



KS DESIGNERS

Silently Excellence Delivered

THE SELF PUBLISHING

QUICK & EASY GUIDE

BOOK & EBOOK

WHY DID YOU WRITE THIS BOOK?

That is the heart of every answer you need for interviews, guest blog posts, Q and A's, or press releases. If you dug deep, you'll find you've placed a human, emotional face onto dry facts. It doesn't matter whether you're talking about your research or how you juggled your schedule to find time. It's all about your passion. Let that passion and emotion shine through. It's how you connect to an audience! Answer that question truthfully and you'll never have to worry about a paint-drying-boring press release or interview or feature article again. Because the real you, authentic and passionate and honest, will be at the heart of each story written about you or by you. That's pretty much all the content you'll need. Now, you need to decide who to send that content to.

Does the book wrestle with a social or political issue you feel passionate about? Then connect with others who feel the same way. This is targeted marketing. Reach out and connect with PEOPLE, not just anonymous blogs or websites or demographics. You want to connect, start conversations, tell stories.

STEP 1: PROFESSIONAL EDITING

There are many good editors who will evaluate your manuscript's spelling, punctuation, plot, character development...and make suggestions on how to improve your work. Spell/grammar check or your cousin who taught English at the junior college is not enough. Get a referral from a published writer or look in the back of any writing magazine for advertisements.

STEP 2: HIRE A BOOK / COVER DESIGNER

Unless you have a background in graphic design, use an experienced designer who will produce a professional look the chain stores won't reject so readily. Remember, you must write (or hire someone to write) the copy for the back cover. All designers do is create the artwork. The simplest approach is to find covers you like and read the acknowledgments or the back cover for the name of the designer. Prices vary.

STEP 3: APPLY FOR A COPYRIGHT FROM THE LIBRARY OF CONGRESS (LOC)

<http://www.copyright.gov>. The book doesn't have to be printed before you apply. Do this early on. You must mail them a copy after it is published.

STEP 4: APPLY FOR A PREASSIGNED CONTROL NUMBER (PCN) OR LCCN FROM THE LOC.

This goes on the copyright page. It must be acquired before the book goes to the typesetter and printer. <http://pcn.loc.gov/> Set up an account and get a password. Don't lose this information. You may need to update or change it later.

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STEP 5: APPLY FOR A CATALOGING IN PUBLICATION (CIP) NUMBER

The CIP number is a descriptive data block of your book. It is not required, but libraries use it for the Dewey decimal classification. It also describes features of the book i.e. African-American males, fiction...

You can get this done by the LOC or Quality Books. Quality is faster. You will also need to provide them with your ISBN and PCN / LCCN, but you can email this information to them later. Go ahead and apply. It takes a few weeks.

<http://cip.loc.gov/cip/> The LOC supplies the CIP for free, but they don't accept self-published books. You must mail them a copy after the book is published.

STEP 6: APPLY FOR AN INTERNATIONAL STANDARD BOOK NUMBER (ISBN) LOGBOOK AND A EAN-13 BAR CODE FROM BOWKER

The ISBN goes on the copyright page and the back cover. The bar code is only on the back cover. Most bookstores require a bar code because they scan it for the price.

International

ISBNs cost \$30.00+ to register your account, plus \$125 for a single ISBN or \$245.00 for a block of 10 ISBN's. You need a new ISBN for each book or revised edition so if you plan to publish several books, go ahead and get a block of ISBN's.

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STEP 7: CONTACT BOOK PRINTERS AND OBTAIN QUOTES

Generally, quotes are only good for thirty days. Contact several companies to see which one is best for you and your budget. Remember to request inside and residential delivery.

Finally, digital printing is much less expensive than offset for small print runs. Ask about it because some printers conveniently forget to mention all your options. I suggest an initial print run of 50 books, maximum 1,000. Then, you can make corrections when you reprint. Ask a lot of questions.

STEP 8: TYPESETTING/E-BOOK CONVERSION

This is the person who designs the interior of the book. You need .pdf for printers. You need ePub and Word files for digital/e-Books upload.

STEP 9: FIND A DISTRIBUTOR

Most large bookstores won't purchase the book directly from you. This minimizes the number of checks they have to write every month. You need a national or regional distributor for the larger, chain stores.

STEP 10: SET UP YOUR BUSINESS

While everything is being designed and printed, select a business name, get a company logo, PO Box, website, business cards.

START TAKING A CRITICAL LOOK AT SOME OF THE BOOKS ON YOUR OWN BOOKSHELF

Half title — This page contains only the title of the book and is typically the first page you see when opening the cover.

Title page — Announces the title, subtitle, author and publisher of the book.

Copyright page — Usually the back of the title page, this page carries the copyright notice, edition information, publication information, printing history, cataloging data, legal notices and the book's ISBN or identification number.

Dedication — Not every book carries a dedication but, for those that do, it follows the copyright page.

Epigraph — An author may wish to include an epigraph — a quotation — near the front of the book.

Table of Contents — Also known as the Contents page, this page lists all the major divisions of the book including parts, if used, and chapters.

Foreword — Usually a short piece written by someone other than the author. Remember that the Foreword is always signed, usually with the author's name, place and date.

Preface — _____ Written by the author, the Preface often tells how the book came into being, and is often signed with the name, place and date, although this is not always the case.

Acknowledgments — The author expresses their gratitude for help in the creation of the book.

Introduction — The author explains the purposes and the goals of the work, and may also place the work in a context, as well as spell out the organization and scope of the book.

Prologue — In a work of fiction, the prologue sets the scene for the story and is told in the voice of a character from the book, not the author's voice.

Body — This is the main portion of the book.

Epilogue — An ending piece, either in the voice of the author or as a continuation of the main narrative, meant to bring closure of some kind to the work.

Conclusion — A brief summary of the salient arguments of the main work that attempts to give a sense of completeness to the work.

Appendix — A supplement, of some sort, to the main work. An appendix might include source documents cited in the text, material that arose too late to be included in the main body of the work, or any of a number of other insertions.

Chronology — In some works, particularly histories, a chronological list of events may be helpful for the reader. It may appear as an appendix, but can also appear in the front matter if the author considers it critical to the reader's understanding of the work.

Notes — Endnotes come after any appendices and before the bibliography or list of references.

Glossary — An alphabetical list of terms and their definitions, usually restricted to some specific area.

Bibliography — A systematic list of books or other works such as articles in periodicals, usually used as a list of works that have been cited in the main body of the work, although not necessarily limited to those works.