

The Process of Assisted Self-Publishing

Welcome to **Power of Words**. Jennifer helps busy authors navigate through the tricky waters of publishing, by advising on where to go and what to do to meet the author's goals. Having been a virtual book assistant, Jennifer is happy to help new writers get their fantastic quality book launched -- without handling the royalties and agreements. Our service can also help with administration if that is what you want.

The process of independent publishing begins with ISBN allocation and CiP entry (Cataloguing in Print). This is an important part of the book publishing process as it lists your book and its format on all Books in Print databases, generates the barcode for its back cover, and ensures your book is correctly catalogued in the National Library. Once printed, the legal deposit copies then get distributed to national and state libraries.

Don't be daunted – Power of Words can mentor you through this process. Thorpe, the ISBN agency, issue their ISBN numbers singly, in blocks of ten, or blocks of 100. If publishing through your own publishing company you would select a block of ten, to cover both a paperback book and an eBook. You might use up the others when new book projects come up! You can also create an account with the POD supplier and then select to buy the ISBN applicable there. (We recommend the Australian POD supplier, not CreateSpace, which ships from North America).

The ISBN fields must be filled out correctly and updated when things like launch dates change.

The CiP (Cataloguing-in-Publication) provides data essential to the cataloguing process. It includes: a short bio on you the author and any other contributors; the title; the ISBN; the subject/genre of the book; and the Dewey Number. This is ordered ten days before final layout, so that the data goes into the front of the book.

The CiP process is completed once the Legal Deposit Unit of the National Library receives their deposit copies of the finished publication. With legal deposit, usually one copy will be required by the National Library and one by the State Library of the author (if in Australia), and sometimes the Parliamentary Library too. This is part of Copyright law, so you can't skip this step. Afterwards, you will receive a letter from the National Library about your legal deposits.

There is often talk about Copyright registration, but there is no need in Australia. You already have the rights to copyright just by typing © Copyright Year Author Name. If you are a celebrity and are selling in the US, you might seek copyright registration there.

ISBN Allocation

We generally advise authors to allocate their ISBN to their business or working name, and will readily advise on the filling out of the online forms.

Cost to allocate ISBNs: \$44 each.

Or buy your own block of 10 ISBNs (New publisher fee is \$55 + \$88 for ten)

For editing information, please see “Services – Book Editing” on our website menu. We supply a full range of editing services.

Book Design and Formatting

Designing and formatting a book can be done yourself – if you know book formatting rules and are good at the chosen software. If you are only familiar with MS Word for documents, we don't recommend formatting your book yourself, unless you only need an eBook.

For novices it can be extremely time-consuming – and book layout requires some knowledge of margins, gutters, spacing and page numbering. If the book is only text, there is less time needed, but if your book includes images, tables and illustrations, it can be trickier to get it right.

All these elements need to be processed correctly pre-press, so that there are no issues once the file goes to the printers. Many authors don't know that all images must be converted to CMYK colour mode for the best print results. The POD partner we use also requires that the PDF file be made into PDFx1-2001, which is a PDF type we make from within Adobe InDesign. (We'll let you know if this changes).

If ordering formatting from us, you can request specific design elements for your book. For example, if you found a specific typeface that you want to use for chapter headings (that matches the cover), we can include this. We work with you to design a high quality, accepted book trade design and format. Newbie book authors can choose to leave the design elements up to us, the cover designer and book interior designer. (We know the language of design and print!)

At Power of Words, we are interested in a long-term professional relationship. We want you to feel less stress and be comfortable that your book is going to match any general publisher's high quality look.

Power of Words' graphic designer will format a sample portion of your book for you to review to ensure you are happy with the design look and feel. This sample allows you

to give feedback and request changes early on. Consultation is an important part of the process.

Generally, the cost of formatting a 100-page book (text only) will be: \$350

Generally, the cost of formatting a 200-page book (text only) will be: \$550

Generally, the cost of formatting a book with colour images will be: \$10 per page of graphic elements.



Print Book Cover Design and Back Cover Copy

I have two early books that were for sale. One had a cover designed by a graphic designer, the other designed with just stock images and standard fonts. The one with the great cover and a provocative 'how to' title sold for four years steadily, even though it was short. The other one didn't.

Complete with final artwork and a barcode, we can help by laying out the book cover ready for printing. (Unless you are using NGirlDesign who will do it). We also bring the B&W cover imagery into the first page of the book, if that's possible, or at least the font.

Also useful for book sales pages, we can modify the back cover text until it's 'sales-worthy'. We can also modify your bio if you're struggling to summarise your merits succinctly. (Jennifer's background in copywriting helps here).

<i>Print Cover Design by NGirl Design</i>	<i>\$330 incl GST (incl. ebook image)</i>
<i>Print Cover Design by HA Channey</i>	<i>\$200 (incl. revision)</i>
<i>OR Bring a Cover Design, we lay it up on book cover template and make the artwork PDF</i>	<i>From \$50, price on seeing cover</i>
<i>Book cover blurb and bio editing</i>	<i>From \$140 - \$210</i>

The book cover template ensures correct placement of spine and barcode!

Printing your Book

Start considering these factors... and let us know your thoughts.

- ◆ Who is your reader market – can you identify a vibrant niche?
- ◆ How will you be promoting the book? (Social media, PR, reviews, Goodreads)
- ◆ Will you hold a physical book launch or an online one?
- ◆ Does your book have international appeal and do you have overseas presence or connections?
- ◆ Have you prepared a marketing campaign... and will you require supporting materials like posters, bookmarks, roll-up banners etc?

All of these factors will affect the advice we give and the decisions you take, in line with your budget. The main print options are:

- Print on Demand (from 1 copy—retailer orders),
- Offset printing for large runs, or
- Digital print / print to order.

A common approach is to print a run of books to sell locally and nationally (through a book distributor such as Dennis Jones or self-distributing), and at the same time take the Print-On-Demand (POD) option. For only a small upload fee, authors choose POD since the book can sell in a global market without the concern of high international postage costs.

We can order print runs in low numbers at very efficient ‘per copy’ prices. Jennifer can even give you an idea of book costs (if you know the number of pages and size) over the phone. Specialist book printers can also be quoted within 2 working days, but we are not affiliated with particular book printers.

Once the author has established a fair idea of the book’s success, they can then reprint digitally or else order a higher quantity, printed offset.

PROOFING. With each of the options, your files are thoroughly checked through a pre-press process, and once approved, a physical proof copy of your book is produced. Then you must go through this printed book and ensure everything is the way you want it. If there is something amiss, at this stage we can still fix it.

The revision fees are \$55 Australian for a revision and upload, inclusive of the print partner fee.

Then either a digital proof or a new print proof will be delivered to you. A period of one week needs to be allowed for setup and proofing, plus two to three days for delivery, and if colour interior, add on 15 business days for the delivery. (If printed at local printers then it will be quicker). You also need to allow time for distribution to take effect once all approved, which is quoted as 2-4 weeks, but usually faster.



ABN 80 544 508 158

Tel 0403 125 038

It is really important you allow enough time in your pre-launch schedule for layout, last minute edits, and proofing.

If you need further information, please contact us on jennifer@jenniferlancaster.com.au.