

THE 29-POINT SELF-PUBLISHING CHEAT SHEET

FROM MANUSCRIPT TO ON-SALE IN 10 STEPS

1 Start with a professionally edited and proofed manuscript. The quality of your writing is the most fundamental step in publishing. Self-publishing has gone professional so deliver a great reading experience or you may not get a second chance.

2 Add your front and back matter. The copyright page is the most important front matter for your book. Also study professionally published books similar to yours. This Wiki article explains the correct order: breve.link/cs1. This article explains page numbering: breve.link/cs2.†

3 Begin the book registration process: ISBNs, barcode, and Library of Congress. Get *Register Your Book* by David Wogahn to learn the steps, costs, pitfalls, timelines and options.

4 Design your front cover, write your back cover text. Use books like yours for inspiration and visit 99designs.com or contact IBPA to find a designer. Your back cover text is for marketing; you need to convince people why they need to buy your book. This same information becomes your book description in online stores such as Amazon and BN.com.

5 Format your book's interior. Hire a book designer or DIY. It is possible to use Word, but for a more professional look, use Adobe InDesign®. Amazon's CreateSpace.com has free Word-formatted templates. IngramSpark requires a PDF, which you can create using Word.

6 Produce a paperback proof. Create a free account at CreateSpace.com, upload your files, and order a proof. IngramSpark.com is an excellent alternative with its own advantages such as hardcover printing and less expensive color book printing costs.

7 Produce and distribute ARCs. Allow weeks, even months, for beta readers to read and review. Important for soliciting quotes (aka blurbs) or a foreword to help market your book.

8 Make corrections and finalize. Also, now is the time to prepare an index if you plan to include one in your book.

9 Program the eBook in Kindle and EPUB formats. See Resources for help finding firms. CreateSpace offers this (but only produces Kindle eBooks). And some books written in Word can be converted automatically for free by KDP, Kindle Direct Publishing: breve.link/cs3.

10 Finalize the metadata and release. Research categories and keywords; assign the ISBN; file your copyright. Be consistent, accurate and make sure the book's metadata is the same in every store.



Use these companies for POD. The key benefit is their book distribution capabilities.
CreateSpace.com | IngramSpark.com

7 KEY TERMS FOR NEW PUBLISHERS **ARC** (Advance Reader Copy): Used to get reviews before pub date. • **Author Imprint:** A publishing company established by an author to self-publish. • **Imprint:** Another word for publisher, or a line of books from a publisher. • **ISBN** (International Standard Book Number): Required for print books; usually optional for eBooks. • **Metadata:** Information that describes a book, e.g. title, price, weight, book cover, ISBN. • **POD** (Print-on-Demand): Books printed as ordered. • **Subsidy/Vanity Press:** A publishing company that charges authors a fee.

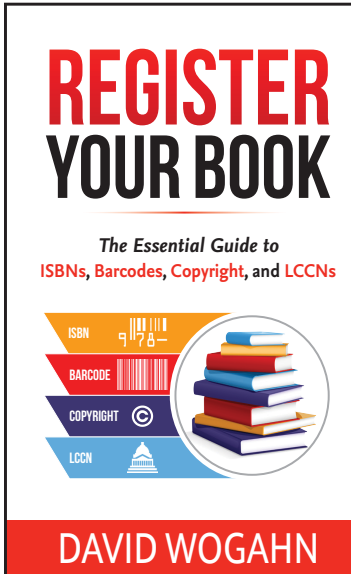
7 HELPFUL RESOURCES

- 1 IBPA, Independent Book Publishers Association:** ibpa-online.org
- 2 Editorial Freelancers Association:** the-efa.org
- 3 Official source for ISBNs:** MyIdentifiers.com (aka Bowker)
- 4 Amazon Publishing Cheat Sheet:** breve.link/cs4
- 5 Research subject categories for selling your book:** breve.link/cs5
- 6 Book Marketing & Promotion Resources:** breve.link/cs6
- 7 eBook Design and Programming Resources:** breve.link/cs7

†**Website links:** to shorten long website links we use <http://breve.link/> and a code. For example, breve.link/cs1 will take you to https://en.wikipedia.org/wiki/Book_design.

5 SECRETS FOR AUTHOR IMPRINT SUCCESS

- 1 Business:** Choose your author imprint name before starting the publishing process. Don't use your name; consider a D/B/A. Use it in all places that ask for a publisher.
- 2 Platform:** The goal is to build a reputation related to your subject. An author website is fundamental; book or imprint websites secondary. Blog or vlog about topics related to your book. Get an email to match your website. Create a mailing list.
- 3 Timelines:** Allow time for pre-marketing. Create ARCs to solicit blurbs and reviews.
- 4 Research:** Use Amazon to research comparable books. Look at covers, descriptions, sales categories and keywords. Study authors of similar books to learn how they market their books.
- 5 Distribution:** Use your research to prepare your own online book listing. Get your book into as many stores, directories and databases as possible. Be consistent in how you enter your metadata (including your bio) in all websites, stores, and social media profiles.



REGISTER YOUR BOOK
 The Essential Guide to ISBNs, Barcodes, Copyright, and LCCNs
 DAVID WOGAHN

SAVE MONEY, SAVE TIME, PROTECT YOUR INVESTMENT, AND IMPROVE YOUR MARKETING.

- » Reference essential metadata details for ISBNs, barcodes, copyright, and LCCNs.
- » Avoid legal headaches, missed deadlines, expensive fees.
- » Learn how to look professional, not amateur-published.
- » Protect your book's hard-earned reader reviews.
- » Ensure your freedom to use any book printer.
- » Include your book in directories used by major publishers.
- » Keep your options open to use any book distributor.
- » Prevent your ARCs from being re-sold online.

"...PROCEED WITH CONFIDENCE IN SPENDING YOUR TIME AND DOLLARS TO GET IT DONE RIGHT, THE FIRST TIME."

—CARLA KING, SELF-PUB BOOT CAMP

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Comparison of Publishing Options

This diagram is available at www.AuthorImprints.com/author

Key Evaluation Criteria	Three Self-Publishing Options			Traditional Publishing
	Author ¹	Hybrid ²	Subsidy ³	
Imprint Name	Author choice	PUBLISHER	PUBLISHER	PUBLISHER
Editorial Control	AUTHOR	Varies	AUTHOR	PUBLISHER
Timing Control	AUTHOR	Negotiated	Negotiated	PUBLISHER
Book Design Control	AUTHOR	PUBLISHER	PUBLISHER	PUBLISHER
Book Price Control	AUTHOR	Negotiated	PUBLISHER	PUBLISHER
Metadata Control	AUTHOR	PUBLISHER	PUBLISHER	PUBLISHER
ISBN Ownership	AUTHOR	PUBLISHER	PUBLISHER	PUBLISHER
Amazon Distribution	✓	✓	✓	✓
Ingram Distribution	✓	✓	✓	✓
Financial, Rights and Reporting				
Pays for book production	AUTHOR	Varies	AUTHOR	PUBLISHER
Pays for printing	AUTHOR	Varies	AUTHOR	PUBLISHER
Marketing Responsibility	AUTHOR	AUTHOR	AUTHOR	Shared
Author price to buy books	Cost	Cost+Markup	Cost+Markup	Cost+Markup
Ownership of files	AUTHOR	Varies	PUBLISHER	PUBLISHER
Contract Term	N/A	Yes, Inquire	Yes, Inquire	Yes, Inquire
Ancillary Rights	AUTHOR	AUTHOR	Inquire	Negotiated
Profits (royalties)	100%	Varies	Varies	Negotiated
Royalty Payments	Monthly	Varies	Varies	Semi-annual

The primary purpose of the above self-publishing comparison of traditional publishing, hybrid publishing, and subsidy publishers is to highlight important criteria authors and businesses should use when evaluating their publishing options. The four columns illustrate general differences between publishing options and should not be relied upon as a substitute for reading contracts. Read your contract closely, and seek experienced counsel to explain terms and conditions you do not understand.

1 The book publishing process is managed by the author, or an author's representative such as AuthorImprints.com or MillCityPress.net.

2 There is no industry standard definition for a "hybrid publisher" or "hybrid publishing", nor is there a standard set of business terms common to all those that call themselves a hybrid publisher, but these companies refer to themselves as such: Evolved Publishing, Ink Shares, She Writes Press. A hybrid publisher is also not the same as a hybrid author.

3 Examples of subsidy, sometimes called vanity, publishers include **Lulu**, **Outskirts** and **AuthorSolutions**. AuthorSolutions also publishes books under these imprints: **Xlibris**, **AuthorHouse**, **iUniverse**, **Trafford**, **WestBow Press**, **Balboa Press**, and **Abbott Press**. If you contact a traditional publisher, and they refer you to a publisher where you will pay to be published, this is probably a subsidy press.

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