



Your Book Your Way Resources

Recent changes in the publishing industry have made self-publishing a viable way to publish a book and build a writing career. In this presentation, we'll take a closer look at strategies for creating a book that is both a quality product and affordable for the writer. We'll walk through the process step-by-step, starting with a completed manuscript, and ending with a printed book. We'll discuss the pros and cons of self-publishing, tips for preparing a book for publication, and how to avoid common pitfalls.

Preparing the Manuscript

Writing & Editing

Tools

- Scrivener (\$50)
- MS Word (\$50 - \$150 if you dig around for older versions; 2016 is \$10/month for Office 365)
- Google Docs (\$0)
- OpenOffice/LibreOffice (\$0)
- Pages (Macs)

Design

Cover Design

Tools

- Photoshop (\$10/month gets you access to the Adobe Creative Cloud)
- Gimp (\$0 – but much harder to use)

Interior Design

Tools

- InDesign (\$20/month gets you access to the Adobe Creative Cloud w/ InDesign included)
- Quark (\$695)
- MS Word (\$50 - \$150 if you dig around for older versions; 2016 is \$10/month for Office 365)
- Vellum (Macs only) – \$\$ per export
- Scrivener (\$50)

E-book Design

Tools

- Calibre/ Scribus
- KDP
- Draft2Digital
- Reedsy
- Vellum (Macs only) – \$\$ per export
- Jutoh

Printing & Distribution

- Kindle Direct Publishing (Amazon): kdp.amazon.com
- Ingram Spark: www.ingramspark.com
- Lightning Source (Ingram): www.ingramcontent.com/publishers/print
- Lulu: www.lulu.com
- Local Printers
- E-book distribution: Amazon, NookPress, Kobo, iBooks, Google Play; Draft2Digital, Smashwords



Hiring a Cover Designer

Step 1: Make a list.

- Browse websites/lists of designers
- Join or find groups of authors, designers, etc. on Facebook, Twitter, Reddit, etc. Ask who they use for their covers, or browse through old posts or discussions to find the same information.
- Google cover designers in your genre, or cover designers who created book covers you like.

Step 2: Vet them.

- ✓ Do they have a website?
- ✓ Do they have a portfolio?
 - Do you like the covers in the portfolio?
- ✓ Do they have a pre-made gallery?
 - Do you like the covers in the premade gallery?
- ✓ Do they have examples of work in your genre?
 - Do you like the examples they have in your genre?
- ✓ Are they transparent with their pricing?
 - Is it in your budget?
- ✓ Do they offer a contract?
 - Read it before signing.
- ✓ Do they require half or full payment up front?
 - If half, good. If full, move on.

Step 3: Email them.

- ✓ How quickly do they respond?
- ✓ Do you like their tone?
- ✓ Are they professional?
- ✓ Do they explain their services and expectations clearly?
- ✓ What does their process look like? Is it straightforward and simple?

You can use the same process for hiring an interior book designer, illustrator, editor, or anyone you need—just adjust the things you vet them for. For example, editors might not have a portfolio, but they should have reviews or testimonials. If you're looking for an illustrator, some will be able to help with the digital design of the book, others won't. Some charge per project, some charge per illustration.