

Publishing Your Manuscript

THE INTERNATIONAL STANDARD BOOK NUMBER (ISBN)

The ISBN registration process starts at <http://myidentifiers.com>.

Third party vendors will also sell ISBN numbers but they will be listed as the publisher instead of the author.

WHAT IS PRINT ON DEMAND OR POD?

Print on demand allows you to print only what you sell. It is a good idea to start this way if you have not marketed a book before and are not sure how many you will sell.

For image driven books with little text try: [Blurb](#)

For text driven books that only have a few images you can use [CreateSpace](#) or [Lightning Source](#).

CreateSpace will also help you with distribution with online sales through amazon.com.

I can design and typeset your book and upload the files to the print-on-demand portal of your choice.

BEFORE SIGNING A BOOK CONTRACT:

Have a lawyer familiar with the publishing industry review it. Members of the Author's Guild can receive free book contract reviews from their legal staff. <http://authorsguild.org>

Connecting with your target audience will yield better results than trying to market to the general public.

- 1. WHY IS AN ISBN IMPORTANT?** Owning your own ISBN gives you the ability to control your unique bibliographic data. This includes author, publisher, ISBN-10, ISBN-13, binding style, page count, description of the subject, and a picture of the cover. With the ISBN your book automatically appears in "Books in Print", the worlds largest database of books used by all bookstores and libraries. In addition it will be searchable online through the database at <http://seo.bowker.com> at [book wire](#). Here is a link to a [title card](#).

Registering costs \$125.00 for a single ISBN or \$275.00 for a block of 10 ISBN numbers. After you receive your ISBN(s) and know the price of the book you should have a bar code created by R.R. Bowker or your jacket/cover designer. The bar code allows all information about your book to be read by a scanner.

- 2. HOW MUCH SHOULD YOU CHARGE FOR YOUR BOOK?** In determining the price for your book please note that bookstores require a 40% discount to carry a title and wholesalers even more. Looking at the prices for similar page count and image count in a bookstore to see your competition is recommended.
- 3. HOW MANY BOOKS SHOULD YOU PRINT?** Printing more copies drops the unit price per copy; but warehousing space is expensive. I don't recommend printing less than 2,000 or more than 5,000 copies for a first time author.

Another alternative to off-set printing is print-on-demand (POD). A supplier prints your book digitally only after one has been ordered. If you are sure you can sell at least 2,000 copies it is more cost effective to print them all at once by traditional off-set lithography.

- 4. CONSIDER THE LENGTH OF YOUR INDEX.** Indexers normally charge around \$1 per entry. A typical index is 4–6 pages using a 3 column format. The index begins after first pages are typeset and the layout is approved.
- 5. DO YOU HAVE A PLACE TO STORE YOUR BOOKS?** Dramatic temperature changes will cause some warping so it is best to store them in a temperature controlled environment.
- 6. HOW WILL YOU PACKAGE YOUR BOOK FOR SHIPPING?** If you distribute by mail order or through Amazon, I would recommend individually shrink wrapping them even though it adds a few cents to the unit cost. This protects the books in shipping and handling.
- 7. WHO OWNS COPYRIGHT FOR YOUR WORK?** Most publishers will copyright the text in your name so that when the work goes out of print all rights revert back to you and you can sell the book to another publisher. However, if you are paid a flat fee by a publisher it is considered "work-for-hire" and the copyright rests with the publisher. You will not receive royalties with a work-for-hire contract.

Authors can copyright and register their books electronically, before publication, at the Library of Congress <http://www.copyright.gov/>.

- 8. HOW WILL YOU SELL YOUR BOOK?** New publishers should always have a marketing plan in place before writing their book. Writing a book proposal about the market you are trying to reach is a good way to focus your ideas. Amazon.com has a whole section devoted to new authors. Local independent bookstores and libraries that have speaker series are another avenue for promotion. An article in your alumni magazine or local newspaper is excellent publicity for any author.