

# Self Publishing 101: Ready, Set, Publish!



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Owner, Orange Blossom Publishing



# Workshop Agenda

- Preparing your manuscript
- Finalizing front and back matter
- Formatting
- Cover design
- Printing Options
- Proofing
- Pub Day - the timeline

*This presentation uses content from the **Industry Standards Checklist for a Professionally Published Book** by the Independent Book Publishers Association (IBPA) with permission from the organization leaders.*



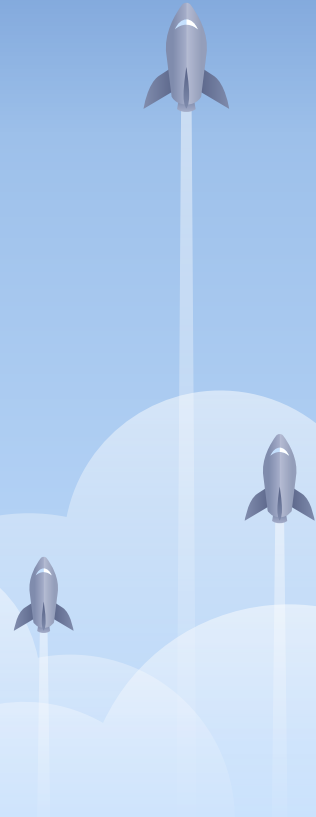
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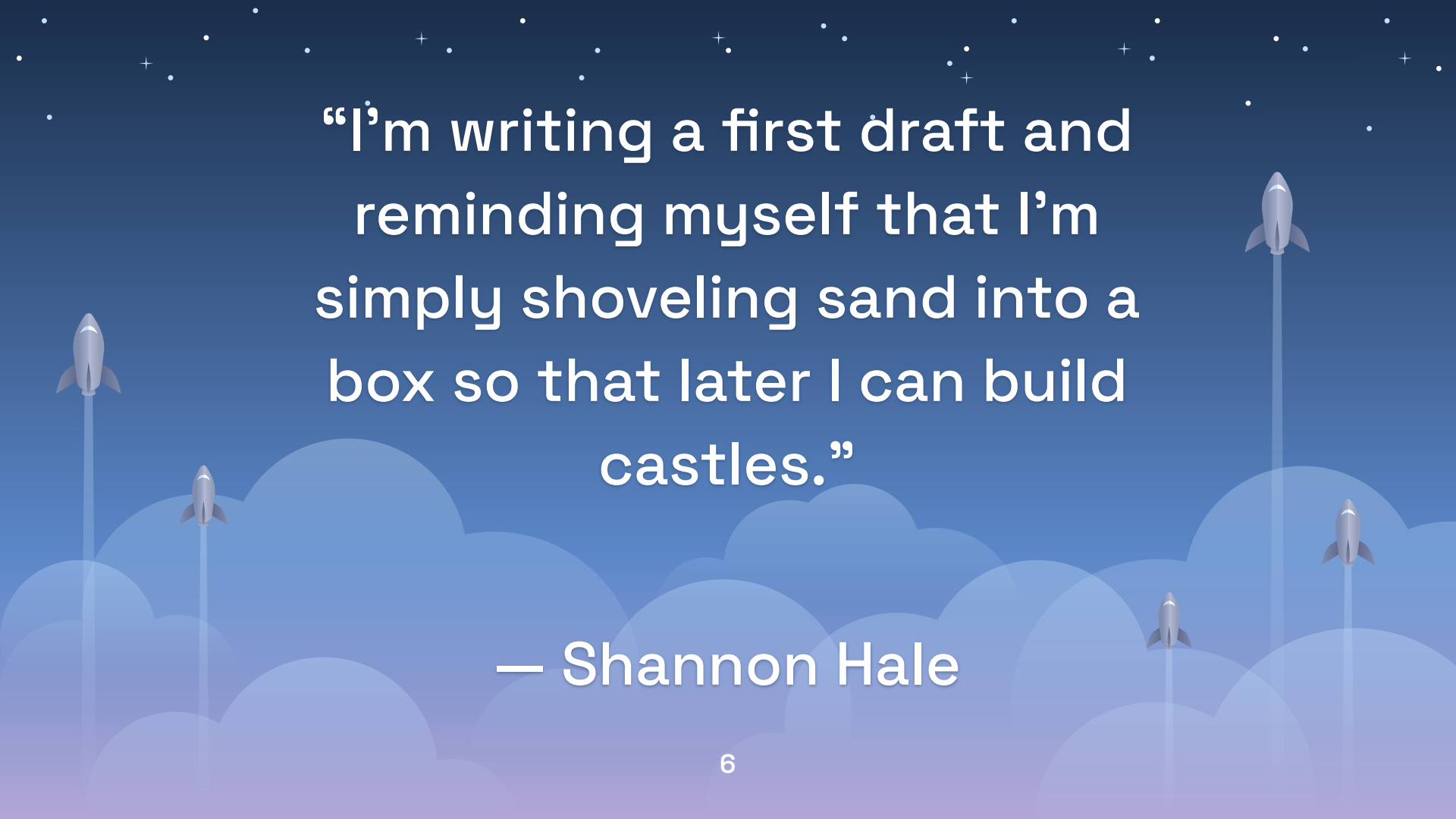
# Preparing Your Manuscript



# Drafting

- BEST ADVICE = draft fast, revise slow
- Your first draft is supposed to be messy
  - ▷ It's only for you
  - ▷ Give yourself permission to write badly
  - ▷ Just get the story out



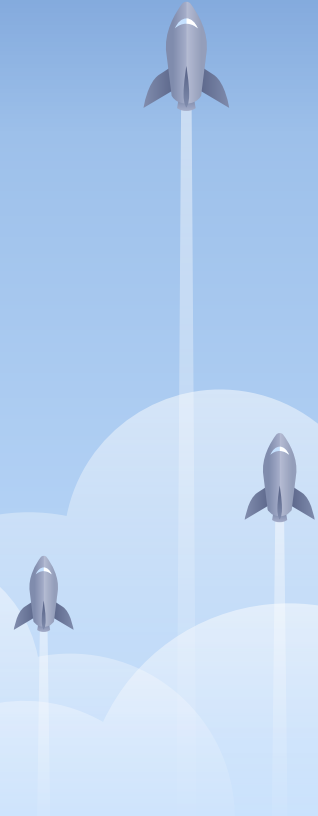


“I’m writing a first draft and  
reminding myself that I’m  
simply shoveling sand into a  
box so that later I can build  
castles.”

— Shannon Hale

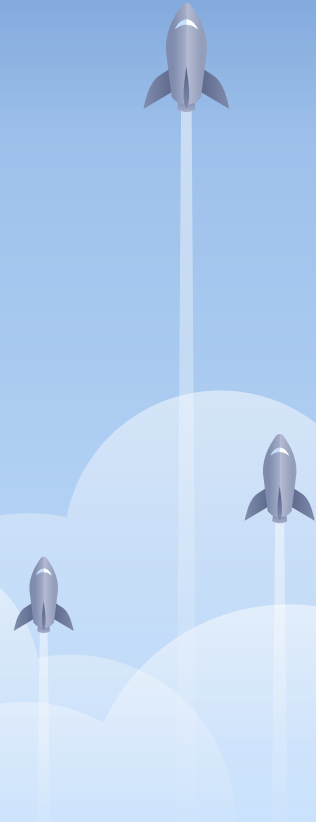
# Productivity Tips

- Get yourself into a routine “BIC”
- Remove all distractions
- Set a timer and do sprints
- Daily word count goals are great
  - ▷ 500 words per day
  - ▷ 80,000 word novel
  - ▷ 160 days or 5+ months



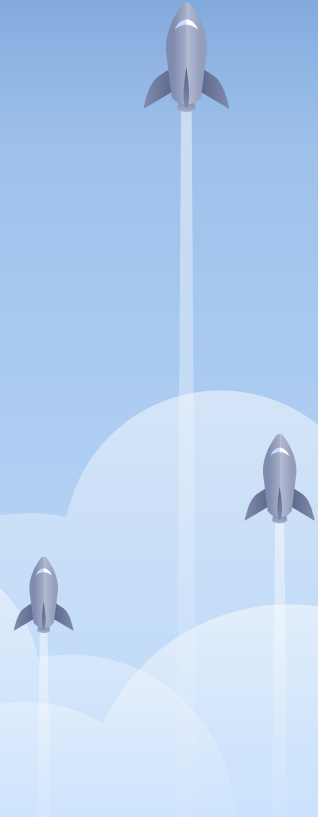
# How Many Drafts?

- Depends on the project
- Also depends on your revision method
  - ▷ Chronologically
  - ▷ Targeted rounds
- Get the story as far as you can on your own



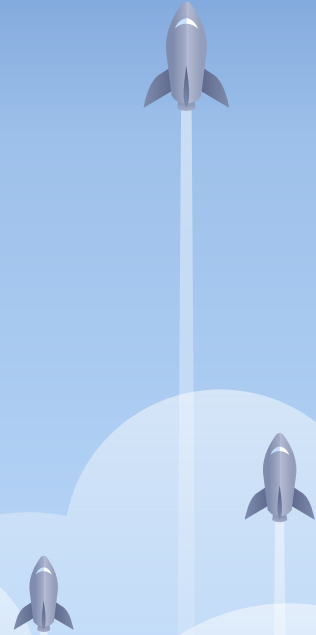
# Revision Strategy

- Read entire manuscript from start to finish while taking notes
- Put your things to fix into categories: big issues, medium issues, small issues
- Start your revision rounds working the big issues first, subsequent rounds for medium, then small issues



# Critique Partners

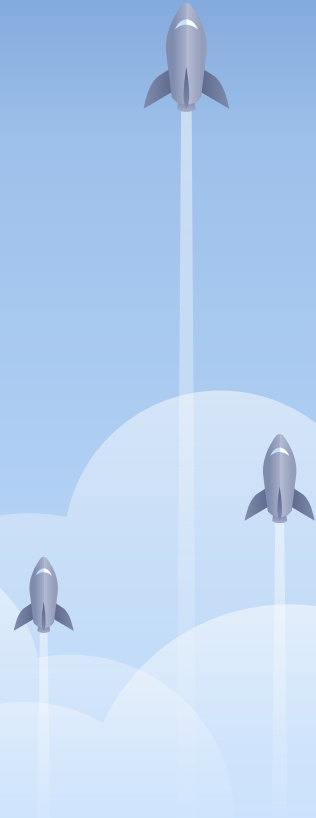
- Connect with other **WRITERS** to get feedback
- Preferably ones within your genre
- Join a critique group or find a partner
  - ▷ Writing associations
  - ▷ Libraries
  - ▷ Social media



# Types of Editing

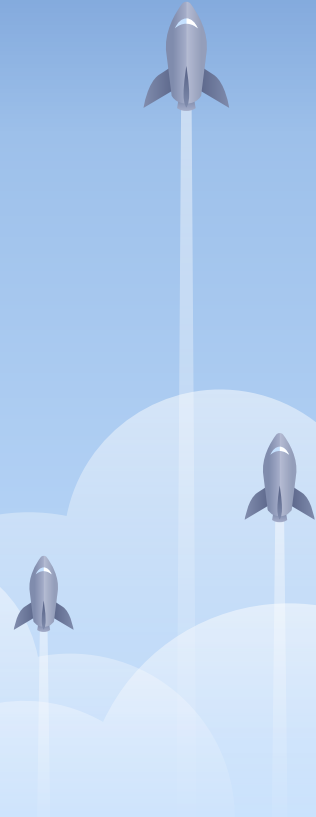
Four types of editing:

- Developmental - overall story
- Content - story details
- Copy - standards of convention
- Line - tightens your wording



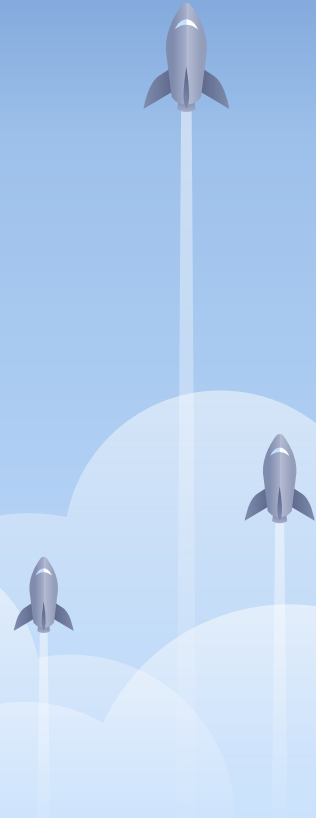
# Editing Order

- Developmental (critique partners)
- Content (awesome crit. Partner or editor)
- Copy and line (professional editor)
  - ▷ No changes after this



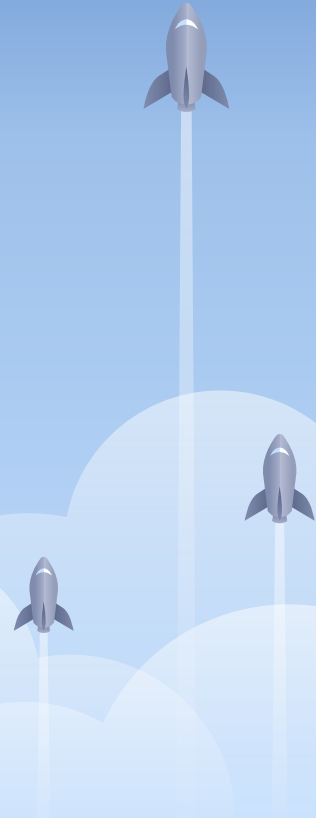
# Finding Qualified Editors

- Word of mouth
- Writing organizations, Orgs for Editors (ACES)
- Google search
- **CHECK QUALIFICATIONS AND TESTIMONIALS**



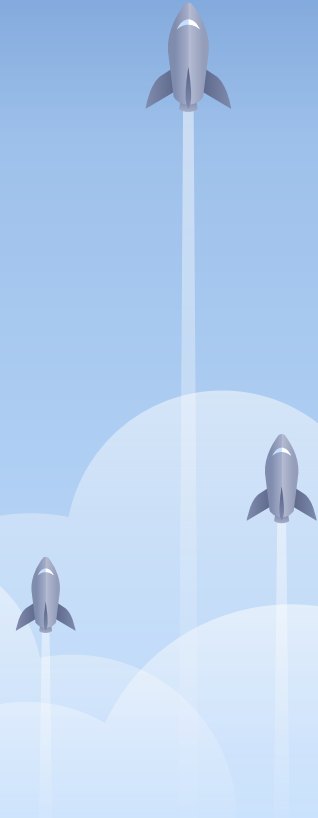
# Pricing for Editing

- Editing a full manuscript takes many, many hours
- Cost is usually based off word count and writer's skill
- The best investment for your book



# Working with Editors

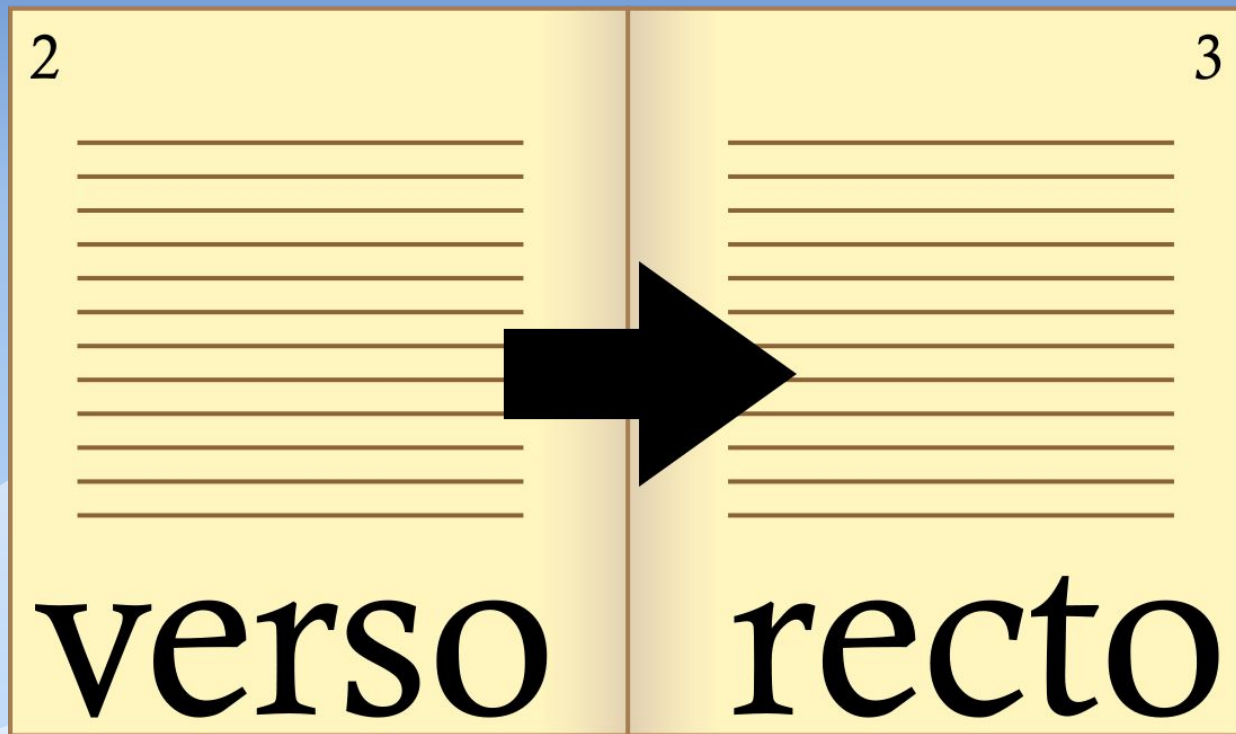
- There is always an emotional response to someone giving feedback on your writing
- Take time to process feedback
- Ask questions and communicate
- Sometimes it takes time to find an editor that is a good fit for you/your work



2.

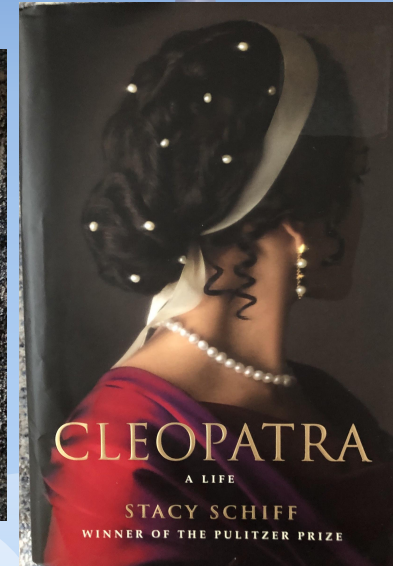
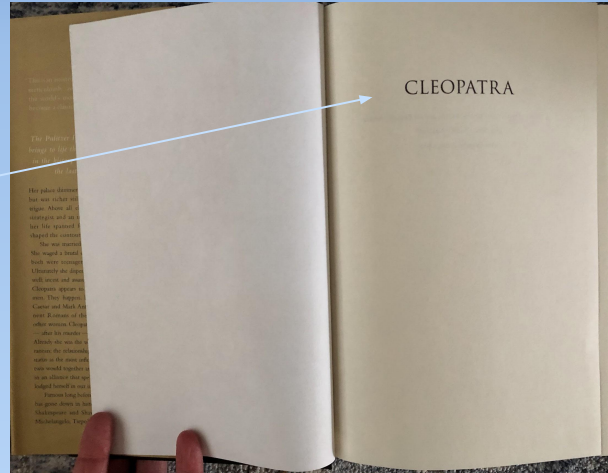
# Finalizing Front and Back Matter





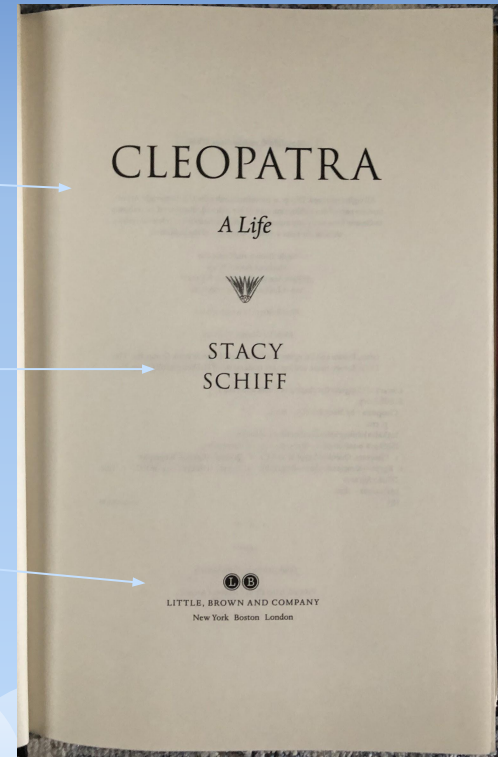
# HALF TITLE PAGE

- Optional, but recommended
- Title and subtitle of the book (i/a)
- Title type matches cover font



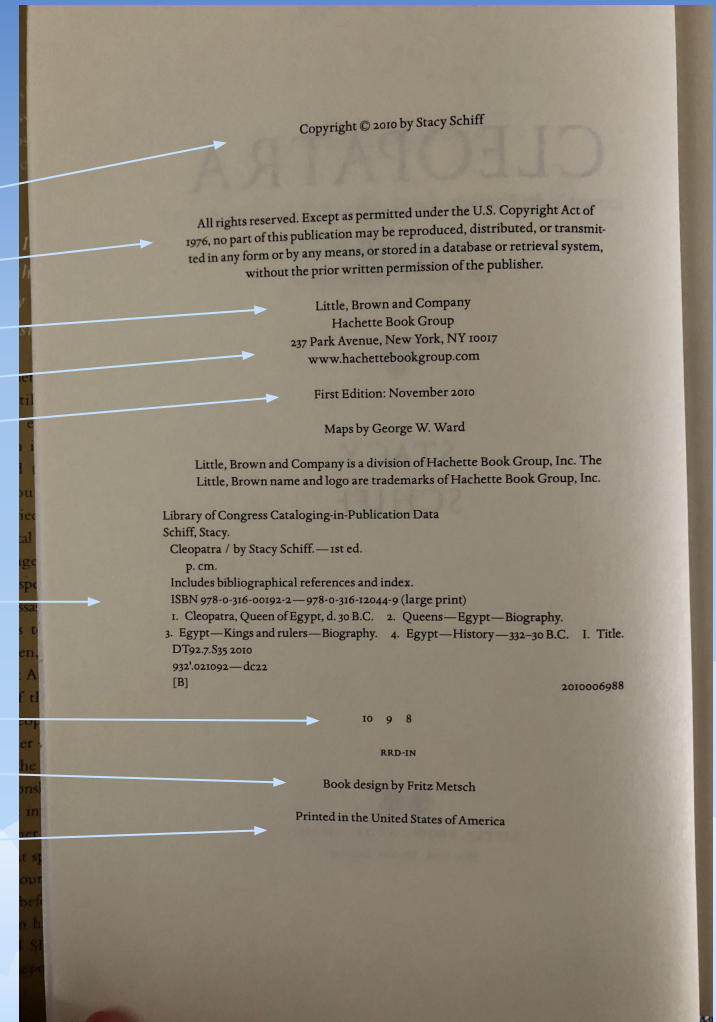
# TITLE PAGE

- Title and subtitle (i/a) match cover fonts
- Name of author and illustrator (i/a)
- Name of publisher and location
- Design elements may tie into cover



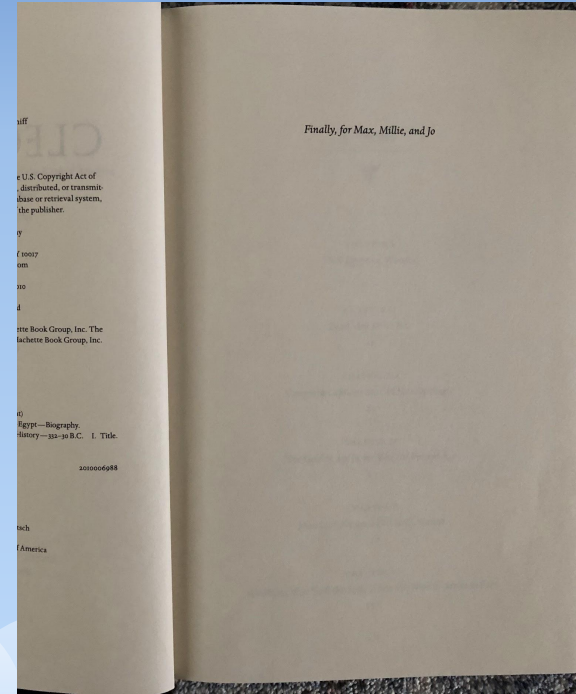
# COPYRIGHT PAGE

- Copyright date and holder
- Copyright notice
- Name of publisher
- Publisher contact info
- Edition information
- LCCN written out (i/a)
- Name of author
- Title of book
- ISBNs
- Printing history (i/a)
- Credits for others (i/a)
- Waivers as needed
- Country of printing



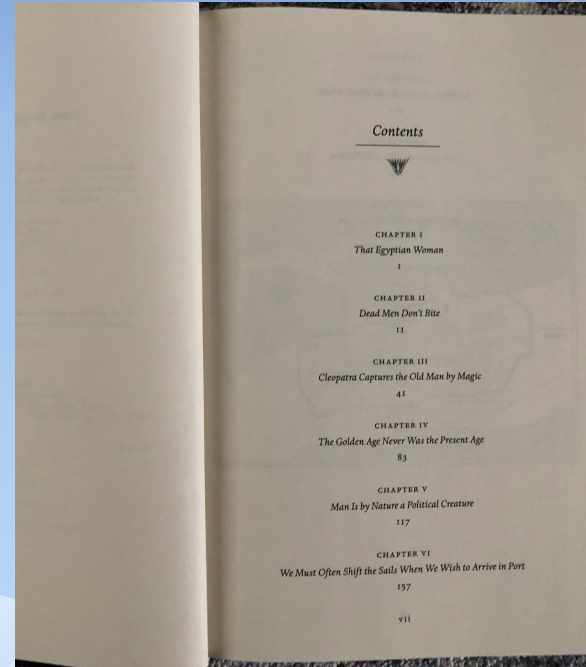
# DEDICATION

- Customary but not required
- Should be given its own page (optional for PBs)
- Should be short (not the acknowledgements)



# TABLE OF CONTENTS

- Customary but not required
- Takes into account the reader's needs
- Page numbers are correct
- Usually not longer than one or two pages
- Typeset in a style



# FRONT MATTER PAGE ORDER

- 1 - R, half title page
- 2 - V, blank
- 3 - R, title page
- 4 - V, copyright page
- 5 - R, dedication
- 6 - V, blank
- 7 - R, table of contents

First page of content is on the RECTO side.

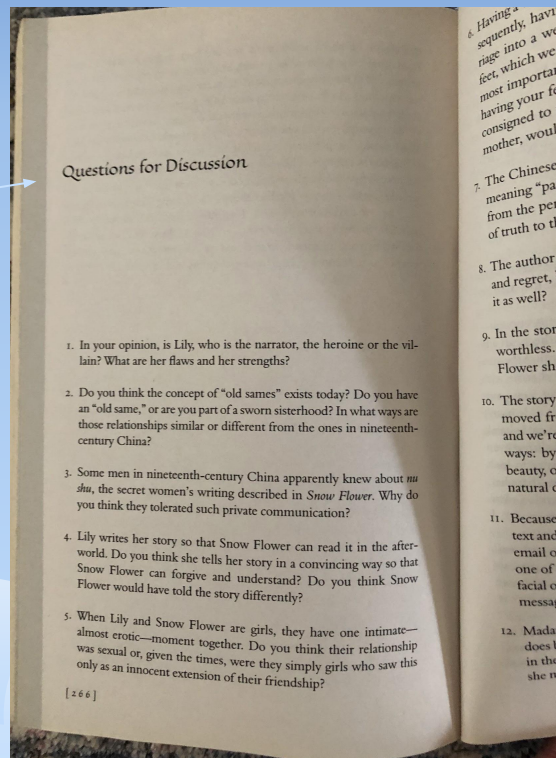
\*Occasionally additional half title page after TOC



# BOOK CLUB

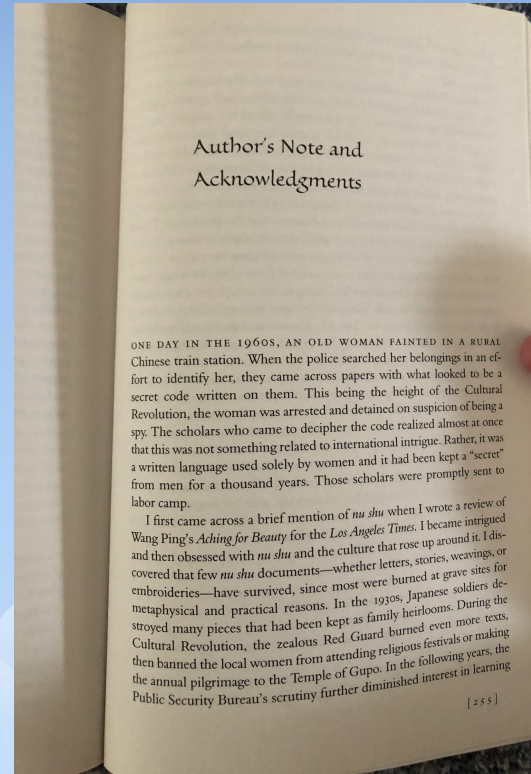
## QUESTIONS/CURRICULUM LINKS

- Optional
- Styled to match the rest of the book with heading, font, and graphics
- Book club questions foster discussion
- Curriculum links are content and age appropriate



# ACKNOWLEDGEMENTS

- Optional
- Sources credited (i/a)
- For fiction, can also be in front matter



# REFERENCES AND INDEX

## ➤ **References**

- Required for nonfiction
- Optional for fiction
- Citations follow appropriate professional style guide such as Chicago

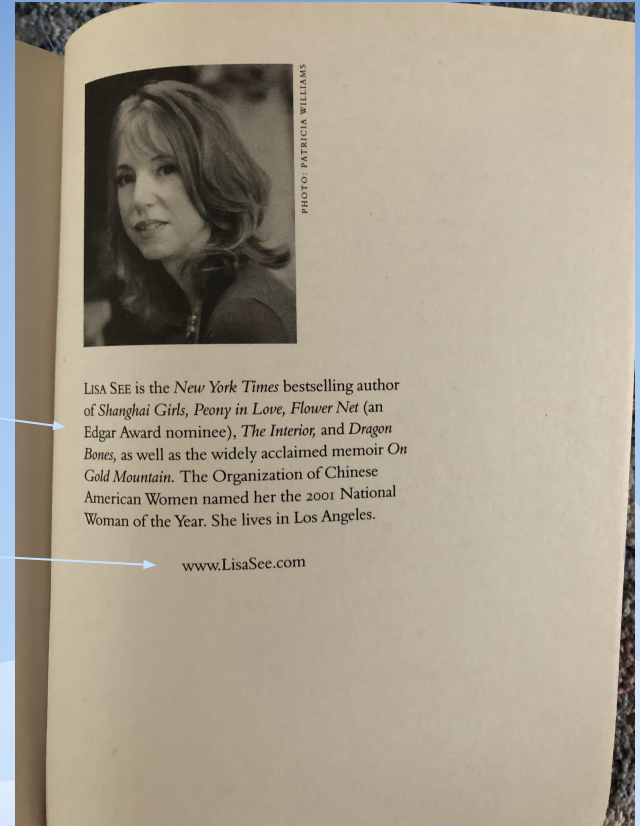
## ➤ **Index**

- Recommended for nonfiction
- Listed alphabetically, with alphabetical sublistings and page numbers
- Page numbers match content



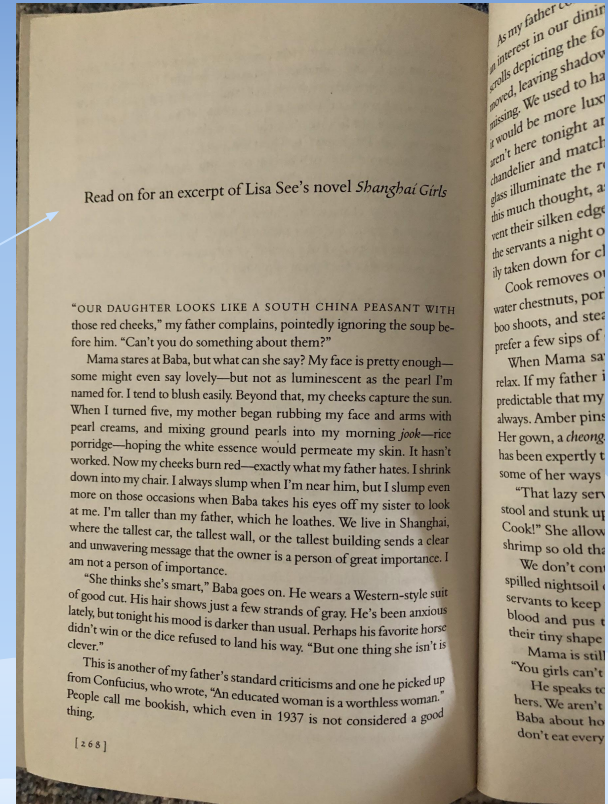
# ABOUT THE AUTHOR

- If using dust jacket, on the back flap
- Brief, informative biography related to book's content and designed for readers
- Credentials included for nonfiction
- Website and social links optional
- Headshot customary but not required
  - Professional headshot



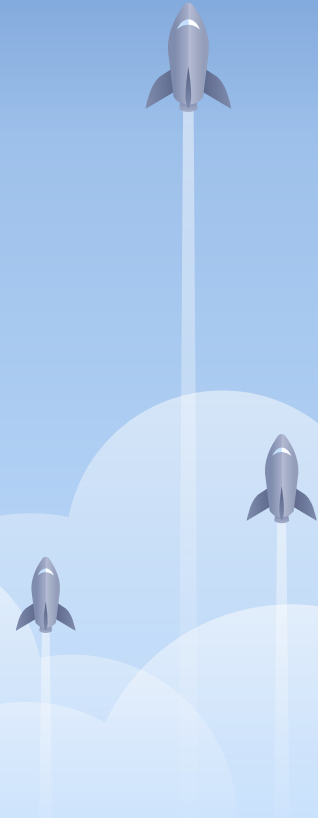
# OTHER WORKS

- Lists other works by author or publisher
- No more than one or two pages
- Also may include first chapter of next book



# BACK MATTER PAGE ORDER

- More flexible than front matter
- General order:
  - ▷ Discussion questions
  - ▷ Acknowledgements
  - ▷ References
  - ▷ About the author
  - ▷ Other works
  - ▷ Index



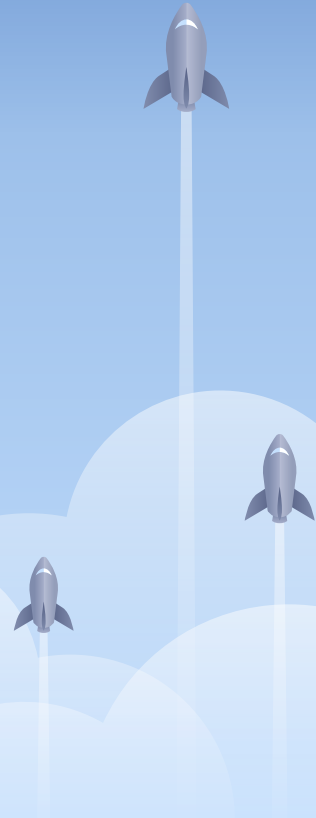
# 3. Formatting



# Formatting a Book

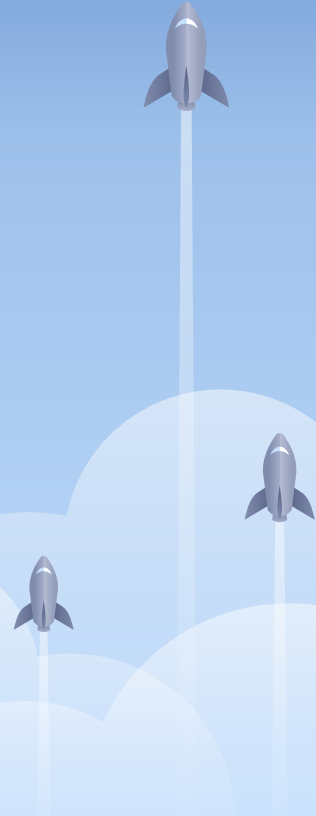
Different softwares you can use

- Microsoft Word
- Vellum (Mac only)
- Atticus (from Kindlepreneur)
- Adobe InDesign
- Canva for books with less text



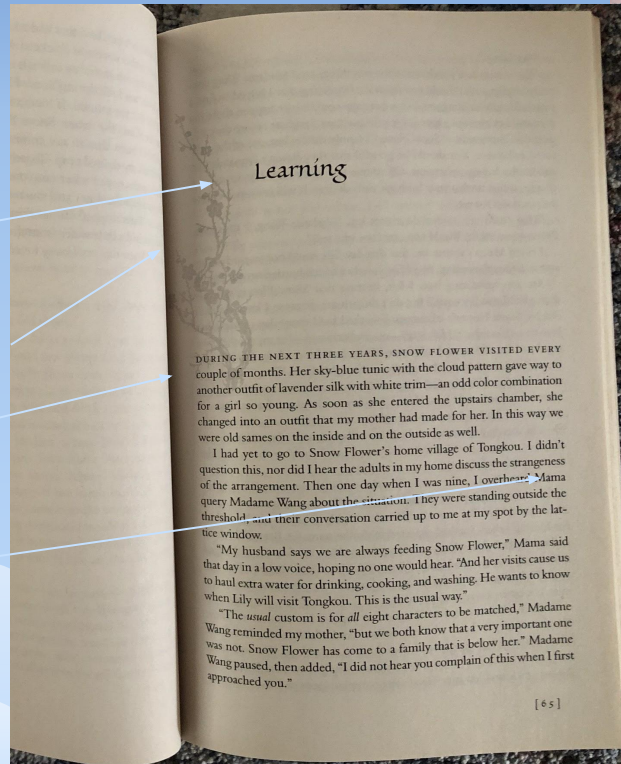
# FORMATTING OF CONTENT

- Carefully considered and genre/theme appropriate trim size and orientation
- Paper selection appropriate for genre, content, and bleed through
- Genre appropriate, easily readable font
  - Font family blends well together, goes with cover
- Consistency in presentation of special characters and inserted text (emails, news stories, text messages, letters...)
- Appropriate margins



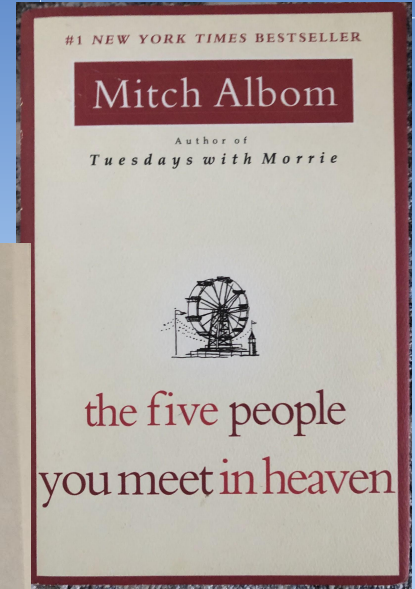
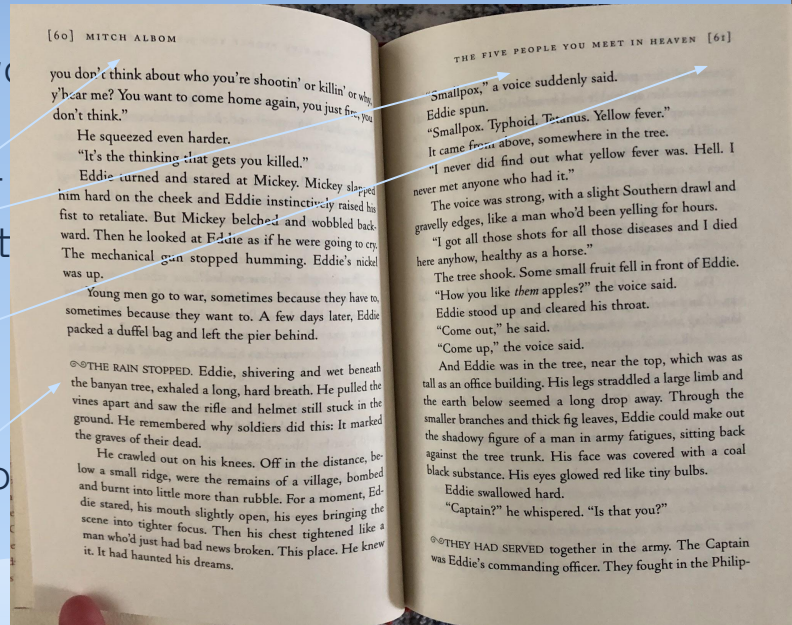
# CHAPTER TITLE PAGES

- Chapters start on the RECTO side usually
- Consistent chapter titles/numbers
- Consistent graphics (i/a)
- Starting paragraph not indented
- Justified paragraphs



# CHAPTER INTERIOR PAGES

- Consistent headings with two of the following: book title, author name, chapter title
- Consistent page numbering
- Consistent section break style and graphics



# ILLUSTRATIONS AND IMAGES

- Images and illustrations appropriately complement content
- Images are 300 ppi and cropped, framed, or styled consistently
  - Consistent captioning for photos in nonfiction in a different font from main body
  - Credited in acknowledgements, captions, or separate back matter page (credit does not equal permission)
- Illustrations are appropriate to genre, audience, and theme
  - Artwork shows mastery of medium

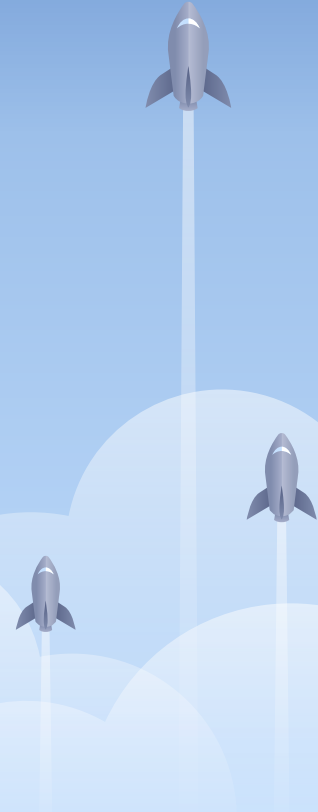


# 4. Cover Design



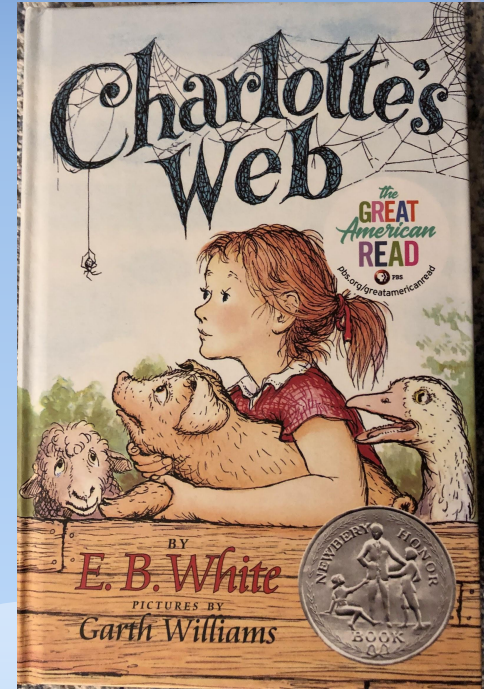
# EXPECTATIONS

- Legible text at various sizes
- Font family blends well together
- Images and graphics show mastery and medium
  - Colors and style match theme/tone of book
- Works well for digital and print
- Meets genre expectations when appropriate

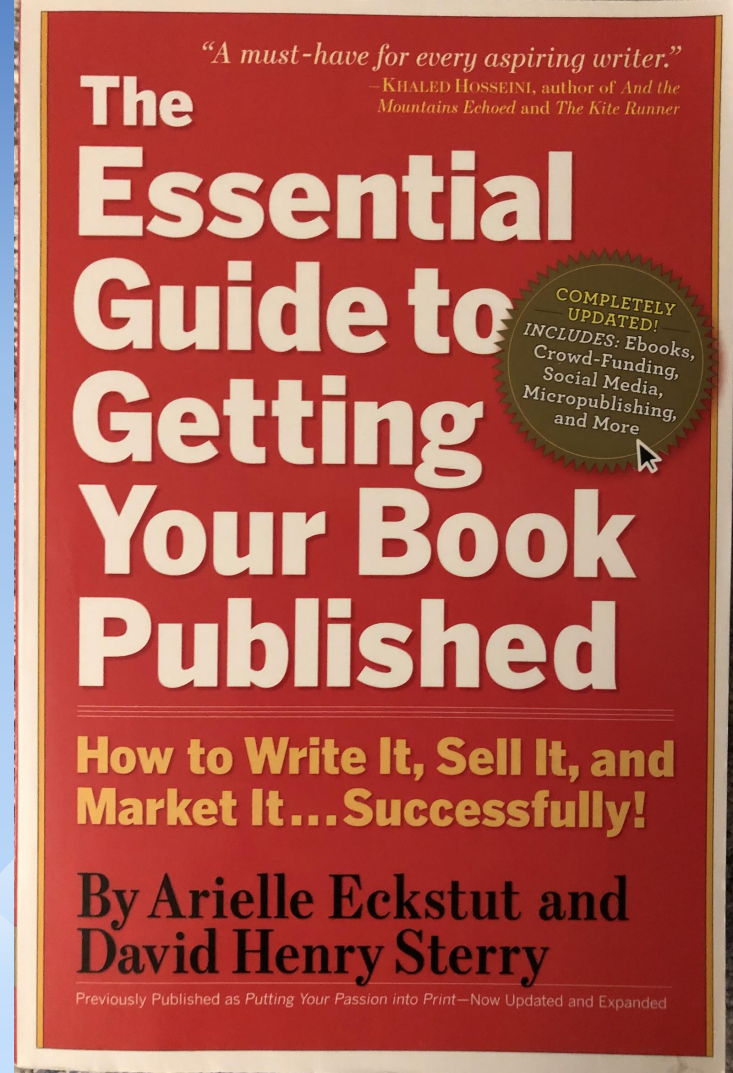


# LISTED ON THE COVER

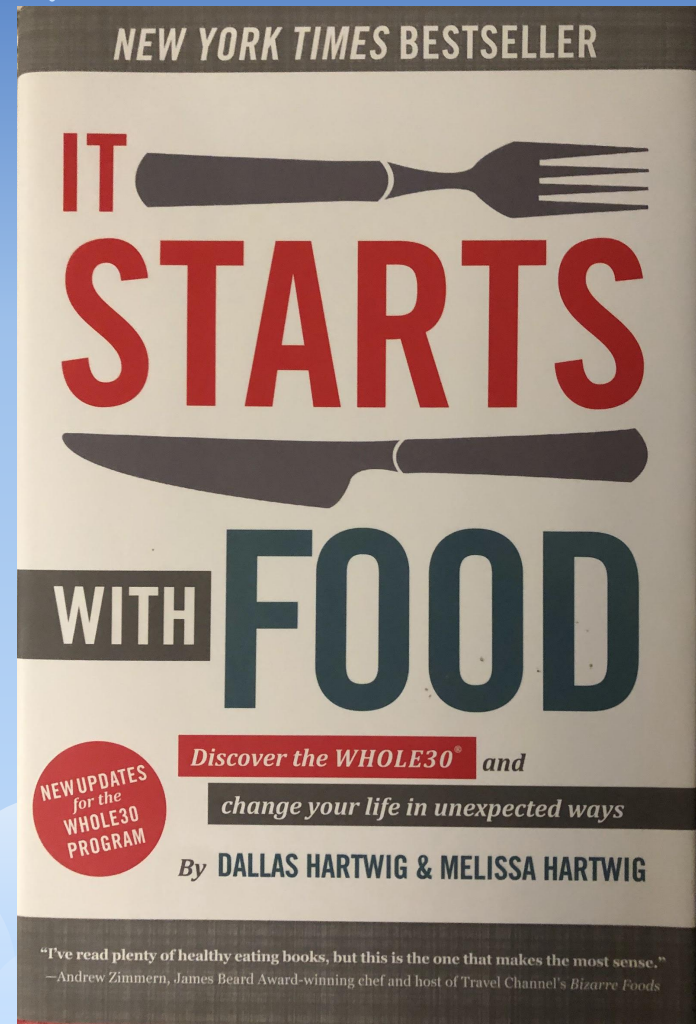
- Title, then subtitle
- Author and illustrator (i/a)
  - Include degrees if related to content, especially for NF
- Volume (i/a)
- Edition info (i/a)
- Optional:
  - One or two “seals”
  - NYT or USAT bestseller status
  - Short review quote from respected, appropriate source
  - Other works (“Author of...”)



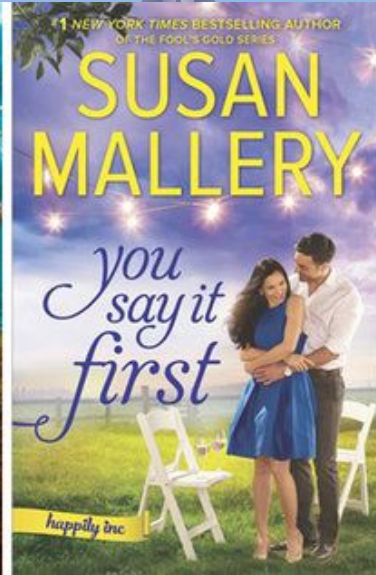
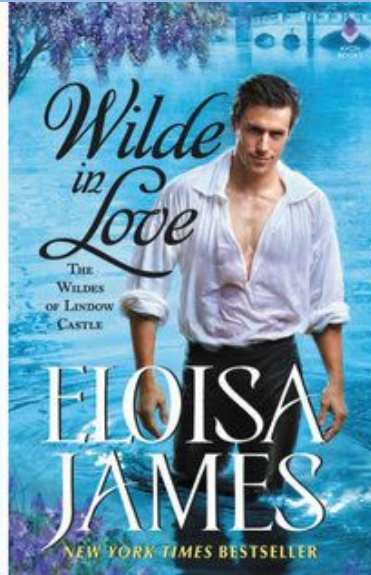
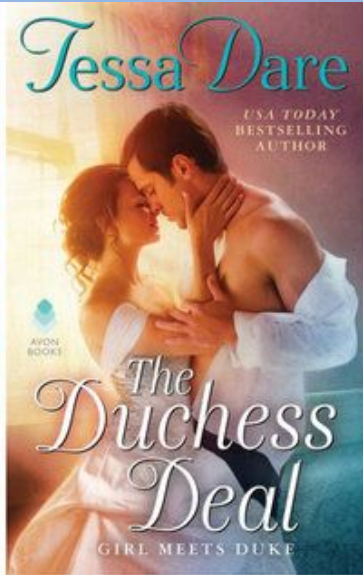
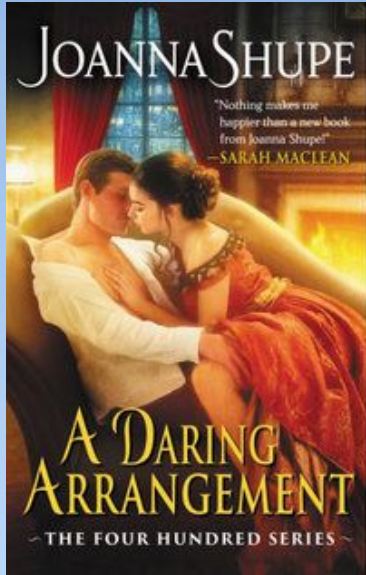
- Title, then subtitle
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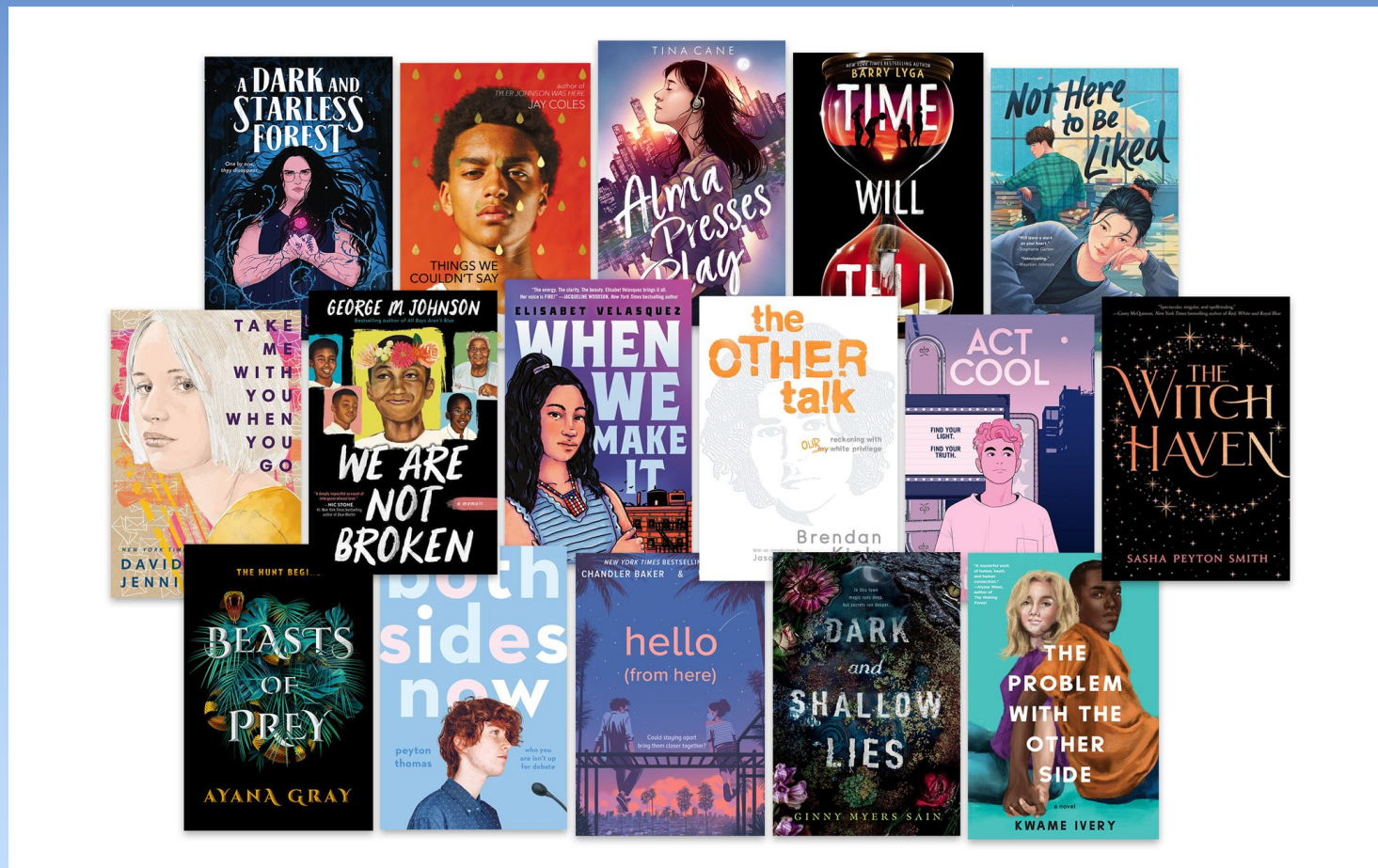


- Title, then subtitle
- Author and illustrator (i/a)
  - ▷ Include degrees if related to content, especially for NF
- Volume (i/a)
- Edition info (i/a)
- Optional:
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  - ▷ NYT or USAT bestseller status
  - ▷ Short review quote from respected, appropriate source
  - ▷ Other works (“Author of...)



# GENRE SAMPLES







# EXPECTATIONS

- Title
- Subtitle optional
- Author name
- Publisher name and/or logo
- Color goes with cover or is part of wrap-around image



Book spine poetry from Wired

# 5. Printing Options





**KDP**

Kindle Direct Publishing  
(Amazon)



**IngramSpark**

Part of largest book  
distributor in the USA

# Main Details You Will Enter

- Overall book information (metadata)
  - ▷ Title, Subtitle, Contributors (author, illustrator...)
  - ▷ Blurb
    - Look at successful comp titles!
  - ▷ Keywords
    - Spend time researching these, important for sales
  - ▷ Categories
    - Choose up to two
  - ▷ ISBN information
    - Need one for each format of your book
  - ▷ Pub date

# Main Details You Will Enter

- Print book information
  - ▷ Trim size (width x length)
  - ▷ B&W or color interior
  - ▷ Paper color
  - ▷ Bleed or no bleed
    - Do you have images that go to the edge of the page?
  - ▷ Cover finish
    - Matte or glossy

# Main Details You Will Enter

- Pricing, Rights, and Distribution
  - ▷ US price
  - ▷ Foreign countries - choose which ones and the pricing
  - ▷ Copyright information
    - Upload any documentation necessary

After uploading, you will first get an e-proof to look at.

The number one thing to remember about uploading...

THERE WILL BE PROBLEMS WITH YOUR FILES.  
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THERE WILL BE PROBLEMS WITH YOUR FILES.



# 6. Proofing



# Print Proof

The most exciting part!

Leave enough time to review your proof and make changes before Pub Day.



What to look for:

- Overall layout
- Image quality
- Typos
- Spacing
- Weird quirks
- Check table of contents

7.

# Pub Day: Your Timeline



## PUBLISHING TIMELINE - P1



	<u>TASK</u>	<u>NOTES</u>
Varies greatly	Plot and plan	As per your own style
1 - 2 years before pub day	Research comp titles	Books similar to yours, make sure yours has its own twist
Varies greatly	Draft	Number of drafts varies for each project
After at least two full rounds of revision	Get feedback and revise	Critique partners or content editor
After at least two full rounds of revision	Cover designed	Make sure this book is going all the way!
After additional revision rounds	Copyediting and proofing	Highly recommend using qualified editor
During final revision rounds	ISBN, LCCN* (optional)	Must have ISBN before getting LCCN
During final revision rounds	Track metadata	Keep a spreadsheet of all info about your book
Once finalized up to 3 months before pub day	Typesetting and formatting	On your own or hire help

## PUBLISHING TIMELINE - P2



	<u>TASK</u>	<u>NOTES</u>
1 - 2 months before pub day	Upload files to printer/distributor	May have formatting tweaks
1 - 2 months before pub day	Order proofs for paperbacks	Check and update files as needed
1.5 - 2 months before	Offset printing only: printing starts	Takes 4 - 6 weeks
1 week before	Offset only: delivery to distribution center	Overseas deliveries take longer
<b>P U B D A Y - H O O R A Y ! ! !</b>		
Immediately after	Mail book to Library of Congress	If you got an LCCN
Up to 6 months after	Apply for copyright	Not required but helps with litigation if needed

# Questions?

Arielle Haughee (Hoy)

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- [info@orangeblossombooks.com](mailto:info@orangeblossombooks.com)
- IG: [@orange\\_blossom\\_books](https://www.instagram.com/orange_blossom_books)
- Twitter: [@OBPublish](https://twitter.com/OBPublish)