

## Publishing Consulting

Publishing a book can be a fun, but often daunting task. First time publishers and authors often have many questions. I'd like to help guide you through the process and ensure that you are well-informed so that you make sound decisions. I will answer all of your questions and help you through the process, I am also available to manage any portion of the process should you desire it. Below is a breakdown of your possible steps.

- Determine your publishing goals
- Determine who your audience is
  - Why will they buy your book?
  - Where will they most likely buy your book: bookstore, website, Amazon, speaking events, etc.
- Determine the best publishing model for your book and your goals: POD publisher, independent, hybrid, or traditional
- Develop a branding strategy and marketing plan

### **POD publisher:**

With this option, you'll choose a POD publisher like KDP Print (formerly CreateSpace), in which case they become your publisher and you simply provide them with content and then collect royalties.

This is an inexpensive option that is great for anyone interested in publishing a work but not looking to treat their writing career like a business. With this option, you are less likely to get your book into bookstores or libraries, and you will not be able to take back the rights without starting over with a new design and ISBN (you retain rights to the writing, but not the packaging with this option).

I recommend that you invest in a designer for your cover and interior so that you own your designs. Typical POD designs are low quality and will not represent your work in a professional light, which book sellers and book buyers expect of a published work.

I also recommend that you purchase your ISBNs direct from Bowker so that you own your ISBNs and can take your book to any printer, at anytime during the life of your book. If the POD (KDP Print for example) owns your ISBN, then they have the rights to sell that book. You could cancel your publishing deal and independently publish, but this can be a bit of a nightmare since you will be competing with your original ISBN (which will always appear in searches as out-of-print or used). You would need to change the title of your book and purchase a new ISBN to avoid confusion with the original title.

So why POD? Because you avoid the upfront cost of printing your book in large quantities (1,000 or more), however with POD, each book will be considerably more expensive. For example, with a large print run you might pay between \$1.50 and \$3.00 per book, with POD you would pay between \$3 and \$10 per book. With POD you pay per book, whether you order 1 or 200 copies, you pay the same price per book; consequently you are not burdened with a 1,000 books in your garage. Nor do you need to worry about distribution and fulfillment (but this topic needs further explanation, which I can address at a later time).

## A word on Self-publishing

Let's be clear on one thing, you are NOT self-publishing—you are an independent (indie) publisher. Doesn't that sound better? There is a certain amount of judgement that is passed when people hear "self-published." But indie publishing sounds hip and cool, like indie music, and indie movies. **Plus, self-publishing is a misnomer—you are not supposed to do it by yourself.**

Below is a list of steps that you will need to take when you independently publish your work. I have also provided a spreadsheet with possible costs to help organize your journey.

### Independent Publishing Process:

- Manuscript Evaluation: part of my process is reading your book, I do this because I need to know if your book is ready for print. In addition, I will help you determine your audience and develop a plan to brand you (or your book).
- Final edit and formatting: although you may have had several editors, you likely need a final round of proof reading. I'll be able to tell you where your manuscript stands when I do my read. Your copy editor will also format the manuscript for the interior designer.
- Establish yourself as a Publisher (imprint)
  - Decide on your Publisher name / DBA
  - Have your imprint logo designed
  - Establish your DBA within your city:
    - SAN DIEGO RECORDER/CLERK MAIN OFFICE
    - County Administration Center
    - 1600 Pacific Highway, Suite 260
    - San Diego, CA 92101
  - Purchase a block of ISBNs; you will need one for each type of book you publish: hardcover, paperback, eBooks (Mobi and ePub). You can purchase 1 ISBN for \$125, a block of 10 for \$295, or a block of 500 for \$575.
    - <https://www.myidentifiers.com/Get-your-isbn-now>
      - Once you have all of your book details, you will need to register each ISBN through My Identifiers
  - Library of Congress Control Number: <http://www.loc.gov/publish/pcn/newaccount.html>
    - Resource: <http://authoru.org/authors-how-to-get-your-loc-library-of-congress-number.html>
  - P-CIP: <http://www.quality-books.com/pcipintro.php>
  - Copyright manuscript: <http://copyrightregistry-online-form.com/>
  - Seller's permit / resale certificate - <https://efile.boe.ca.gov/ereg/index.boe>
- Strategize packaging: your book needs to follow industry standards and also have the right feel and look; trim size, binding, cover treatment, paper weight and color, all affect how people receive your book.
- Book Cover design: you will need a professional cover, spine and back cover for your book. We recommend that you hire a professional book designer like Monkey C Media. A graphic designer is not necessarily a book designer and there are standards that need to be followed in order for buyers and reviewers to get excited about your book. I have a checklist for you to use before finalizing your cover. Below is a summary of what you will need to design your book.

- back cover copy; I recommend a copy writer for this process; well-written back cover copy is a critical stage in creating a professional book.
- genre (BISAC: <https://www.bisg.org/complete-bisac-subject-headings-2014-edition>)
- barcode (these are free, no need to buy them):  
<http://bookcovers.creativindie.com/free-online-isbn-barcode-generator/>
- imprint logo
- author bio and photo (this can be placed inside the book as well)
- Interior design; strategize what is needed for the type of book you are publishing:
  - title page
  - copyright
  - dedication
  - **foreword**
  - prologue
  - introduction
  - acknowledgements
  - index
- Pricing structure
  - Wholesale discount strategy, you'll need to consider your printing costs, wholesale discounts, and the money you will invest in producing your book. This is a huge part of how we determine the printing needs for you book—if the book is priced too high book sellers will not buy it. We'll determine where people will buy your book as part of this process.
- Printing options: POD or offset
  - research options
  - establish accounts
  - manage process
- ARCs (Advances Reader Copies) or Galleys
- Endorsements
- Pre-Sales
- Distribution options
- Fulfillment options
- eBook
- Marketing strategy + Amazon Marketing Services + Digital Ads
- Website and Internet Marketing
- Publicity campaign
- Send a copy of your book to the U.S. copyright office
- Send a copy of your book to the Library of Congress

### **Pricing Structure:**

print cost: 2.00 X 8 = \$16.00

bookstores: 40 to 55 = \$8.00

distributors: 17 - 25 = \$1.60

$\$16 - \$2 \text{ (cost)} = \$14 - \$8 \text{ (wholesale discount)} = \$6 - \$1.60 \text{ (distributor)} = \$4.00$  (plus production, marketing, shipping, etc.)

POD Pricing Structure is based on price per book (based on page count)

Shaking the Tree: Retail = \$14.95 / Cost = \$3.13 / Amzn Royalty = \$5.84 + stores = \$2.85