

KLWN 1320 AM Radio Lawrence, KS

February 16, 2013 Saturday 10 a.m. -- 10:30 a.m.

Program: Creating a paperback book from a Word document

GUEST SPEAKERS:

Pam Eglinski, novelist published novels:

Return of the French Blue [Amazon.com];
She Rides with Genghis Khan [Due in April]

Mike Lance, novelist [published novels:

Wizard Dawning; [Amazon.com]
Wizard's Sword [Due in March]
Dragon Sword [Expected in April]

Two major vehicles for Self-published authors:

PRINT ON DEMAND (topic for today)

EBOOK (TOPIC FOR ANOTHER DAY)

PRINT ON DEMAND

WHAT – TRADE PAPERBACK (High quality paperback, equivalent to College paperback textbook: Thicker cover and paper and strong binding)

WHY CREATE A PAPERBACK BOOK:

- Desire to be a published author/ fiction or non-fiction
- Desire to write a family memoir
- Desire to publish anthology including prose and/or poetry

ENABLING TECHNOLOGY – ESPRESSO MACHINE

- TWO PRINTERS
 - Color printer for 4 color cover
 - Black & White laser for interior
- BINDING MACHINE
 - Glue binding
 - Cut to spec (All books start out 8 ½ X 11)

REGISTER WITH PRINT-ON-DEMAND PUBLISHER

- CREATSPACE.COM
- LULU.COM
- MULTIPLE SMALLER SPECIALTY PLAYERS

CREATE SPACE – AMAZON.COM SUBSIDIARY

- FREE TO SET UP BOOK
- OPTIONAL SERVICES FOR A FEE
 - Cover Design, interior format, editing, etc. (Everything except write your book)

STEPS TO SETTING UP YOUR BOOK

- Begin with a formatted Microsoft Word Document
 - CreateSpace provides FREE formatted Microsoft Word document templates
 - Templates based on Book layout (5X8, 6X9, 5 ½X8 ½, etc.)
 - Convert MSWord to PDF (Postscript Document Format WYSIWYG readable on any computer developed by Adobe Systems) Built-in function on MSWord.
- Creating a book cover
 - CreateSpace provides FREE cover templates – for authors with existing artwork,
or
 - CreateSpace provides a FREE cover creator online tool – for authors without complete artwork
 - CreateSpace provides FREE ISBN – for authors who haven't purchased their own.
- Key items to consider for any book cover
 - Title
 - Images/Colors
 - How the cover displays full size as well as in a Thumbnail size
 - Roll your own (DIY) or purchase services
- Key items to consider for any book
 - Title, subtitle (optional)
 - Author name
 - Font, line spacing, indents, Chapter headings, sub-headings, page numbering, header & footer, Front matter – **Make it look like people expect a book to look**
 - ISBN (purchase your own or use FREE from POD vendor)
 - Copyright (simple or formal registration)
 - Keywords
 - Short description to engage purchaser's interest (back cover description)
 - Author's picture and short bio or not
 - Agonizing decisions on a flood of minutiae

FINALLY – UPLOAD YOUR BOOK

1. Upload the cover
2. Upload the interior
3. CreateSpace Interior Reviewer Online Tool
 - a. Online diagnosis and display of any internal formatting problems
 - b. Fix problems
 - c. Re-upload book
4. Wait for CreateSpace to Manually review your book.
 - a. OK or identify problems to the author
 - b. Fix problems
 - c. Re-upload book
 - d. Go to Step 3 above
5. CreateSpace accepts your book format (CreateSpace makes no judgments regarding the quality of the book as long as it meets their appearance standards.)
6. Author approves book as ready to publish
7. Book is ready to order both from CreateSpace and Amazon.com **YOU ARE NOW AN AMAZON.COM PUBLISHED AUTHOR.**

ALL OF THE ABOVE IS FREE TO THE AUTHOR

DISTRIBUTION CHOICES

- Buy books and sell from the trunk of your car.
 - A 300 page book costs the author about \$4.50 per copy (Qty 1-infinity)
- Sell books through CreateSpace website.
 - 20% commission to CreateSpace (they do the fulfillment; take credit card, ship, etc.)
- Sell books through Amazon.
 - 40% commission to Amazon
- THE NEXT DISTRIBUTION CHOICES COST A ONE TIME \$25 FEE.
- Ingrams and Baker & Taylor (distributors to bookstores, schools, libraries, etc.)
 - 60% commission to Baker & Taylor and Ingrams

SET PRICE

- Consider distribution channels when setting price. You have to sell it for enough to cover the cost (ex. \$4.50 above), plus the channel commission rate (20,40, and 60%) ECON 101.
- Decide if you want some of the lucre for yourself.
- Compare that to what the market will bear (MKT 101)

Now the hard work begins: **MARKETING your book.** [Topic for another time.]