

# Kick-Start Your Book Publishing Adventure



Here's your checklist!

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# The Publication Process

If you are a new indie author, sometimes it's hard to even know the questions to ask. The many things to consider regarding self-publishing might seem overwhelming.

Authors working with big traditional publishing companies have a team behind them to guide and keep them and the book project on track.

That's what TRIMATRIX Management Consulting Inc. is to its authors – the backend management team. From publisher records admin, editing, design, production in print and eBook to marketing strategies.

**The mini checklist will help** you consider some of the things required as you start your book publishing journey.

It is not meant to be an inclusive list! It is simply a brief overview of some of the aspects involved. There are many things to consider and each project is unique in its requirements and necessary considerations. Always review your situation with qualified professionals accordingly!

If you would like some more support or help with your project, make sure to stay tuned to this site (your sign-up to BEL Learning Publications news means we'll let you know when the first wave and ongoing information, online tutorials and howtos are available!) OR feel free to connect with us to see how we can help you.

**[Contact us](#)**



## Publication Management

When you are self-publishing, you are the publisher. And you are responsible for all the management tasks. Have you organized and/or considered the following?

- set up of Publisher Record
- registration of ISBN
- barcode creation
- CIP (Catalogue in Publication)
- Legal Deposit
- intellectual property rights (yours and others)



## Manuscript Development

You can't get too caught up in the details of publishing until you consider whether you've taken all the steps to finish your manuscript. Have you?

- fully developed idea/concept/story line
- finished fleshing out facts and/or details
- (Are images integral or simply add-on?)
- vetted timeline for story or organized categories of information, etc.
- looked at context, audience appropriateness, etc.
- checked your style, spelling, grammar
- made sure all is original work
- obtained required copyrights and/or permissions

- confirmed proper use of and credit for photos, artwork, etc.

**Having your work professionally edited is critically important** as it can be what sets your book apart. Most traditional booksellers will only consider books that have passed through an editing process. Whether fiction, non-fiction or children's books, ensuring your message is clear, concise, grammatically correct, and error-free is vital to the success of your book. Please consider this step very carefully!

Of course, you should always review your own work for errors, omissions, valid quotations (and proper citation), etc., and it fine to have someone you know (and trust to provide honest feedback) have a read through, but friends and family don't want to hurt your feelings so are often not as rigorous as a professional editor who trained to see inconsistencies in the text, grammatical issues and question sources and the like.

Did your editor check for such as?

- structure and flow
- tense and style
- spelling and grammar
- continuity and consistency
- clear and concise text
- proper use of citations, etc.





## Design

Complete your print book professionally with a standout cover and easily readable text

After you are finished writing and editing, you will need to step back and think about the overall "look" of your book...keeping in mind the decisions you made earlier based on your audience.

Discuss ideas and considerations about what will work to make your manuscript into a professional book with your publishing consultant and designer. Even if the finished product will be a black and white, text-only publication, you will need to make important decisions about your book's specifications and communicate your needs to the designer preparing the layout for each page.

Here are a few items to help get the discussion started:

- ◆ Because showing is easier than telling, collect samples of books that you like and dislike, graphically speaking. Pay attention to things like type size, fonts styles, amount of white space used, and column width of the text. If your book includes illustrations and photos, look for examples (style, size, and layout) that appeal to you.
- ◆ When you are working with the designer, show them your samples and discuss any special requirements or concerns you have. Describe your needs in terms of what you want your project to achieve, and be clear about your audience and the message you want to communicate.

- ◆ Normally, the designer will then prepare various layout options in the form of sample designs. From there, the look of your book is further refined as you choose the design you prefer, any problems are discussed and finishing touches are completed. Once you have approved the final layout, the designer will lay out your final text into the design.

### **A couple of notes about images:**

Only use original artwork or stock art from sites that specifically include license for use in books (check the fine print regarding number of impressions, print use versus e-use, etc.)

Photographs must be in high resolution - 300 dpi at final print size. They may be supplied as .psd, png, .jpg or .tif files. (Photos used for web sites are generally small and low res - 72 dpi – and are not suitable for print.)

Illustrations (line art) and logos are best supplied as .eps files (preferable to .jpg or .tif files). As .eps files, they can be sized as large as needed without loss of quality. Any illustration or photo embedded in a word processing program is not acceptable for print.

**TIP:** *Professional design and layout not only ensures your book files will print properly on press (saving time and money in regards to corrections and/or reprinting), but the professional look and feel of your book will give it the opportunity to compete with other books in the marketplace.*



## Production

Once your book is printed, it's a little late to be catching errors, not to mention it could be costly. And what about timing?

- make sure you get a final proof of what is going to be printed & check carefully
- is all the content still correct?
- does your *production proof* represent how you expect the final book to appear?
- did you get a breakdown of costs by quantity?

Cost is affected by a number of factors:

- ◆ Size of book (width x height)
- ◆ Paper stock (weight of paper, coated or not)
- ◆ Binding style (perfect bound, saddle stitched, coil bound, etc.)
- ◆ Estimated number of pages
- ◆ Inks (full colour, black only, does ink bleed off the edge?)
- ◆ Cover - stock and ink used
- ◆ Print quantity required

**TIP:** *Discuss these aspects early on with your consultant/project manager to help make the most of your budget.*



## Production ~ ebook

eBooks are not print books, nor should they be! They have the distinct advantage of flowing into screens that are many sizes, resolutions and more, across various devices. Your readers have control on what they see – from fonts to backgrounds to size of text and adding notes. They can comment immediately, share and make lists.

SO ... make sure your eBook text flows expertly! You've already made sure your words flow (your narrative, story, business wisdom, etc.), now make sure your text flows – the letters, paragraphs and chapters in seamless function across the devices your readers use!

Using plain text and having it properly coded works best! – cleanest display across all devices. However, you for sure want to check for such as this:

- Another reminder to ensure you have proofed your file for proper spelling, grammar and syntax – proofreading is not part of the conversion process. Cover verbiage, book description, author bio are separate files that must also have been edited for and checked for accuracy.
- Ensure there is only one space after the punctuation ending a sentence.
- Do not use tabs or the space bar to format paragraphs or individual lines. Keep paragraphs flush left, no indent.
- Only include a single return between your paragraphs. Adding extra lines will cause very large spaces between paragraphs. Do not use the Paragraph Tool within Word. Do not put a space before a hard return.
- Do not use columns.



- There should be no breaks (i.e. Section or Page) in your document. They are ignored in the manuscript conversion process.
- We will have added a page with basic info such as any appropriate cover credits. Review and adjust as required for your book.
- Be aware that special symbols may not convert properly unless they are characters in a standard font set. Only use a standard font for your document like Times New Roman or Courier New.
- Do not use very large or very small font sizes. Use 12pt font size for the body text and 14-16 for chapter titles.
- Extract content that is displayed in tables or sidebars and list it as ordinary text. Tables, inserts and sidebars will not display properly in EPUB format.
- To create a bulleted list, use built in bulleted list tool. Do not insert symbols to create bullets - most symbols will translate into a question mark ("?").
- Do not include any elements that refer to page numbers. On an eReader, whatever the user isolates on their screen is a "page."
- Use Caps Lock to type in capital letters if you want text to appear in all capital letters. Do not use such as the Word format for ALL CAPS.
- Do not use superscripts and subscripts, as they will cause extra leading (space between the lines of text).
- Ensure that any fractions are kept as "1/4" and not auto-formatted to appear as the symbols "¼" as they do not translate correctly into EPUB.

- Ensure that any ordinal endings are kept in line with the text ("1st") and not auto-formatted as superscript. (As mentioned above superscript will produce added leading.)

**TIP:** *Print and eBook combo is the best option! Print is still the front-runner in book sales if you compare apples to apples. But have having a print book too is generally not much extra cost, easily makes your book available world-wide.*



## Distribution

Set up your platform(s) – places where readers can find and buy your book, learn more about you, and most importantly connect with you (so they can hear more about future books).

### Selling Channels:

- Your website
- Amazon.ca
- Book stores on consignment (major and independents)
- Other stores that fit your book
- Book related events
- Community events
- Events you organize

## Bulk Purchases:

- Library Services
- Public Libraries
- Corporate partnerships

## Other Channels:

These channels don't sell your book but they may provide more exposure.

- Google Books
- Goodreads
- Other book promotion sites

And these might possibly collect royalties on your behalf.

- Access Copyright
- Public Lending Right (PLR)

Other sites that help buyer find your book.

- Bowkers (your book is there pre LAC registration, however you should add to your record)



## Marketing

*Create a unique marketing strategy that supports you in building your Author Platform that connects you with your audience!*

### **Build your core communication:**

- top-notch materials for use in print and online
- key message development, story ideas (why we care about topic/author);
- news release; Two-page backgrounder (could include author bio, excerpt from book, review, images)
- create your editorial calendar (6 mths – 1 year)

*As the author, you are the best one to connect with your readers so they can connect with your book!*

### **KEYs to doing social media “the right way”:**

1. Research report on influencers, Twitter hash tags, etc. in your subject area
2. Personalized training to help you manage your social media “conversation,” how to engage audience
3. Measurement facility (key words, hits, leads to sales)
4. Check SEO (Search Engine Optimization)

Don't get lost in doing everything OR nothing because you are overwhelmed! Focus on where your readers are, how they want to receive information, and connect with them on a personal level ... Your book was a personal endeavour, right? Who did you want to reach? If you were talking with them in person, what would you say?

Announce your presence through email (if you have appropriate permission for CEM!) and/or media **broadcasts, and measure pick-up:**

- Your inner circle
- Community
- News publications
- Web forums

Get people talking about your book – **your inner circle, community, networking, etc.**

- Reviewers – influential Bloggers, expert contacts, posts on Amazon, etc.
- Traditional niche/direct marketing, bulk sales opportunities, events (on and off-line)

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**Remember, they can only read your book if they KNOW about your book!**

- ◆ be inventive in finding ways to reach your audience
- ◆ prepare a list of organizations, companies, etc. that would buy in bulk and send custom proposals
- ◆ book signing, speaking engagements, conferences, online forums, podcasts, audio/video

## Questions...

***If you are interested in personal hands-on support, consider a custom project:***

When you are working with us on a custom project, our knowledgeable team will handle all the details for you from registration, editing and design to book production in multiple formats and more. Your project manager will guide you every step of the way and is available to you for any and all questions, as you move through the publication process and beyond.

[Contact Us](#) for more information.



*TRIMATRIX Management Consulting Inc. has an unparalleled team of hard working and creative people who bend over backwards to make a quality product on schedule. I love so many of the books they have published and my experience publishing Life Messages™ first book with them, has brought me back to publish my 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> books with Trimatrix!! I LOVE EVERY MINUTE OF MY TIME WITH TRIMATRIX! I couldn't have done it without their expertise and professionalism!*

~ Laurie Goodman, Laurie Goodman Photography  
<https://life-messages.com/> & <https://lauriegoodmanphotography.com/>

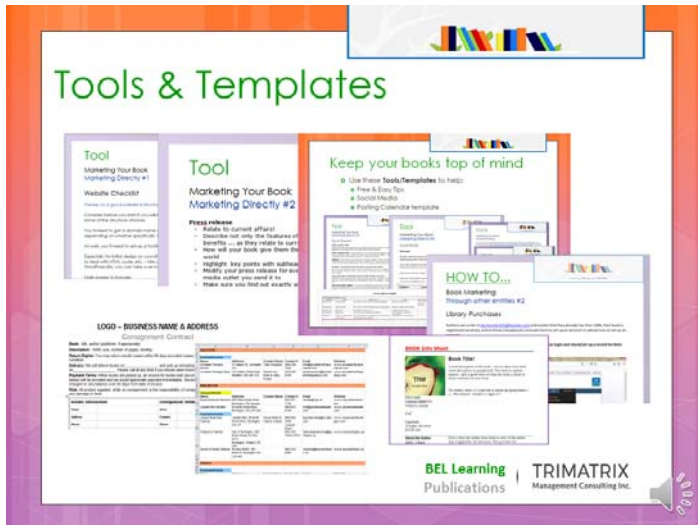
If you'd like to explore Doing-It-Yourself, sign up for an online workshop at [BELlearning.ca](http://BELlearning.ca)

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