

Self-Publish Worldwide



**How to Publish Your Book
Quickly,
Affordably and Make it
Available Worldwide**

New 3rd edition

Ruth Barringham

Self-Publish Worldwide

**How to Publish Your Book Quickly,
Affordably
And Make it Available
Worldwide**

New 3rd Edition

Ruth Barringham

Copyright © 2010 by Ruth Barringham

Published in Australia by

Cheriton House Publishing Pty Ltd

Brisbane Australia

The author is the copyright owner of this work and no part may be reproduced by any process, nor may any other exclusive right be exercised without the permission of Cheriton House Publishing Pty Ltd.

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out or otherwise circulated without the author's prior consent in any form of binding, cover or shared electronically other than that with which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

ISBN: 978-098-03582-9-2

National Library of Australia CiP available

Self-Publish Worldwide – How to Publish Your Book Quickly, Affordably, and Make it Available Worldwide. 3rd Edition

Disclaimer:

The author and publisher have used their best efforts in preparing this Book. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Book.

The information contained in this book is strictly for information purposes. Therefore, if you wish to apply ideas contained in this book, you are taking full responsibility for your actions. Whilst we hope you find the contents of this book interesting and informative, the contents are for general information purposes only and do not constitute advice. We believe the contents to be true and accurate as at the date of writing but can give no assurances or warranty regarding the accuracy, currency or applicability of any of the contents in relation to specific situations and particular circumstances.

This Book is not intended to be a source for advice, and thus the reader should not rely on any information provided in this Book as such. Readers should always seek the advice of an appropriately qualified person in the reader's home jurisdiction. The author and publisher of this Book assume no responsibility for information contained in this Book and disclaim all liability in respect of such information. In addition, none of the content of this Book will form any part of any contract or constitute an offer of any kind.

Any links to third party websites are provided solely for the purpose of your convenience. Links made to web sites are made at your own risk and the author and publisher accept no liability for any linked sites. When you access a website please understand that it is independent from the author and publisher and the author and publisher have no control over the content of that website.

Further, a link contained in this book does not mean that the author or publisher endorses or accepts any responsibility for the content or the use of such website. The author and publisher do not give any representation regarding the quality, safety, suitability or reliability of any of them or any of the material contained within them. Users must take their own precautions to ensure that what is selected for use is free of such items as viruses, worms, Trojan horses and other items of a destructive nature.

All web sites, products and services are mentioned, without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchant ability and fitness for a particular purpose.

Some of the links contained within this Book are affiliate links to third party Companies, which means the publisher or author may receive a small payment/commission if any purchases are made or agreements signed with any of the third parties.

Table of Contents

Introduction.....	8
Different Ways to Self-Publish.....	13
Vanity Publishing.....	15
POD Publishing.....	18
Self Publishing.....	23
The Self Publishing Process, Beginning to End.....	24
Writing Your Sales Page.....	24
Getting Your Book Ready for Printing.....	28
International Standard Book Number (ISBN).....	28
Global Books in Print.....	29
Barcodes.....	30
Copyright.....	31
Illustrations.....	31
Using Microsoft Word To Make Your Book Printer-Ready.....	32
Parts of a Book.....	36
The Main Parts of a Book:.....	36
Pages in the Prelims.....	36
Editions, Reprints and Imprints.....	38
Publisher's Jargon.....	39
Your Book Cover.....	46
Designing a Book Cover.....	46
So how do you create a book cover?.....	47
Book Designers/Consultants.....	47
The Printing Process.....	49
Paper.....	49
Illustrations.....	50
Book Stores.....	53
Selling to Mass Markets.....	54
Book Clubs.....	57
Book Wholesalers & Distributors.....	80

Contacting a Book Distributor	81
A List of Book Distributors:	81
Electronic Books (Ebooks)	84
Marketing Your Book Worldwide	88
The Libraries.....	90
Your Marketing Plan	97
Writing a Press Release	97
Position Yourself as a Celebrity	97
An Example of a Press Release.....	98
How and Where to Send a Press Release	99
Press Release Sample:.....	102
Book Reviews.....	103
Celebrity Testimonials	107
Where can you find celebrity contact information?	107
How to Use Your Testimonial	108
Selling Your Book Online.....	109
Your Own Website.....	109
What to Put on Your Website	110
How to Build a website When You Don't Know How.....	111
12 Ways to Market Your Book Online For Free.....	114
1 Your Own Website	115
2 Publishing Your Own Newsletter.....	117
3 Free Book Excerpt Sites.....	118
4 Free Book Excerpts and Article Marketing	119
5 Blogs and Magazines for Book Excerpts.....	120
6 Posting to Forums	122
7 How to get Higher Listings on Google	123
8 Marketing with Blog Comments.....	124
9 Marketing Through News Sites	126
10 Become an Expert Source to Journalists	127
11 Online Author Radio Interviews.....	129
15 Tips For an Almost Flawless Online Radio Interview	131

Online Author radio Stations	132
Create Your Own Podcasts.....	133
12 Article Marketing	133
Book Returns.....	136
How to Use Amazon.com to Increase Your Book Sales	138
How to Make Your Book an Amazon No1 Bestseller.....	140
How To Publish Your Book For The iPad.....	143
iTunes Connect	143
Smashwords	143
Amazon	144
Kobo.....	144
A Final Word.....	146

Writing and publishing your own book can be the
best investment you ever make

Introduction

Most people, at some time in their lives, have thought of writing a book. But with no way of knowing how to have it published, the idea was usually passed over and forgotten.

And the old, frustrating way of trying to become a published author was to first write a book and then start sending out letters and sample chapters to as many agents and publishers as you possibly could.

Sadly, out of every 50,000 manuscripts a publisher receives, only 1 or 2 are actually published - AND it usually takes 3 to 4 years before your book will go to press.

And then, after all that, it's STILL your responsibility to market your own book - at your own expense - while the publisher saves their marketing efforts for their best-selling authors.

And if that's not hard enough; if your book sales are considered by the publisher to be low - say, less than forty thousand a year - then your book is quickly withdrawn and listed as "out-of-print."

So don't waste your time sending your manuscript out to hundreds of publishers.

Instead, publish it yourself.

Authors have been self publishing their own books successfully for over one hundred years.

Just look at this list of **just a few** of the well-known authors who all began by self publishing their own book -

- Oscar Wilde
- Rudyard Kipling
- George Bernard Shaw
- Mark Twain
- Beatrix Potter
- Deepak Chopra
- Virginia Woolf

- John Grisham
- Christopher Paolini (Eragon)

ALL these authors began their careers by self publishing their own book.

And you can do the same.

All you need is access to a computer and an internet connection.

There's never been a better time to easily publish a book and sell it internationally.

And the really great thing about being a published author is that it never has to end. Not only can you utilize modern publishing methods to keep your book 'in print' for as long as you want, but you can expand your writing talent and publish more and more books every year – or every month if you've got plenty of time to write.

Holding your first printed book in your hands is one of life's most thrilling feelings, and the more books you write, the more times you can relive that feeling with the first copy of every book.

And when someone asks you what you do for a living and you say "I'm an author" that's also a great feeling.

HOW DO YOU MAKE MONEY FROM SELF PUBLISHING BOOKS?

Publishing books isn't just about writing them, you have to sell them too.

And if you want to know how easy it is to make money from selling books, look at it this way;

There are nearly 200 countries in the world.

If you wrote just one book and only sold 10 copies per country per year, and made \$10 profit per book, you'd earn \$20,000 a year.

And if you published 6 books and sold 10 copies of each book per country per year, that would mean you'd be earning a 6-figure income.

But just how EASY is it to sell so many books every year?

Let's look at something else.

There are over 115,000 libraries across the US.

Now what if ONLY HALF of those libraries only ordered just 1 copy of your book?

That would mean you'd sell 57,000 copies! And that's only the US libraries.

There are also tens of thousands of libraries in the UK, Australia, New Zealand...and the list goes on.

There is also the possibility of sales to book clubs. These types of clubs can help you sell 20,000 (or more) copies of your book – in one sale!

Now I'm not guaranteeing that you'll actually see these high sales, but it's DEFINITELY possible.

And there are also many other opportunities that will open up once you're a published author.

People self publish books for many different reasons. Just look at what YOU can do:

A Unique Gift for the Whole Family

You can write and publish a personalised book to give as a unique gift to friends or family members.

To Become an Expert in Business

You can use your self published book as a spring-board to advance your career. Once you've written and published a book you are seen as an expert and you can use your status as a published author to enhance your business or to set yourself up to work as a seminar speaker.

Start a Book Publishing Company

Once you know how easy it is to publish your own books, you can do the same as I did and start your own book publishing company.

Start Your Own Online Business

Once you've published your first book, you can set up your own online business. You just write a book, publish it and then set up a web site based on the subject of your book and make money selling your book, an ebook version of your book, work as an affiliate by getting paid commissions to sell other people's products (related to your book's subject, of course) and accepting paid advertising.

For instance, say you written and published a book about weight loss. You could then set up a fitness/weight loss web site and sell your book, other diet and nutrition books (or write and publish more books yourself), exercise equipment, meal supplements, vitamins, etc...

And all it takes to get started is to publish just one book, and from there you can do almost anything.

Writing and publishing books is like working once and getting paid for it over and over again.

But if you stay at home as an unpublished writer, then no one even knows that you're there.

But as soon as you publish your first book, the whole world will know about you and you can achieve SO MUCH once you are a published author.

And self publishing lets you stay completely in control of your work so that you can sell as many books as you want, from where ever you want and whenever you want.

But you need to know where to start and how to do it, and **Self-Publish Worldwide** will help you do just that.

With this book you will learn what you need to do, how to do it and where to go to find everything you need to begin publishing your books.

Most other books about self-publishing will tell you about printing and marketing but they leave out the important things like how to actually go about having your book distributed internationally without breaking the bank and without spending hours and hours packing up dozens of boxes of books in your garage and then paying to have them shipped all over the world.

In **Self-Publish Worldwide** you'll learn how to automate the whole process with no printing and storing books required.

And don't worry about marketing. You'll learn how to easily and effortlessly market your book online for free. You'll discover that you don't need to be an extrovert to market your book successfully and most of your marketing can be done from home and without the need to hire a company to write you a press release or marketing kit. And contrary to popular belief, sending out a mass-

mailing of your marketing material isn't as profitable and successful as the cheap and easy way I'll show you to market your book online yourself.

Self-Publish Worldwide is a huge book, a jargon-free easy-to-understand manual that tells you EXACTLY what you need to know to begin, so you can publish one book or a thousand books. You can even use all this knowledge to start your own publishing company - I know, because that's what I did.

Whatever your reasons for wanting to become a self-published author, you'll find all the information you need to get started right here. And it's all laid out in an easy-to-understand, step-by-step structure so you'll know what to do, how to do it and have links to companies that can help.

Just follow all the steps in this book and in 2 weeks time you'll be a published author.

I wish you all the publishing success in the world.

Ruth Barringham

<http://writeaholics.net>

<http://selfpublishworldwide.com>

<http://newonlinecourse.net>

<http://cheritonhousepublishing.com>

Different Ways to Self-Publish

The problem with reading anything about self-publishing is that there's conflicting statements on almost any website and it's all written in so much jargon that the more you read the more confused you become. But I will cut through all the technical terms and publishing jargon and help you to understand the different opportunities open for you to self-publish your book.

There are 4 different ways to publish a book:

- Traditional Publishing
- Self-Publishing
- POD Publishing
- Vanity Publishing

Traditional Publishing

With traditional publishing there is no cost to the author. You can pitch your book to an agent or directly to a publisher to try and encourage them to publish your book for you.

Currently only about 1 out of every 50,000 books submitted are successful. But if your book is accepted for publication it will probably be 18 months to 4 years before your book is in print and you will still be expected to market and promote your book yourself for a royalty payment of around 10% for every book sold. It can be 10% of the net amount, which is what the publisher actually sells the book for, or 10% of the price on the cover of the book.

Vanity Publishing

This is sometimes called *Subsidy Self-Publishing* but whatever you choose to call it, it means that you, the author, pay a vanity publisher to do all the work that a traditional publisher would have done. You do get paid higher royalties, usually from 25% to 40%, but it can still take quite a while before you break even, depending on how much you paid to have your book published in the first place.

POD Publishing

Print On Demand publishing lets you self-publish your book with minimum expense. POD books are individually printed when an order is placed which means no warehousing costs and this dramatically reduces production costs. But Print On Demand companies are usually only printers not publishers, although they can offer some publishing services. And so it's still up to the author to market and sell their own work.

So before you approach a company, your manuscript must be what they call "copy ready". This means that your manuscript must be formatted correctly, all the necessary pages are included (e.g. copyright page, disclaimer page, etc) and you have a book cover ready for printing.

Self-Publishing

When you publish a book yourself you take on all the work that a traditional publisher would have done for you. This includes having your book printed, shipped, distributed and you also have to take care of all your own paperwork.

Which is best for you?

As we are dealing here with self-publishing, we'll only be discussing the latter 3 ways to publish a book, that is, Vanity, POD and Self-Publishing. Which of these ways you choose will depend on several different factors.

Firstly your choice will depend on how much of the work you want to do yourself. If you just want to get your book published and then carry on with writing the next one, then you may opt for vanity publishing.

On the other hand if you're a bit of a control freak and like to be in charge of the publishing process, then you may decide to go the whole self-publishing route yourself and deal with every company and every aspect of publishing personally.

But before any of this happens, it's best to have a clearer understanding of the publishing process, which will be explained as we go along.

In the following pages we'll look at all three ways to self-publish your books.

Vanity Publishing

If you feel daunted by all the steps involved in self-publishing your own book, then vanity publishing, or subsidy publishing as some like to call it, can offer you an easy alternative.

There are certainly plenty of authors who are happy to use a vanity publisher because it saves them the work involved in:

- Book registration
- Cover designing
- Dealing with printing companies
- Warehousing
- distribution
- Legal deposits
- Invoicing
- And more

It's easy to use a vanity publisher because you only have to pay them once and they'll take care of the whole book publishing process for you.

The most well-known of vanity publishers is [Lulu.com](https://www.lulu.com).

On their website it's free to upload your manuscript, choose your book type (hardback, paperback, etc), size, cover design, price and everything else necessary for producing a finished book. Then every time someone goes to the site and orders a copy of your book, [Lulu.com](https://www.lulu.com) prints and ships it and takes a percentage of the selling price.

Using [Lulu.com](https://www.lulu.com) means you can have your book published and available for sale internationally in a matter of minutes. The downside is that the average number of book sales from publishing on [Lulu.com](https://www.lulu.com) is 10.

But that's not to say that there's anything wrong with using [Lulu.com](https://www.lulu.com). On the contrary, if you want to publish a book and sell it to a small group of people, or buy your own copies to give away as gifts or prizes or distribute them to your employees, then [Lulu.com](https://www.lulu.com) will be just the kind of self-publishing company that you're looking for.

Another way that authors are using [Lulu.com](https://www.lulu.com) is to publish their book as an ebook and sell it from their own website or through other ebook websites (more on this later) and use [Lulu.com](https://www.lulu.com) to offer an alternative printed version of their book.

Most other vanity publishers will take your manuscript and turn it into a printed book for you and either charge a set fee or price their services individually.

The best known of the vanity publishers are:

- [iUniverse](https://www.iuniverse.com)
- [Xlibris](https://www.xlibris.com)
- [AuthorHouse](https://www.authorhouse.com)
- [CreateSpace](https://www.createspace.com)

They are also the most widely used of all the vanity publishers.

CreateSpace seems to be the top favourite company of self publishers and is owned by Amazon.com. CreateSpace now also works with some of the biggest publishing houses in the world by using POD (Print On Demand) to make out-of-print titles available 'in print' again. Some of the big companies that use CreateSpace include Cambridge University Press, Harper Collins and Oxford University Press.

But they are not cheap and to have a book published with CreateSpace (including a book cover and ISBN) will set you back well over \$1,000

iUniverse charges much less than CreateSpace, but there is an even higher fee if you want to leave their service and take your book files with you.

Xlibris charges around \$2,000 for their publishing service and supplies a few "free" copies of the book to the author. It takes 4 to 6 months for publication of your book.

AuthorHouse charges around \$1,500, takes 6 months to publish a book and they claim ownership of your book files which means you cannot use them again. So if you decide to publish your book elsewhere you'd lose your cover, ISBN, barcode and manuscript formatting and anything else you paid for.

But vanity publishers are great if it is the only way you want to publish your book. Just be careful of all the hidden charges such as extra costs for printing images, distribution costs and delivery charges.

Make sure you read a contract carefully before you sign up with a vanity publishing company.

Also be aware that Xilibris, iUniverse and AuthorHouse are all owned by one holding company called *Author Solutions*.

To find out much more about these companies, and many more, read a copy of *The Fine Print of Self Publishing*, written by attorney Mark Levine.

In Australia there is a new vanity publishing company called [BookPal](#). They are based in Brisbane in Queensland and offer publishing packages from around \$5,000. Their biggest package includes copy editing of your manuscript. BookPal are also a printing company (formerly called PrintPal) and so can do all their own printing in-house.

Also don't forget that whichever vanity publisher you choose to publish your book with, marketing and advertising are always left to the author. But this isn't necessarily a tragedy because even if a traditional publisher published your book, you'd still be expected to do all the marketing and advertising.

So you may also want to take advantage of their marketing packages too. Most vanity publishers offer marketing packages as an additional extra. These packages can range greatly in price but offer things like marketing materials, writing a press release and distribution of the press release to various media.

Other Vanity Publishers:

Ink Tree Ltd

<http://www.inktree.com>

Elderberry Press

<http://elderberrypress.com>

Greenleaf Book Group

<http://www.greenleafbookgroup.com>

Alternatively there are also many printing companies that will not only print your book and give you a free ISBN, barcode, etc, but they also offer a publishing service too.

One such company is The Book Printing Company at <http://www.bookprinting.org.uk>. They charge a set fee and will give you a publishing package which includes:

- ISBN allocation
- Registration with book data libraries
- Registration and upload with POD printers
- Registration with legal deposit libraries
- Availability with online and high street book stores in the UK, e.g. Amazon.co.uk, W H Smith and Waterstones
- Royalty management
- 20 free copies of your book

Just bear in mind that “availability” to book stores usually means they’ll include your book in their catalogue only once.

POD Publishing

Thanks to the internet and digital printing, POD (Print On Demand) publishing is now one of the most economical ways for an author to publish their book.

Books published using POD are kept electronically on file and are only printed when ordered, and shipped anywhere in the world.

This completely eliminates the need for storing or warehousing thousands of books which dramatically reduces the cost of publishing. Instead, copies of your book can be printed only when ordered and shipped anywhere you want.

POD also means that it’s easier to keep titles “in print”. Publishers used to only keep books in print if they were selling well. As soon as there was a slump in sales publishers would stop doing reprints and once all the stock was sold the book was listed as out of print. For some authors this could mean seeing book sales for only a few years, or worse, a few months.

But POD means that books can be kept “in print” for years. In fact traditional publishers are making available through POD, titles that they haven’t sold for decades, so more and more books are coming back into print.

But you have to be careful of companies that claim to be POD publishing companies but are not.

These companies advertise themselves as offering POD for self-publishers, but when you read further, what they’re offering is small print runs of only 50 or 100 books. But any printing company can do short print runs of books. And it isn’t really Printing on Demand if no one except the printing company is demanding that the books be printed.

True POD means printing books only when they’ve been ordered by a customer or retailer.

In the UK there is a true POD company called Antony Rowe Ltd at <http://uk.cpibooks.com>. This company will set up your title in their digital library and make it available for sale through Gardeners’ Books who are Britain’s largest book wholesaler and run the biggest distribution and ordering network in the UK.

For a small fee your book can also be printed and made available in the USA too.

They send you a proof copy for your approval when they first upload your cover and book block, and then, using Gardeners Books, your book can be distributed anywhere in the world. And all they charge is the cost of printing.

I personally think that the name Antony Rowe Ltd has a classy ring to it.

Gardeners’ Books in the UK (in association with Antony Rowe) also offer a Print on Demand service with a 48 hour turnaround from order to dispatch.

There is also the Spanish POD company, Publidisa.com. They offer a true POD service to produce POD books and ebooks. They charge a fee for setting up your book and then accept orders and send the book directly to the customer. Publidisa.com is the same company used by Lulu.com.

But the daddy-of-them-all in POD publishing is Lightning Source Inc in the USA.

Lightning Source works with both authors and publishers to produce POD books and ebooks.

One of the most impressive facts about Lightning Source is that it's owned by the same company that owns Ingram Book Group. Ingram's is the biggest book wholesaler in the US and supplies books to over 90% of book stores across America in addition to supplying online book stores, libraries and schools.

Once your book is printed by Lightning Source it's automatically listed with Ingram's. Ingram's do actually keep in stock some of Lightning Source's best sellers, but all the others it can get from Lightning Source overnight so all Lightning Source books are listed with Ingram as being immediately available.

Amazon.com draws its stock directly from Ingram's daily electronic catalogue so if you use Lightning Source you're guaranteed that Amazon.com will list your book and it's usually listed within a few days.

In fact Lightning Source supplies books to all the Amazon online book stores including Amazon in Canada, France, Germany, the UK and Japan.

A few major booksellers also have the resources to tap into Lightning Source's electronic systems and order directly instead of going through Ingram. These include:

- **Baker & Taylor**, who are the second largest U.S. book wholesaler and the largest supplier to U.S. schools and libraries.
- **NACSCORP**, another major wholesaler, as a service of the National Association of College Stores.
- **Amazon.com**. Though Amazon normally orders from Ingram to fill immediate customer demand, it orders directly from Lightning Source to stock a book.
- **Barnes & Nobel**, including BN.com, one of the biggest book store chains in the US (their bigger stores stocking over 100,000 titles at a time) also order their books directly from Lightning Source.

Lightning Source also has a company in the UK called Lightning Source.co.uk but it's actually Lightning Source Inc in disguise. So whether you go to

<http://www.lightningsource.com>

Or

<http://www.lightningsource.co.uk>

you'll be taken to the same Lightning Source website and from there they'll decide whether you should be paid in UK Pounds or US Dollars.

Books handled by Lightning Source Inc can easily be printed and distributed by Lightning Source UK as well - and vice versa.

Lightning Source also supplies books to the UK's biggest book wholesalers, Gardner's Books and Bertram's Books who supply books to one of Britain's largest book store chains, Blackwell's.

So when you publish your book using Lightning Source, your book becomes immediately available through Ingram's and Baker & Taylor in the US, and Gardener's and Bertram's in the UK. Book stores throughout the world can place orders for your book through these wholesalers.

At Lightning Source they receive orders for your book directly or through one of their distribution partners. They then print the books, pack and ship them, send invoices, receive payments and send you a monthly statement. The only thing they deduct is the cost of printing and they send you a monthly cheque for the rest.

Their set-up fees are quite modest too. At this time of writing, their set-up fee to get a book into their digital library cost around \$100 (US) for the first book and around \$65 (US) for every subsequent book. Or if you plan on publishing 9 or more books a year they can offer a substantial discount. They also charge a small yearly fee for keeping your book in their digital library.

If your book cover doesn't have a bar code, they will also place a free bar code sticker on your books.

By using Lightning Source to print your book, you don't need to do a large print run of your book, but you will still need quite a few for promotional purposes, review copies, gifts, and so forth.

Lightning Source leave it up to you to choose the cover price of your book, trade discount offered and return-ability and they also provide a proof copy for your approval (for a small fee).

Lightning Source works with publishers and authors from all over the world so no matter where you live you can work directly with Lightning Source.

This way, POD companies like Lightning Source Inc and Antony Rowe remove the problem of distribution for self-published authors.

But you still need to get your book interior and your cover to the stage of 'printer ready' so in the next chapter, which explains all the steps in the actual self-publishing process, you'll learn how you can easily achieve this.

Self Publishing

In this chapter we'll be discussing the whole self-publishing process and the steps you need to take.

At first it may seem a bit confusing. So I suggest that you read through all the information first before going back and deciding what is the best way for you to publish your book.

Once you know what you want to do and know the steps that you need to take, you'll realise how easy everything is, especially with the links that are provided throughout this ebook to websites that can help you to find everything you need.

When you self-publish your book it can at first seem to be a lot of hard work, but it does put you completely in control of the publishing process and returns a much higher profit. And once you know how to publish a book it becomes much easier the next time.

How much time and effort you need to put into publishing your book will depend on the way you tackle each process. For instance, you could design and create your own book cover, or alternatively, you could pay a book cover designer to do it for you.

When it comes to publishing, everything can be done by you or out-sourced to others. This includes setting out the interior of your book, marketing and even printing.

It can take from 2 weeks to 6 months to get a book published, depending on which way you decide to do it, so first of all you need a definite date for publishing your book so that you have a deadline to work towards. With your first book it might be wise to set a date 3-6 months in advance to be sure that you get everything done.

On the other hand, once you understand the process you need to go through to self-publish your own book, you might feel confident enough to be ready to upload it to the printers in as little as 2 weeks.

The Self Publishing Process, Beginning to End

To begin with, it's assumed that you have already written your book manuscript and that's why you're ready to publish it now. So we're going to start with the first thing you need to do before you can begin the physical process of publishing your book. And this first step is SO IMPORTANT that it can make or break your publishing success. So you MUST get this absolutely right before you move on.

Writing Your Sales Page

Believe it or not, writing a great sales page is more important than writing a great book. You can sell a mediocre book with a great sales page, but you can't sell a great book with only a mediocre sales page.

So this is one thing you definitely MUST get right. Having a great sales page is a big part of a strategic plan to be a successful author which includes -

- Writing a great book
- Writing persuasive ad copy for your sales page
- Designing a web page where you can sell your book (essential)
- Powerful ongoing marketing.

Write the Sales Page First

By writing your sales copy first you can really let your imagination run wild as you describe all the benefits of owning a copy of your book. Even if you're writing fiction you can describe the horror/fear/emotions that your book will elicit from the reader.

It's usually best to write your sales page before you write even one word of your book.

But if your book is already written, it's still possible to write powerful sales copy for it, and as your book is not published yet, it may not be too late to add any great ideas you come up with.

And as you write your sales copy, you WILL come up with great ideas about the benefits of your book. By the time you've finished writing it, your sales page will be so irresistible that readers will be itching to grab a copy of your

book, and that's why you should always provide access to an instantly downloadable ebook copy as well (but we'll get into that in more detail later).

Your Sales Page Design

The most important part of your sales page is the copy. It's not the fancy images and graphics that make the sales, it's the words. In fact you don't even need anything fancy on your sales page. If your writing is hypnotic and compelling enough then that's all you need.

You also need your page to be fast loading so avoiding things such as flashing graphics is preferable.

Another thing to keep in mind is the search engines. You need to make sure your sales page turns up in the top 10 results for anyone searching the topic you've written your book about, so you need to keep keywords in mind.

Keywords aren't as important as good sales copy, so don't get too hung up on it.

Just do a quick search at <http://www.wordtracker.com> for the top 100 searches in your book's category.

This will give you some idea of what information people are currently searching for the most. But it is only a CURRENT list, so like I said before, don't get too hung up about keywords, but DO keep them in mind.

Writing Your Sales Copy

Every paragraph, sentence and word in your sales copy only has one purpose. To drive customers to an order page for your book. And although you want your writing to sound professional, it also needs to sound personal, as though you are writing to a friend.

So write your sales copy as though you are writing to a friend and telling them how great your book is and how it will benefit their life, as though you wrote your book specifically for them.

If you can, identify a problem they might be having and show how your book can help them. You can even use your headlines to help emphasize this:

- Imagine If...
- You Can Discover...

- Wouldn't It Be Wonderful If...
- The Secret To...

Your main headline is the most important part of your sales copy, so choose your words carefully. And then write the rest of your sales copy and make sure that every sentence/paragraph compels them to read on; to want to discover more.

Subheadings can also help to capture the attention of people who prefer to scan rather than read.

Use bullet lists to further break up your sales page, make it visually more attractive, easier to read and get the attention of scanners.

If you've already managed to get testimonials for your book, include these too. Scatter them liberally throughout your sales page.

The P.S.

At the end of your page, include a P.S. When people scan your page they usually only look at headings, sub-headings, lists and the P.S.

So make sure your P.S. includes a quick summary of benefits and instructions of how to purchase your book.

A summary in your P.S. also helps to re-enforce the content of your sales page in the reader's mind.

What is Your USP?

Every book you write must have a USP (Unique Selling Point). No matter what you write about there is always someone else who has written, or is writing, about the same thing. So you need to know your USP.

What makes your book better than all the others?

If you're not sure what your USP is, write down all the selling points (benefits) of your book and then decide which is the best and most important, and how this makes your book unique.

Use a question and answer session to work out all the benefits of your book. You can use the list below.

Go through the questions one at a time. Allow your mind to think freely and write down everything that comes to you, no matter how overwhelming or insignificant it seems, and don't miss out any details.

Write down your answers as fully and completely as possible.

- What are your book's features? (make a list)
- How will each one benefit the reader? (can be more than one benefit)
- What problem/s will your books solve?
- What benefit is the most important?(your USP)
- How is your book different?
- What makes it better than all the other similar books?
- How can people buy your book quickly?

You also need to understand your reader:

- Who will buy your book?
- What motivates them?
- What are their concerns about your book?
- Who are you NOT aiming your book at?

By the time you've finished answering all the questions about your book and your reader, you should have several pages of writing in front of you. And when you read through it you'll probably find that you've written most of your sales copy without even realizing it.

So now you can go ahead and write up your sales page. Give it a brilliant heading, plenty of sub-headings and bullet lists and fill the page with compelling writing.

Finally, add a P.S. to wrap up everything you've said - and you're done.

Just make sure you have fun writing your sales copy and let your enthusiasm for your book shine through.

And when you've finished, it's time to move on to working on your manuscript.

Getting Your Book Ready for Printing

Before your book can be published and printed you need to do 4 basic things:

- Get an ISBN
- Get a barcode
- Set out the interior of your book correctly
- Get a book cover

There are other things that you can do but these are the basic 4 things that will get your book ready for publication and distribution. Everything else will be explained as we go along.

So to begin with you need an ISBN for your book and a barcode for your book cover. The reason that I'm talking about these two together is because your barcode will use the same numbers as your ISBN.

International Standard Book Number (ISBN)

This is a unique 13-digit number assigned to each book, each edition and each binding. For instance if at first you publish your book as a hard back edition, you will need a different ISBN for its paperback equivalent and a different ISBN for its ebook edition and a different ISBN for its CD edition, etc. This helps to avoid errors in ordering, shipping and receiving books.

ISBNs aren't compulsory but they make it simple to identify your work and most retail and online bookstores refuse to stock books that don't have one. This is because with the increased use of computers in the book industry, ISBNs have become essential.

The easiest way to obtain an ISBN is through a company called R R Bowker. They can be found in the US, the UK and Australia. You can buy ISBNs online at:

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

<http://www.bowker.co.uk>

<http://www.thorpe.com.au>

R R Bowker isn't the only place you can buy ISBNs from, but you need to be aware that R R Bowker is the exclusive source of ISBNs. There are many unauthorized resellers of ISBNs and they need to be avoided if at all possible.

These people buy ISBNs and resell them for a higher price. So use R R Bowker if you live in the US, UK or Australia, or use an official ISBN agency in your own country.

You can find a whole list of International ISBN agencies and an instantly downloadable ISBN manual at

<http://www.isbn-international.org/en/agencies.html>.

You used to be able to buy just one ISBN (in most countries), but now you have to buy a block of 10. Once you've bought your block of 10 ISBN's you don't need to assign them to a book straight away. You can keep them for your next 9 books so that your ISBNs are numerical. But make sure they send you all of your numbers otherwise they won't be numerical. If they don't send them, ask for them.

In most countries at least one copy of your book must be given to the national library. This is called a Legal Deposit Copy. Other copies may be required by other state libraries. ISBN agencies can tell you where to send Legal Deposit Copies of your book.

You can also find more detailed information about ISBNs from:

- <http://www.collectionscanada.ca>
- <http://www.whitaker.co.uk>
- <http://www.thorpe.com.au/isbn>

Global Books in Print

Once you have your ISBN you should list your book in R R Bowker's **Global Books in Print**. You don't have to have obtained your ISBN from Bowker to list your book in **Global Books in Print**.

This database is available to book retailers and libraries worldwide. Your book doesn't have to have been published yet either to list it with Global

Books in Print because you can fill in the ABI (Advanced Book Information) and then go back later to update this information and add a thumbnail image of your book cover.

To register your title with them go to <http://www.bowkerlink.com>.

There is a plethora of information on the internet and in books as to where you should list your book to let it be known globally that it is available. But Bowker's Global Books in Print is by far the most important so if you don't list it anywhere else, make sure you list it here.

Barcodes

A barcode should be added to the back cover of a book in the bottom, right hand corner. It should contain the same numbers as your ISBN which should be printed above it. Wholesalers and retailers don't usually accept a book without a barcode. If you've already printed your book without a barcode, you can purchase barcodes printed on stickers from most printing companies.

Or you can download your own barcode-creating software. A free version can be found at:

http://www.freedownloadcenter.com/Business/Printer_Tools/Barcode_Creator.html.

You can also download free barcode creating software from <http://www.download.com>. Just type "barcode" or "free barcode" into the search box when you get there.

Some people will try and tell you that you need to include an EAN (European Article Number) on your barcode, but it really isn't necessary.

All manufactured retail goods are issued with an EAN (European Article Number). This is a 13-digit number just like an ISBN, so with books you only need the ISBN and not an EAN. In Japan, they use a JAN (Japanese Article Number), but again, your ISBN can be used instead of this.

Some years ago all retail products were given a UPC (Universal Product Code) number. UPC's were eventually replaced with EAN's.

EAN, ISBN, UPC and JAN are all collectively called Global Trade Item Numbers.

N.B. A point worth mentioning here is that it would be wise to go online and search to see if anyone else has the same book title as the one you want to use. Even with the use of ISBNs and Barcodes, it can still be confusing if two books have exactly the same title. If someone else is using your preferred title, perhaps you could change yours by adding a different subtitle.

Copyright

For your own protection you should find a copyright agency to register your book with before you publish it (or preferably as soon as you finish writing it). This will help to protect you if anyone accuses you of plagiarism or any other kind of copyright infringement.

Once your book is registered with a copyright agency (which can be done online in only a few minutes) they can also handle any queries from anyone who wants to legally copy part of your work and they can also handle fees and payments on your behalf.

Some of the following agencies might be of use:

- <http://www.cla.co.uk>
- <http://www.copyright.com.au>
- <http://www.copyright.com>

Illustrations

If the interior of your book requires illustrations (or you need a picture for your front cover) make sure you have them ready plus all the correct copyright permissions to be able to reproduce them.

Using online picture libraries is the easiest way to get illustrations for your book. You could use individual book illustrators instead, but this can be time consuming and expensive. Picture libraries are quick and easy to use and cost much less.

If you purchase an illustration or photograph, make sure you obtain copyright in perpetuity otherwise you'll have to pay every time you use the illustration or pay royalties.

Here is a list of picture libraries to get you started:

- <http://www.stockvault.net> has over 7,000 free, good quality images. They also have lots of other useful information including design tutorials. A good site if you're just starting out.
- <http://www.istockphoto.com> has over 1.8 million images in stock at prices ranging from \$1 for web publishing images, up to \$15 for large poster-quality pictures.
- <http://www.dreamtime.com> sell images on a credit-based system and you have to buy credits in groups of a minimum 20 credits. 1 credit buys you an image suitable for web publishing and a large poster-quality image is 3 credits. All images are of exceptionally high quality.
- <http://www.fotolia.com> has 3.3 million images to choose from, ranging from \$1 to \$3 per image and has a great search facility.

If you have any good photos or images, you might want to consider making some money yourself by submitting them to the above websites for other people to buy.

Using Microsoft Word To Make Your Book Printer-Ready

The pages of your book need to be set out correctly, ready to go to the printer.

When producing books, many authors and publishing companies use software such as Quark Xpress, Adobe InDesign or Adobe PageMaker to produce good type.

But if all this sounds unfamiliar to you, don't worry because printer-ready results can also be achieved using Microsoft Word.

No doubt you have the final draft of your manuscript set out in an A4 layout, which is, of course, too large to print as a book. That is, of course, unless

your finished book is to be A4 size, in which case you're good to go. But assuming you need a smaller size, we'll carry on.

Firstly you'll need to change your page size and probably your font and margins too.

First, lay out your manuscript on A5 size pages (go to the File menu and click on "page setup" and choose your page size) then adjust the margins so that your text will fit comfortably on the page of the eventual trimmed size of your printed book. Allow a margin of at least 2cm on the right margin and 2.5 on the left margin. Also adjust your top and bottom margins to 2cm.

It is also **important** that you click on "**Mirror Margins**" in your Page Setup. This sets your page layout for left and right pages that "mirror" each other, just like in an open book.

If you're at all unsure of how your finished page should look, just take a few similar books from your own book shelves and see how they are laid out.

Font Size

Word's default font size is 10 point but this is too small to comfortably read in paperback. Most paperbacks are best to read with a minimum of 10 characters per line and maximum of 70. 10 is the most comfortable small font size for most readers, which is 12 point. Note: there are 72 points to 1 inch.

Text in printed books is always justified.

Font Face

Word's default font face, or more correctly, typeface, is Times New Roman. This typeface is so called because it was designed to be the best typeface for the narrow columns of print in the Times Newspaper and so was never intended to be used in books.

Another typeface of greater width would be more suitable. Try using Palatino or Georgia or Arial.

Just out of interest, the typeface you're reading now is Arial.

Line Spacing

Word's standard line spacing is "single", "1.5" or "double". A more preferred line spacing should be set to an exact point measurement that is 2 to 4 points

larger than your font size. For example, if your font size is 12 point, go into the Format menu and choose paragraph. For line spacing select “at least” or “exactly” and then choose 14 to 16 point.

Characters

Make sure you use “typographic” characters and not “typewriter” characters. For instance, use “smart quotes” instead of “straight quotes” and don’t use single hyphens (-) or double hyphens (--) instead of a dash (–) or “em dash” as it’s correctly called.

To use correct characters go to the Insert menu and choose “symbol” to find the right typographic character. Alternatively, go into the Tools menu, choose “Auto Correct” and “Auto Format” and “Auto Format as you Type”. Using this option changes characters as you type.

Remember to also use “justified” for your page layout.

Styles

Word has a Style feature that allows you to apply different styles and attributes to selected text. The style will then continue to change automatically to all text governed by that style.

For instance, if you want all your headings to be size 16 font and underlined and all your subheadings to be size 12 font and bold, you can set up a style to do this for you automatically. It’s easy to set up, and using styles can save you an enormous amount of time while writing your book and it also ensures consistency. You can also store styles in a template to use again in a future book.

You can find Styles under the Format menu

Automatic Kerning

Kerning means moving individual letters closer or further apart to make the text appear more even.

Word does have automatic kerning which can be turned on in the Format menu and choosing “character spacing”.

Kerning doesn’t usually improve justified blocks of text, but it works well when used on single lines of text such as titles and headings.

Page Breaks

Word can insert page breaks so that even if you go back and add more text the page will still end exactly where you inserted the page break. This is important when using chapters.

Go to the Insert menu and choose “insert break” and then click “page break”. Make sure your cursor is already positioned where you want the page break.

You can also use the “line break” option to ensure text always begins on a new line. On the view menu, choose “show all” to see where these breaks have been placed. This will also show character spacing.

Windows and Orphans

Always avoid Windows and Orphans.

An orphan is the first line of a paragraph that appears at the bottom of a page by itself or has a heading above it, and continues on the next page.

A window is the opposite of this and is the last line of a paragraph that appears at the top of a page by itself.

Word usually avoids windows and orphans by default. But if it doesn't, go into the Format menu, click on “paragraph” and then choose “line and page breaks” and turn it on there.

Following all the suggestions here will produce work that's about 90% as accurate as using the other software packages.

If you want to learn more about how you can improve your work using Word, take a look at

Perfect Pages: Self-Publishing with Microsoft Word by Aaron Shepard.



This is an Excerpt from Self Publish Worldwide.

[Click Here to Buy the Complete ebook.](#)