

Share Your Story

Mississauga Writers' Group


Self-Publishing Workshop

Breaking down the self-publishing process, step-by-step
with Anjula Evans

Saturday, July 13th at 9:30 am

Meadowvale Community Centre
6655 Glen Erin Drive
Program Room #1
on the ground floor,
or join us on Zoom.

Share your story with the world



For more information:
info@mississaugawritersgroup.ca

Links

Government ISBN Number:

<https://library-archives.canada.ca/>

ISBN Image (Barcode):

<https://bookow.com/>

Kindle Direct Publishing (Amazon):

<https://kdp.amazon.com/>

IngramSpark (also promotes to bookstores):

<https://www.ingramspark.com/>

Ebooks (better royalty rate):

<https://www.draft2digital.com/>

Questions? My site is www.anjulaevans.com

Or email me at info@anjulaevans.com

ROAD MAP TO SELF-PUBLISHING



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Reasons to self-publish:

- **To share your work with others:** you have a story or information you would like to share with others
- **To have more control over your project:** you have opted to go with self-publishing instead of with a traditional publisher

Finishing your manuscript

Even if you've decided to go the traditional publishing route, the following are important, as you want to have your manuscript polished before querying an agent. You will also have better chances with publishing companies.

Developmental editing

Also known as "structural editing". Identifying plot holes, irrelevant scenes (to be removed), and sections to be rewritten, reordered, or changed.

Line editing

Editing for word economy, clarity, and word usage.

Beta readers

Readers of the same genre that will give constructive feedback on the story. After getting their reactions, you may need to go back to the editing step.

Self-publishing pros & cons

Pros

Control over your project: you control the book design, cover, the release timeline, the pricing, and the % of royalties you receive.

You make all the major decisions.

Helps to build your portfolio: if you wish to go with a traditional publisher in the future, having a few books completed demonstrates your commitment to your craft.

Cons

Marketing: you are required to market your own book.

However, traditional publishers require you to market your book anyway, since they don't have large marketing departments.

Limitations: once you've self-published, a publisher won't take your book, unless it's selling a LOT of copies.

Book formats

Each genre has a different trim size. Check online or at the bookstore to see what they are.

Other Things to Consider

Cover: Hardcover, Paperback, cover is for the front and back of book with room for ISBN

Different Releases: Early Hardcover Release?

Cover Style: Matte (Adult), Shiny (Children)

Color or B&W: CMYK for printed (RGB for digital) – check with your printer to see which they require

Number of Pages: Minimum & Maximum

File Type: make sure you have the PNG's of the cover. Avoid using JPG's.

Title & Book Cover

These are the two most important marketing features for your book. Take a look at book covers in the same genre before making cover decisions on your design and whether to hire an artist.

Get a Free Government ISBN

This is important, because the free ISBN from Amazon doesn't allow you to use it elsewhere.

A government ISBN can be used for other publishing avenues, and is FREE in Canada.

To get a block of free ISBN's, go to:

<https://library-archives.canada.ca>

Put the ISBN in .PNG Graphic Form

<https://bookow.com>

Converting to PDFs

Convert the inside of your book from MS Word to PDF – remember to add in the size of the spine to your width – there are calculators online for converting pages to spine size (more pages = a wider spine)

Convert your finished cover (front and back together) from a PNG to a separate PDF – remember to add in the spine size plus any “bleed” (to avoid having a white strip around your cover when the it is printed, your pattern or colors usually need to extend 3.2 millimeters beyond the actual size of the book)

Amazon KDP

- Have your book descriptions (blurbs) ready
- Your book will be uploaded in PDF form
- Margins and “bleed” can be tricky because the trim size has to add in the size of the spine of the book
- Have your ISBN ready in printed form
- Do NOT enable “Expanded Distribution” if you are planning on using IngramSpark, which is more effective getting you into bookstores such as Indigo
- Ordering proofs will send you books with “Not for Resale” typed across the cover
- “Author copies” are at a reduced rate, but the shipping can be expensive (no discount on shipping from US)

IngramSpark

- Similar to KDP setup
- You CANNOT use the free KDP ISBN on IngramSpark – you need to use an ISBN from the government
- You’ll need a short blurb (book description) and a long blurb
- The category setup is different than KDP
- Spine size and printing is slightly different, plus the ISBN may change price position
- There are more options for paper quality with IngramSpark
- They’ve been doing hardcover books for a long period of time, and more have options, e.g., double-sided covers
- Click on “returnable”, rate of 55%, and “destroy” (do NOT request the books returned to you personally, or you’ll be charged \$20/book for shipping)

If you get stuck

Email me at info@anjulaevans.com with your questions – preferably with a screenshot of what you’re having difficulty with

Looking forward to seeing your finished book!