



# ***YOUR* Book** ***YOUR* Way!**

*8 Quick Steps to Self-publishing*

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# **YOUR Book YOUR Way!**

## *8 Quick Steps to Self-publishing*

*“Self-publishing is the publication of any book or other media by its author, without the involvement of an established third-party publisher.” -Wikipedia*

### **Introduction:**

**Anyone can write a book and get it out there, right?** Well yes, this is certainly true in today’s world of self-publishing. With the availability of Print-on-Demand (POD) and eBooks it makes it an attractive option to self-publish. Gone are the days when you had to invest a significant amount of money on hard copy book printing. Of course, there are costs associated with producing a book that looks professional enough to entice a potential reader to buy it. Here are some common steps to get you started and on your way to self-publishing your book YOUR way!

### **Step One:**

**Write about it.** The most common word processor to use for writing your book is Microsoft Word but there are many writing software programs, including Scrivener. If you are an entrepreneur in business for a while and passionate about what you do, then others will probably want to read about it. You are an expert in your field. Alternately, if you have a hobby or a desire to write about your life’s memoirs then you probably have an audience as well. If you can’t write you can hire a professional content or copywriter. Research your book topic and title/subtitle online and talk to everyone you know to see if it’s been written about before. In most cases it will be but now you can make it your own and put your own spin on it. If you are writing your memoirs then maybe

you only want your family, extended family and friend to read it and have no intention of actually selling. This is ok too; you are self-publishing your book YOUR way!

## Step Two:

**Editing and proofreading.** Content or copywriters are professional writers and this is their area of expertise. They are word smiths. These professionals not only edit and provide research for your book but they are the creative behind the writing, sentence structure and flow of the book. The end result will be a polished and professional work of art. They may not necessarily proofread the final version, some do and some don't. Whether or not you hire or do your own writing you *definitely* need to have it proofread. This is beyond the basic Word spell and grammar check. **DO NOT** proofread your own book because you won't see the errors, even if they jump off the computer screen at you. Consider hiring a professional proof reader or ask around for retired teachers who will proofread. They can be relentlessly picky (remember your high school English teacher...yikes). But remember this is a good thing because the end result is a polished, easy to read book with the content flowing nicely.

## Step Three:

**Acquire an International Standard Book Number (ISBN).** This is a free service in Canada and provides you with a unique number for your self-published book. Each additional book or eBook requires its own number. You can set up your account and register at <http://www.bac-lac.gc.ca/eng/services/isbn-canada/Pages/create-account-isbn-canada.aspx>. You will receive your ISBN number usually within 10 – 14 working days. This number will eventually be made into a bar code at the back of your book and must be printed in your copyright page on the inside of your book. It is important to know that book stores will purchase or take your

book on consignment only if you have an ISBN number. If you have no intention of selling your book and only self-publishing for personal use then you don't need one.

## Step Four:

**Consider acquiring a Catalogue In Publication (CIP).** If you plan to distribute 100 copies in the first 6 months after the publishing date and distribute through book buyers and researchers who need to identify and locate the publications then you should get a CIP. The actual CIP is a brief description of the publication based on internationally-established library standards. It includes information such as the author(s), title, series title, subject headings and ISBN and will appear on the copyright page. You can find out more about CIP at <http://www.bac-lac.gc.ca/eng/services/cip/Pages/cip.aspx>.

## Step Five:

**Get the inside of your book designed.** This is one of the final steps once all the editing and proofreading has been completed on your manuscript. The DIY word processors such as Word and Scrivener will allow you to set the correct finished book size, margins, table of contents, footnotes etc. so you can save the book file to export for printing. If DIY is not for you then considering hiring a professional graphic designer who specializes in book design, especially if you have photos with captions, illustrations or charts. You will end up with a professional and consistent look and feel for your book. Using a professional page layout program such as Adobe InDesign, the designer will be familiar with the flow of forward pages such as the copyright, preface, dedication, acknowledgment, and table of content pages. They will make sure the margins are set correctly; the fonts and headlines are in a readable format based on the target audience for your book. Most

importantly the file will be exported in the correct format based on printing hard copies and eBooks.

## Step Six:

**Get the cover of your book designed.** Once the inside of your book is designed and finished then it's time to get your cover designed. If you are proficient in using Adobe Photoshop and/or InDesign and know how to format photos or illustrations and understand printing term such as 'bleed' on the cover then you are good to go. If not then you should consider getting your cover designed by a professional graphic designer who specializes in cover design. Cover design is an art, literally. Everyone judges a book by its cover! Book stores won't accept a book that looks amateurish since it won't stand up on their shelves along with all the other books. There are many considerations to make a cover 'pop' off the shelf including the graphics to be used, including professional stock photography or your own high quality photos. Fonts are very important both for the front title of your book and on the back for the write-up of the book. When browsing for books almost everybody will pick up the book and read the write-up at the back and either put it down or purchase it. The same applies if you purchase the book online either in print or eBook format.

## Step Seven:

**Get your book printed... or not.** There are so many options for the self-publishing authors these days. Print-on-demand (POD) is a very attractive option when your budget is limited and you don't want to tie your funds up with pre-purchased books that you can't sell right away. The most popular POD companies are CreateSpace (<https://www.createspace.com>) and IngramSpark (<https://www.ingramspark.com>), both will get your book up on Amazon. There are many other companies that provide this service, all based on

your budget and print needs. When you upload your book to a POD company it is printed one at a time when it is ordered and you get a percentage of the book after the print and shipping cost is taken out. These companies will assign an ISBN number (or you can use your own) and print a bar code on the back of the book for you. They also offer good marketing packages to suit your needs. Be aware that both CreateSpace and IngramSpark require you to fill out a tax-exempt form called W-8BEN before you can sell your books. This proves that you are not a resident of the United States. As the author you can get your books printed and shipped to you fairly inexpensively with these POD companies. There are book printing companies that specialize in printing books very well. Two Victoria, BC companies that do this are Island Blue Printorium Bookworks (<http://printoriumbookworks.islandblue.com>) and First Choice Books (<http://firstchoicebooks.ca>). They will both generate a bar code for the back of your book and print small to large quantities of books. Their prices and shipping are very reasonable.

Another option for you is to get your book in eBook form. Some of the more popular online eBook places are Amazon Kindle Store and Barnes & Noble eBooks. Again you can get an ISBN assigned and the companies take a percentage of your sales. This is a good way to test the waters if you aren't sure you want to get hard copies printed. The best format to submit your eBook is the original edited Word document without formatting. These companies will then convert the document into a format to be read with various eReaders. You will need to submit the front cover only (not the back) in a format that is acceptable for eReaders.

## Step Eight:

**Your work of art is in your hands, now what?** If you thought the hard work was over, well, it isn't. Now you need to consider how you will market your book. Some obvious tools are business cards or bookmarks with your book cover on the front and a sell-sheet

of sorts on the back. This would include you as the author, finished size of the book, ISBN number, page count and genre with a short introduction to the book if space permits. If you have contacts consider a book signing in a local bookstore that has agreed to stock your book. Speaking engagements, presentations or key-note speaking, social media and your website are great ways to promote your book. If you are an expert in your field and it's relevant to your book topic then you have many of these avenues available to you. Your book is only as good as you are able to market it. You might even consider a professional marketing company to help you, if necessary. If your market is international then strongly consider POD with Amazon so you can tap into that market.

## Closing:

**Self-publishing is ever changing.** As more POD companies become available and new and different ways to read books surface, all the more reason to do your research online and ask self-published authors about their successes and yes, their failures too.

Now go and write that book. If you already have, then be proud of your accomplishments as a self-published author. There is nothing more gratifying than opening up a box of 'hot off the press' books with your name on it or seeing your book online for the first time! You've done it YOUR way!

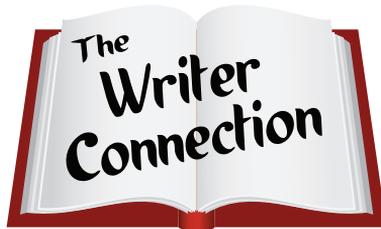
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***YOUR Book YOUR Way!*** provides easy to read common steps to get you started and on your way to self-publishing your book ***YOUR way!***



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