



Publishing Seminar

Self-Publishing

To be a self-publisher requires, basically, that you establish a corporate entity but offers benefits:

- control over the product
- ability to keep more of the revenues that would traditionally go to the publishing company
- ability to produce a book very quickly
- with internet you can sell through Barnes and Noble or Amazon.com
- you can publish without profit being the deciding factor of whether or not your book gets released
- you can produce books less expensively than in the past

Vanity Presses

A vanity press is a company that produces books for authors who pay for the production. This differs from a traditional publishing company who selects books it thinks it can sell and then publishes and markets them, giving authors a percentage of sales.

Package pricing seems to range from \$500 to \$6000 depending on the level of services and marketing support the author chooses, depending on the right the vanity press keeps, percentage of royalties paid to author, etc. Check out: Author House, iUniverse, Lulu, Book Surge, Infinity, XLibris for examples.

Covenant Publishing House

The goal is to facilitate the publishing process for writers affiliated with The Covenant Center. The general function would be similar to a vanity press, as expenses are paid by the writers themselves. CPH hopes to offer or facilitate:

- Consulting
- Corporate covering to provide ISBN numbers through CPH
- Editing assistance
- Layout and design
- Cover design
- Make books available online under covenantpublishinghouse.com and thecovenantcenter.com

- Marketing/public relations plan development and fulfillment
- Submission of book files to printing companies (print on demand, as low as 25 per order)
- Book sales come through CPH with royalties paid out to authors, so accounting and tracking goes through CPH

This scenario can be beneficial to everyone over time for several reasons:

- Writers will not have to take on expense of setting up corporation and administration.
- A shared web site that can be marketed to get everyone's information out, so each writer will not have to have the expense of setting up their own custom site.
- After CPH has published several authors, we can begin to apply for Library of Congress numbers for our authors.
- Shared knowledge and expertise as we learn best practices.

A basic cost estimate for production (does not include marketing): consulting, editing, ISBN number, copyright registration, cover and book design, layout, proofing and printing of 100 books in standard 6x9 paperback: \$2000.

Writing Tips

- Write in a natural voice, conversationally the way that you would share something in person.
- There are several different style manuals out there and style manuals can be purchased in any bookstore, but I also look up style notes online. Dictionary.com is great for dictionary, thesaurus and style references.
- Be consistent in the elements you use in your book:
 - Choose one way to denote scripture reference or set off scripture quotes
 - List dates in the same format each time
 - Don't include elements in one chapter and never again, like subtitles, prayers, summary points, etc.
 - Choose a style manual and stick to it for doing footnotes and references
- Begin to look at details of the books you like, in terms of layout and design or elements that are used in sharing the information.
- As you edit, remember that simple and straightforward sentence structure is often easiest to read. Watch out for run-on sentences and keep sentences short.
- Be aware of superfluous words that don't add meaning or clarity to a sentence.
- Use a thesaurus to vary vocabulary.
- If you are better at expressing yourself verbally, there are dictation tools out there that will type as you talk.

Copyrights

Regardless of who publishes your book and owns the ISBN, you hold the copyright to your writing. Copyrights can be registered or unregistered:

Registered: Go to the US Copyright Office online and follow instructions to file a digital copyright by submitting a .pdf document of your work along with the \$35 fee online, or mail in a copy of your work with your fee. If your work is plagiarized, you can recover attorney's fees with a registered copyright.

Unregistered: Print out your writing and mail it to yourself. Do not open the envelope and store it in a safe, fire proof box or safety deposit box. If your work is plagiarized, you can use the unopened mail to time date your work as proof if court. However, you will not be able to attempt to recover your attorney's fees.

Digital Publishing and Online Marketing

E-books: One way to get started with reduced cost is to start with an e-book. This is a PDF format of your book that is laid out for online reading and purchased as a download. We could facilitate on CPH web site.

Blogging: I like wordpress.com the best, but also check typepad.com and blogger.com.

Social Networking: Social networks allow people to promote products and services in addition to just having personal information. Try facebook.com, myspace.com, tagged.com, bebo.com, flickr.com, twitter.com

Resources

Publishing Basics: Navigating the Self-Publishing Minefield E-book download:
http://www.selfpublishing.com/free-ebooks/downloads/pb_version4.pdf

Chicago Manual of Style Citation Quick Guide:
http://www.chicagomanualofstyle.org/tools_citationguide.html

Dictionary.com Grammar and Style Guide:
<http://dictionary.reference.com/writing/>

"How to Write a Book" by Doug Addison:
<http://dougaddison.com/blog/2009/06/16/how-to-write-a-book/>

48hourbooks.com Print on Demand:
<http://www.48hrbooks.com/default.asp>

Bowker Identifier Services – ISBN Registration:
<http://myidentifiers.com/index.php>

US Copyright Office:
<http://www.copyright.gov/>

2009 Blogsite Reviews:
<http://blog-services-review.toptenreviews.com/>