ONLY A COPY.

Photos must not be taped in place on a page, but sent separately and identified as per position on the page. All photos will be returned with the job. We accept no responsibility if photos are not requested to be returned within a 1 month period.

Your files can be sent via e-mail (under 10 MB), www.yousendit.com or via "snail mail" with a hard copy.

You own all rights to your book. There are absolutely no contracts to sign in the production of your book.

For a nominal charge, your book can be listed with some of the large bookstores such as amazon.com or Google books.

Once you have established a marketing plan and your books are selling well, reprints can be done quickly and inexpensively. You keep all the profits!

Remember, choose your SELF-PUBLISHING Tips and Tricks company carefully. Do not get caught in the hype or false promises.

ISBN, Copyright, Barcode, CIP

At Ball Book Factory, these services are free. American authors must obtain the ISBN from the Library of Congress or Bowker (www.bowker.com) or isbn.org before sending their book to us takes hard work and dedication.

- o Be realistic about your book retail price. A publisher should suggest a retail price, not set it based on the cost of producing your book.
- o A title submitted to the large bookstores does not guarantee book sales. We charge a nominal fee for this service with clarification of what it entails.
- o Some companies do not have a manufacturing facility to produce these books and outsource the production. They lose control of your book! We print and bind in-house.
- o We do not offer “package deals”, so you pay no extra costs for about the same service.
- o Pick a company responsive to your needs. If they take some time getting back to you, they will likely do the same in the production of your book. Producing a book 2 to 6 months after approval of the final proof is RIDICULOUS! This certainly does not work for books that are time sensitive.
- o Bookstores normally receive 50 to 60 per cent of the retail price; distribution prices are about 30 to 40 per cent, so this leaves you with 10 per cent (or less) royalties. Publicists charge a fair bit, too. Do the math and find out how little you get for all your hard work.
- o Some companies pay royalties in 90 days, others taking longer than 6 months. If your book is discounted, then you receive much less in royalty payments.

Depending on the quantity of books ordered, shipment can be sent by mail, courier or freight, using the least expensive way and charged to the customer, unless specified in the quoted price. We get the best price from CANPAR, UPS, FEDEX and Canada Post. We accept "no responsibility" for shipping damages. Boxes will be packed properly for shipment. Customs and brokerage fees are normally not included in shipping charges. Extra charges sometimes apply if large orders are delivered to a home that requires extra unloading time. USA clients must provide a security number to clear customs.

Always allow a little extra time to clear customs for larger shipments. Our suggestion is simple. How much would you pay for your book? Price is definitely a factor in selling a book.

It is better to sell at a lower price and increase sales than trying to earn higher royalties and sell fewer books. Prices can be determined by the production cost and your expectation of a profit margin. It takes time and patience.

Books can be purchased worldwide through our book store or such large bookstores as Amazon.com.

Book Returns

Books in large bookstores most likely are on consignment and can be returned due to poor sales, at the author's expense. Administration, shipping, insurance, taxes and so forth will apply to returned books. Some companies now charge upfront fees for returned books and then destroy them!

You will notice throughout this guide that we are upfront with how we conduct our business and what moral standards we set.

EXTRA CHARGES APPLY IF YOU:

- o Permit, or require us, to make changes to your files.
- o Order an additional proof.
- o Consult with our designers for more than 15 minutes after the initial consultation. Many computer problems cannot be solved on the phone.
- o Submit extra, or substitute, files after we have received your initial files and begun layout.
- o Change typos in your book if the files were sent to us already typeset.
- o Require a bound proof or Smyth sewn book.

SAVE YOUR MONEY:

- o Make all necessary changes at one time, instead of going "back and forth" with the graphics team
- o Present your files as print-ready PDFs
- o Allow us to do the layout or design if you are not comfortable with publishing or page layout programs.

Your book is complete and now in your hands. It looks great! We do not stop there! Our company will continue to help, because we want you to be successful.

Within a 2 to 3 week period, your book will be listed in our bookstore and "made available" to the world.

We can print promotional materials such as bookmarks, posters, business cards and postcards to help you promote your book. A press release will also come in handy and should be part of your preparation for sales.

You are now armed with the tools you require for marketing your book. Do not attend book signings "empty handed", even if it is only a bookmark that you give away!

Marketing Tips

- o Send a press release to your local community magazine or newspaper.
- o Visit your local bookstore or library and offer a “signing day” for your book, leaving them a complimentary copy. If you have authored a children’s book, consider asking about a reading for children at the local library or bookstore.
- o Call your local radio station if they do book reviews; offer a complimentary book to review.
- o Send e-mail and announcement cards to your family, friends and associates, publicizing your book.
- o Set up a small table in a community market or shopping mall.
- o If it is a “golf” book, for example, ask the pro-shop to set up a small display. If a cookbook, ask a delicatessen or bakery to set up a display. Research and target your market.
- o If all else fails and you think that your book can become a best seller . . . hire a publicist.
- o As a last resort, speak to a traditional Publishing House and ask to send a copy of your book. Some still dislike self-published books, but times are changing.
- o Develop a website and link it to ours.
- o Print business cards, bookmarks, postcards, posters and brochures to hand out or mail. We offer great prices on these materials.

Links and Resources

Ebook Architect

<http://www.zizzoo.com/guides/ebook/index.php>

Learn how to write, create, promote and sell your ebook online. Ebook Architect offers a step by step guide to help ebook authors publish their ebooks.

BookIdeas

www.bookideas.com

BookIdeas has a host of reviewers reviewing almost every type of book published. Post your book to be reviewed on the Discussion forum, or e-mail a reviewer directly to review your book.

Poets & Writers Online

www.pw.org

The web version of the excellent publication for creative writers, including articles, advice, forums, and contest listings.

Writers Write

www.writerswrite.com

Writers guidelines to online publications, writing and publishing news updated on weekdays, message boards, job listings and more.

Writers Publish

www.writers-publish.com

Advice and links to writing contests, freelance job listings and news from the publishing industry.

Dictionaries and Encyclopedias

Newbury House Online Dictionary

<http://nhd.heinle.com/>

This online dictionary contains over 40,000 entries and is based on the best-selling Newbury House Dictionary of American English.

AllWords

<http://www.allwords.com/>

This one gives definitions, translates words into five different languages, and lets you listen to word pronunciation.

Your Dictionary

<http://www.yourdictionary.com/>

The Web's most comprehensive and authoritative language portal with every resource needed for language study in more than 300 languages..

WordSmyth

<http://www.wordsmyth.net/>

American English dictionary and thesaurus.

Merriam-Webster Online

<http://www.m-w.com/home.htm>

Large site by Merriam-Webster that features a dictionary and thesaurus.

Thesaurus

<http://thesaurus.reference.com/>

Dictionary

<http://dictionary.reference.com/>

WriteExpress

<http://www.writeexpress.com/online.html>

Capable of searching for end rhymes, last syllable rhymes, double rhymes, beginning rhymes, and first syllable rhymes.

Britannica

<http://www.britannica.com/>

The online version of Encyclopedia Britannica.

Encyclopedia

<http://www.encyclopedia.com/>

More than 14,000 articles searchable by keyword or phrase.

The Encyclopedia Mythica

<http://www.pantheon.org>

An online encyclopedia for mythology, legend, and folklore.

Quotations

Quoteland

<http://www.quoteland.com/>

Find quotations on anything; identify quotations by anyone.

The Quotations Page

<http://www.quotationspage.com/>

This page was originally developed as a catalog of quotation resources on the Internet; it has since evolved into a large- scale quotation site with many original resources.

QuoteWorld

<http://www quoteworld.org/>

Over 13,000 quotes, in association with Amazon.com.

The Quotations Archive

<http://www.aphids.com/quotes/index.shtml>

The Quotations Archive is a comprehensive, searchable database of general purpose quotations. Visitors to the website can browse through quotations by subject, alphabetically by author, and more.

Writing Help/References

Online English Grammar

<http://www.edufind.com/english/grammar/>

A guide that's searchable through a table of contents.

Guide to Grammar and Style

<http://andromeda.rutgers.edu/%7Ejlynch/Writing/>

Advice on grammar and style from Jack Lynch, an English professor at Rutgers University.

Book Stores for Self Publishers

Phoenix Distributors

www.phoenixdistributors.biz

Distributor located in BC, Canada.

Quanta Developments

<http://www.quanta.ca>

Distributor located in ON, Canada.

Dempsey Distributors

<http://www.dempseycanada.com/>

Distributor for titles in the “mind, body and spirit” genre.

Book Lovers' Haven

ocsab@shaw.ca

Consignment bookstore seeking authors.

Vanessa Canevaro, Literal Alley

vanessa@vanessacanevaro.com

Consignment bookstore seeking authors.

Software

The Writer's Store

<http://www.writersstore.com>

Online store where you can choose from an extensive list of screenwriting, story development, and reference software.

Writer's Software Companion

<http://www.writers-software.com/>

A multimedia learning system for fiction writers, the collaboration of Writer's Digest fiction columnist Nancy Kress and learning expert Terry Boothman.

Final Draft

<http://www.finaldraft.com/>

The best-selling software for writing scripts of any kind.

Adobe Suite Products

<http://www.adobe.com>

Everything Adobe, from helpful, interactive support to the programs popular in the graphic design and printing industry. Find more information on Adobe PDF, InDesign, Photoshop and many other useful programs.