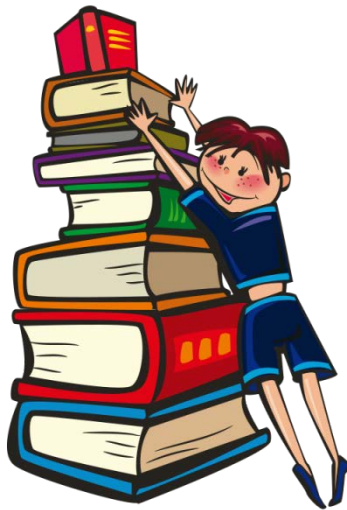


10 Steps to Publishing Your Book



Publishing Guide for New Authors

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Introduction

1. Have a Completed Manuscript
2. Use a Professional Editor
3. Decide on Type of Publishing
4. Start Search for Publisher
5. Contacting Publishers
6. Choosing your Publishing Package
7. Committing to Publish: Contracts and Terms
8. The Publishing Process
9. Promoting Your Book
10. Mission Accomplished

Introduction

For new authors, publishing can be scary. It takes time, courage, patience and persistence. If you can muster all of these attributes, you are on your way to becoming a published author.

To help you along the way, I have put together this little eBook. It will give you an idea of what is involved, what processes have to happen, and what to do when your book is finally published.

I wish you every success on your journey.

Happy Publishing!

1. Have a Completed Manuscript

When thinking about publishing your book, you need to have a completed manuscript. Most publishers will not look at you unless you do.

Ensure your story has all its relevant details, with no gaps. Any gaps can mean costly (to the author) extra work plus your story could be rejected because of that. Read, read and re-read the whole manuscript. If you can, ask family or friends to read it for you as they might pick up things you miss – an author is too closely involved to be objective enough to find errors in their own story. Someone uninvolved and/or unrelated will look at it with different eyes, and maybe even a different angle, possibly bringing up something you hadn't thought of or offer new ideas that will enhance and improve the story, the characters or the flow. Always listen to what others say, even if you don't like it – it might be the best thing you've ever done, especially if it could be the difference between being accepted for publishing, or not.

2. Editing your Manuscript – Use a Professional Editor

I cannot stress that strongly enough. One of the most important things about a publisher accepting your work is to ensure your manuscript is as good as possible. This means you must engage a professional editor to polish your book. You will find most publishers expect the manuscript to at least have had an editor go over it. You might think it's an unnecessary expense, but it's not. Again, it could mean the difference between being accepted or not. Plus, if you don't have it edited, the publisher will – at your expense. No publisher will publish a book without it first going through a professional edit. Again, you cannot do this yourself as you are too closely involved to be objective. Either find someone you can work with on your manuscript, or if the publisher offers editing as part of the package, or suggests an editor to work with, take up the offer.

3. Decide on the Publishing Format

With today's publishing opportunities, there are a number of options that are available to you. Each have their pros and cons, but you will need to decide which is right for you, and within your budget.

Publishing goes from costing nothing to the full gold package. Below are outlines of each type of publishing so that you can at least make some kind of knowledgeable decision.

a. Self publishing

This is by far the cheapest option, but not necessarily the best.

Self publishing is just that – you do everything yourself, including organising the cover design (if you haven't paid a cover designer to create one for you), typesetting, uploading your file (usually to Amazon) and marketing and promotion of your book. You will have the option to create Print on Demand and Kindle eBook with Amazon.

b. eBook publishing only.

Again, you could do this yourself if you are technically minded, using available free programs to create the different eBook formats, such as ePub and Kindle. If you are not technically minded, you can have your manuscript converted by a professional. Prices for this vary considerably. They will create the eBook cover and both eBook formats, at the same time, linking chapter titles if doing kindle, to the chapter in the book. Costs vary so it's best to shop around.

If you prefer the no-cost method, Amazon offer free conversion on kindle eBooks. One of the disadvantages with this is that while Amazon is worldwide, it only offers kindle and no other format for access to other major online bookstores, thereby restricting your possible distribution.

Another disadvantage of publishing only an eBook is that you do not have physical printed copies for book promotion, book signings, or to give away or sell. This can limit your reach to your audience.

c. POD (Print on Demand)

POD is the main publishing option. You can utilise all online bookstores, have as many copies as you like without having to fork out hundreds of dollars for an offset print run. The paperback, or hardback (yes, that can be printed POD too) can be used for book promotion, you can sell them yourself, and when it comes down to it, people still love to hold a book in their hands.

Once the manuscript is typeset, it is saved as a PDF and uploaded to one of the big distributors such as Ingram, and from there distributed throughout their network channels to all major bookstores worldwide, including Amazon. If you choose not to use a publisher and upload the book yourself to individual bookstores you will still need the digital PDF for book and cover. Some bookstores also only accept books through publishers and not self published authors.

d. POD + eBook Package

This is by far the prime publishing option. Using this method, you have all the markets covered – worldwide. It caters for those who like to hold a book in their hands and also if a reader prefers

the eBook, they have that option too. The same distribution applies with this method.

4. Searching for a Publisher

Finding yourself a suitable publisher may take a bit of time. Again, there are different styles of publishers – traditional, self publishers, and co-publishers.

A traditional publisher is where, after submitting your manuscript, and being accepted (which can take anywhere up to two years or so, if they even look at your book), you might receive a small payment. This is not given to you, but is an advance on any royalties obtained from book sales. You will not receive any further royalties until such time enough copies have been sold to cover your advance payment, then it will revert to normal royalty payments. Not all traditional publishers pay advance royalties.

Self publishing companies usually take your book and upload it to the main online distributors. Normally, they do not work on your book and if they do, it costs further investment. Some have special packages available where you can choose what you would like to do. Usually,

you will still have to organise the cover and editing of your book yourself, but as time moves along, more of the self publishing companies are offering these services as ‘add on’ costs.

Co-publishers

Co-publishing is when your book is accepted, you choose your publishing package and the publisher undertakes to do all the work and running around. This involved the typesetting, cover design, checking the PDF (with the author involved as no one knows their story like they do), and uploading to the distributors. The publisher works with you and looks after all the areas of publishing your book. If you are not technically minded, then this is the perfect option for you.

As with anything, one has to do their research, choose wisely and carefully, to ensure a good standard of ethics and integrity with the chosen publisher. There are many shysters out there so be careful. Recommendations are usually the way to go.

Publishing is a business, same as any other. People have to be paid, whether they work for

the publisher or are 'outsourced'. Co-publishing is a service based industry, and with any service, fees are usually paid up front, or at least part of them and the balance paid off before the publishing is complete.

5. Contacting Publishers

Once you have decided on the type of publishing you want to pursue, then it's time to contact publishers (if you are not travelling the (total) self publishing route).

Contacting publishers can be a lengthy process – some may reply in a few weeks, others can take months, and some can take years or do not reply at all.

Many publishers now accept email submissions, with only a few stating they require manuscripts in hard copy (printed). All publishers require a cover letter and synopsis, with at least three chapters of your book.

There are still some 'traditional' publishers around. These sometimes can pay a small advance, but today, with the onset of digital publishing, and millions of book submissions, it's becoming a rarity. If you do submit your book to these publishers, be prepared for a long wait.

Choose carefully. Try to find someone with recommendations before deciding. Some give more value than others so do your homework.

6. Choosing your Package

What are you wanting to achieve with your book? Of course, you want to make sales, but also think about other aspects – is your book gender specific, is it topic specific and require a special audience. Do you want just paperback books, eBooks, or both? Are you looking for a worldwide distribution or only certain countries?

Normally, packages are offered as POD, eBook or a combination of the two. For the widest distribution the combination is of course the best. It could also depend on your budget – eBooks cost less, but with POD you have the physical book.

7. Committing to Publish

When publishing your book through a publisher, you are usually required to sign a contract for a specific amount of time. This can vary from three to five years.

The contract should also set out the commitments by both publisher and author, alleviating any misunderstandings as to what is entailed during the contract term.

Contracts can also vary as to what forms of media they include. Many include just the POD and eBook. Others also include audio books, films and cd/dvds.

It is wise to familiarise yourself with the publishing contract before committing and signing the agreement as it is a legal document. Publishers who are above-board will have the full contract on their website, or will be happy to supply you with a copy to read and understand before signing.

8. The Publishing Process

Now the exciting stuff begins – Your book is about to be published!

However, it is not a fast process and can take anywhere from two to six months, depending on the complexity of your book, and your time allowed for checking. On average, you can expect around twelve – sixteen weeks. There are still quite a few hours of checking and rechecking to be done, from the manuscript being proofread, to the typeset PDF, and once that is finalised there will be the eBook to check when that has been created. Publishers who are thorough, and involve the author in every step of the process, ensure that as perfect a product as possible is achieved for the author.

The book cover design also comes with this process and depending on the designer, can be quicker to complete, or slower if there are changes to be made. Alternatively, you can organise your book cover sooner, before the

typesetting, which will give you a head start on promoting your book.

9. Thinking about Book Promotion

If you think that is it when your book is published, you are in for a surprise – now the hard work begins! Book promotion is a whole other world.

With about four million books published every year worldwide, for your book to be seen and sell, you will need to make yourself seen and heard. There are many ways to do this, from totally free to paying for professional book promoters.

There are dozens of available possibilities, they are too numerous to list all of them here. A few simple ideas is to have business cards created and hand them out to everyone, social media, book signings, online book tours, book trailers, fridge magnets to hand out, pens with your name and book title, press releases, newspaper and magazine advertising, if topic specific research groups, magazines, events. These are just a few. You will find more on our website (address at the bottom).

10. Mission Accomplished

With your book published, your book promotion started, now you can relax (a little), and build a rhythm for promoting your book, taking it in your stride and learning more as you go along.

Hopefully, this no-nonsense eBook will assist and guide you on your path to publishing your book. Aurora House is a professional co-publisher, and always ready to help with advice and suggestions – which come free of charge.

If you would like to find out more, or submit sample chapters (as per Contacting Publishers section above) for appraisal for publishing (free of course), please email our submissions team – and you will be able to read more about publishing, our authors, and to check out the books we publish on our website – aurorahouse.com.au

We would love to help you with publishing your book and look forward to the possibility of working with you.