







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. 3



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 <u>WRITERS</u> 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

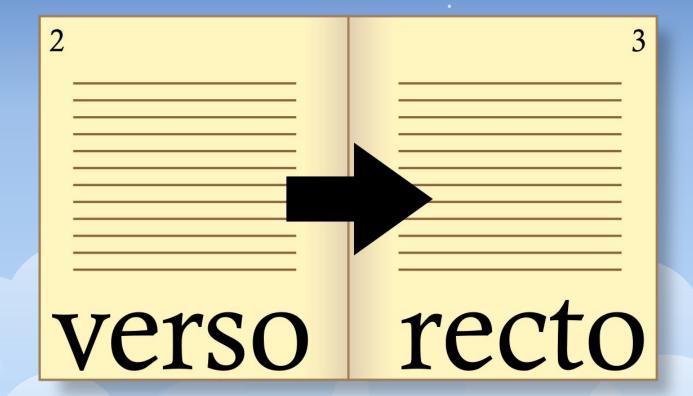
- There is always an emotional response to someone giving feedback on your writing
- > Take time to process feedback
- Ask questions and communicate
- Sometimes it takes time to find an editor that is a good fit for you/your work





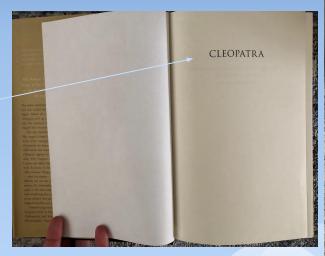


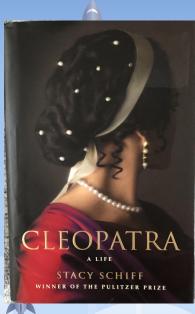




HALF TITLE PAGE

- 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

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Maps by George W. Ward

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3. Egypt—Kings and rulers—Biography. 4. Egypt—History—332-30 B.C. I. Title.

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RRD-IN

Book design by Fritz Metsch

Printed in the United States of America

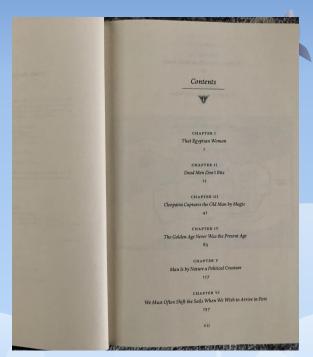
DEDICATION

- 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

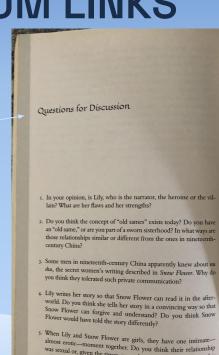






BOOK CLUB QUESTIONS/CURRICULUM LINKS

- 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



was sexual or, given the times, were they simply girls who saw this

only as an innocent extension of their friendship?

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- 10. The story moved fro and we're ways: by beauty, or natural d
- 11. Because text and
- 12. Madan does b in the



ACKNOWLEDGEMENTS

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

Author's Note and Acknowledgments

ONE DAY IN THE 1960S, AN OLD WOMAN EAINTED IN A RUBAL Chinese train station. When the police searched her belongings in an effort to identify her, they came across papers with what looked to be a serret code written on them. This being the height of the Cultural Revolution, the woman was arrested and detained on suspicion of being a 5py. The scholars who came to decipher the code realized almost at once that this was not something related to international intrigue. Rather, it was a written language used solely by women and it had been kept a "secret" from men for a thousand years. Those scholars were promptly sent to be the came of the promptly sent to be the came of the promptly sent to be the came of the promptly sent to be came of the promptly sent to the came of the promptly sent to be the came of the promptly sent to be came of the promptly sent to be the came of the promptly sent to be promptly

I first came across a brief mention of *nu shu* when I wrote a review of Wang Ping's *Adhing for Beauty* for the *Los Angeles Times*. I became intrigued and then obsessed with *nu shu* and the culture that rose up around it I disard then obsessed with *nu shu* and the culture that rose up around it I disard covered that few *nu shu* documents—whether letters, stories, wearings or controlderies—have survived, since most were burned at grave sites for metaphysical and practical reasons. In the 1930s, Japanese soldiers demetaphysical and practical reasons. In the 1930s, Japanese colders demetaphysical and practical reasons. In the 1930s, Japanese Cultural Revolution, the zealous Red Guard burned even more tasking then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making then banned the local women from attending religious festivals or making the banned to the support of the proposition of the propos





REFERENCES AND INDEX

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

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

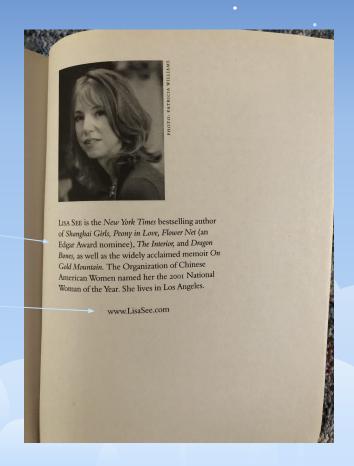






ABOUT THE AUTHOR

- 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

Read on for an excerpt of Lisa See's novel Shanghai Girls

"OUR DAUGHTER LOOKS LIKE A SOUTH CHINA PEASANT WITH those red cheeks," my father complains, pointedly ignoring the soup before him. "Can't you do something about them?"

Mama stares at Baba, but what can she say? My face is pretty enough—some might even say lovely—but not as luminescent as the pearl I'm named for. I tend to blush easily. Beyond that, my cheeks capture the sun. When I turned five, my mother began rubbing my face and arms with pearl creams, and mixing ground pearls into my morning jook—rice porridge—hoping the white essence would permeate my skin. It hasn't worked. Now my cheeks burn red—exactly what my father hates. I shrink down into my chair. I always slump when I'm near him, but I slump even more on those occasions when Baba takes his eyes off my sister to look at me. I'm taller than my father, which he loathes. We live in Shanghai, where the tallest car, the tallest wall, or the tallest building sends a clear and unwavering message that the owner is a person of great importance. I

"She thinks she's smart," Baba goes on. He wears a Western-style suit of good cut. His hair shows just a few strands of gray. He's been anxious lately, but tonight his mood is darker than usual. Perhaps his favorite horse didn't win or the dice refused to land his way. "But one thing she isn't is

This is another of my father's standard criticisms and one he picked up from Confucius, who wrote, "An educated woman is a worthless woman." People call me bookish, which even in 1937 is not considered a good thing.

[268]

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don't eat every

BACK MATTER PAGE ORDER

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









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

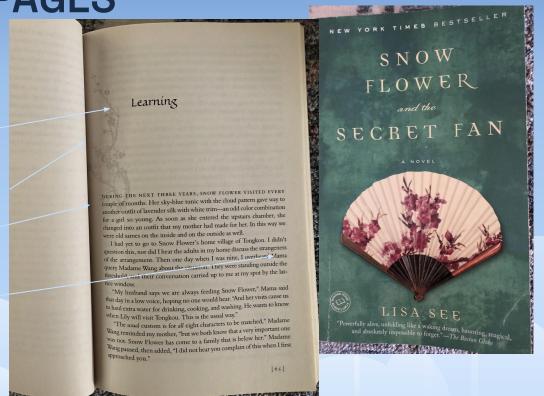






CHAPTER TITLE PAGES

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



CHAPTER INTERIOR PAGES

[60] MITCH ALBOM

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

you don't think about who you're shootin' or killin' or wh y'bear me? You want to come home again, you just fire were don't think." He squeezed even harder. "It's the thinking that gets you killed."

Eddie turned and stared at Mickey Mickey slapped him hard on the cheek and Eddie instinctively raised his fist to retaliate. But Mickey belched and wobbled back ward. Then he looked at Fadie as if he were going to cry. The mechanical gain stopped humming. Eddie's nickel

Young men go to war, sometimes because they have to, sometimes because they want to. A few days later, Eddie packed a duffel bag and left the pier behind.

OOTHE RAIN STOPPED. Eddie, shivering and wet beneath the banyan tree, exhaled a long, hard breath. He pulled the vines apart and saw the rifle and helmet still stuck in the ground. He remembered why soldiers did this: It marked the graves of their dead.

He crawled out on his knees. Off in the distance, below a small ridge, were the remains of a village, bombed and burnt into little more than rubble. For a moment, Ed die stared, his mouth slightly open, his eyes bringing the scene into tighter focus. Then his chest tightened like a man who'd just had bad news broken. This place. He knew it. It had haunted his dreams.

THE FIVE PEOPLE YOU MEET IN HEAVEN [61]

"Smallpox," a voice suddenly said.

"Smallpox. Typhoid. Totanus. Yellow fever."

It came from above, somewhere in the tree. "I never did find out what yellow fever was. Hell. I never met anyone who had it."

The voice was strong, with a slight Southern drawl and gravelly edges, like a man who'd been yelling for hours. "I got all those shots for all those diseases and I died

here anyhow, healthy as a horse." The tree shook. Some small fruit fell in front of Eddie.

"How you like them apples?" the voice said. Eddie stood up and cleared his throat.

"Come out," he said.

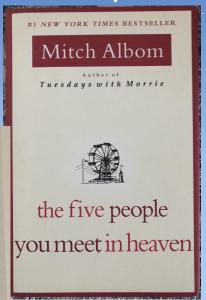
"Come up," the voice said.

And Eddie was in the tree, near the top, which was as tall as an office building. His legs straddled a large limb and the earth below seemed a long drop away. Through the smaller branches and thick fig leaves, Eddie could make out the shadowy figure of a man in army fatigues, sitting back against the tree trunk. His face was covered with a coal black substance. His eyes glowed red like tiny bulbs.

Eddie swallowed hard.

"Captain?" he whispered. "Is that you?"

GOTHEY HAD SERVED together in the army. The Captain was Eddie's commanding officer. They fought in the Philip-







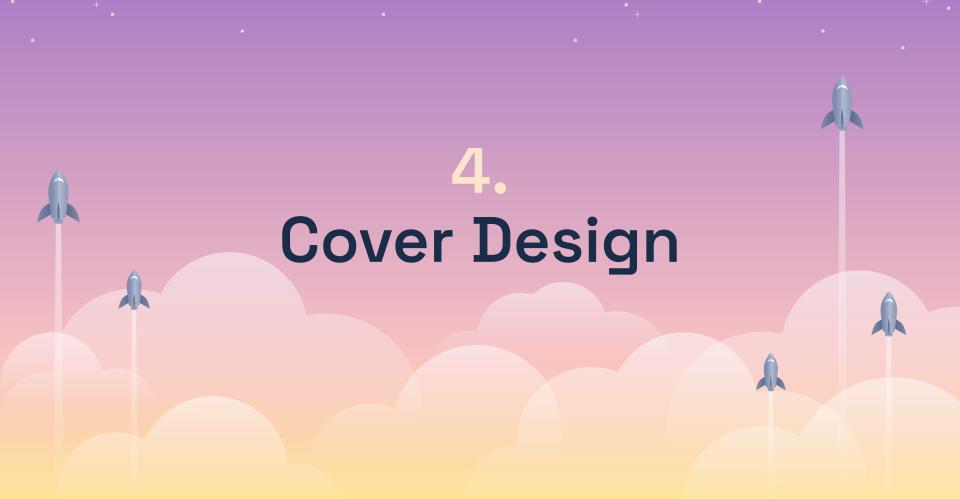
ILLUSTRATIONS AND IMAGES

- 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









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

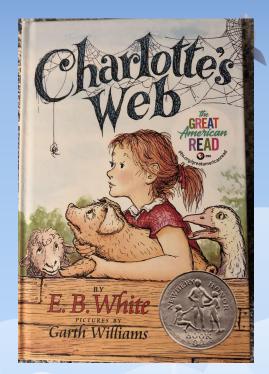






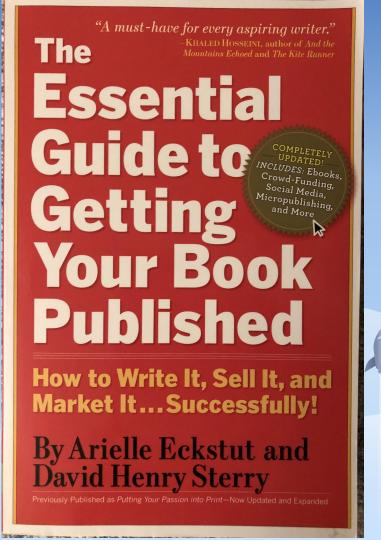
LISTED ON THE COVER

- 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...)

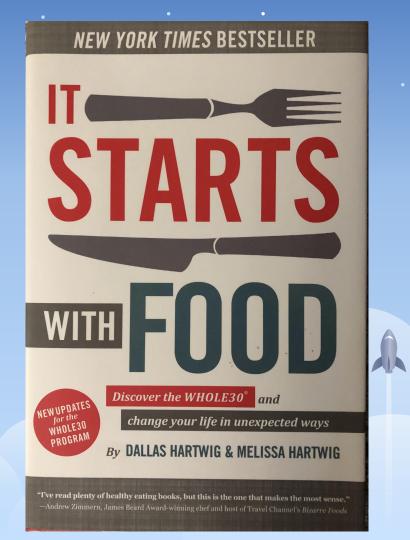




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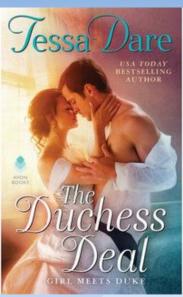


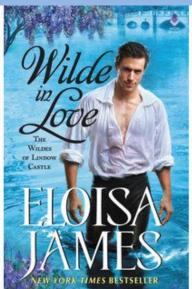
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- Edition info (i/a)
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GENRE SAMPLES







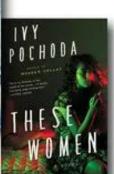


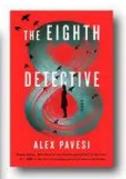




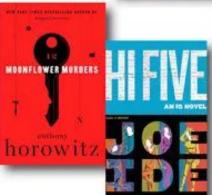


















EXPECTATIONS

- > 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





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





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



INDIE AUTHOR CHEAT SHEET

PUBLISHING TIMELINE - P1



TASK

NOTES

	IAOK	NOTE
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

INDIE AUTHOR CHEAT SHEET

1 - 2 months before

Immediately after

D2 OI BL

PUBLISHING TIMELINE - P2

TASK

Upload files to

NOTES

May have formatting tweaks

longer

If you got an LCCN

pub day	printer/distributor	
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	Overseas deliveries take

PUB DAY - HOORAY!!!

distribution center

	Congress	
Up to 6 months after	Apply for copyright	Not required but helps with litigation if needed

Mail book to Library of

Questions?





Arielle Haughee (Hoy)

- www.orangeblossombooks.com
- > info@orangeblossombooks.com
- ➤ IG: @orange_blossom_books
- > Twitter: @OBPublish



