

Whatif You Want To Make a Book?

Learn How to
Self-Publish

with Michelle Nelson-Schmidt





Notes from Michelle Nelson-Schmidt's Online Self-Publishing Facebook Live Course

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[Facebook.com/MNScreative](https://www.facebook.com/MNScreative)

Self-Publishing Resources

BOOK SIZING

You want your book to be a traditional size if you want it to print most economically. If you choose a non-traditional size it will be much more expensive. You want to look at books similar to yours and choose a size that is comparable.

Standard book sizes in publishing:

Fiction: 4.25 x 6.87, 5 x 8, 5.25 x 8, 5.5 x 8.5, 6 x 9

Novella: 5 x 8

Children's: 7.5 x 7.5, 7 x 10, 10 x 8

Textbooks: 6 x 9, 7 x 10, 8.5 x 11

Non-fiction: 5.5 x 8.5, 6 x 9, 7 x 10

Memoir: 5.25 x 8, 5.5 x 8.5

WORD COUNTS

The following are average, general rule word-count ranges by genre.

General Fiction

Flash Fiction: 300–1500 words

Short Story: 1500–30,000 words

Novellas: 30,000–50,000 words

Novels: 50,000–110,000 words

Fiction Genres

Mainstream Romance: 70,000–100,000 words

Subgenre Romance: 40,000–100,000 words

Science Fiction / Fantasy: 90,000–120,000 (and sometimes 150,000) words

Historical Fiction: 80,000–100,000

Thrillers / Horror / Mysteries / Crime: 70,000–90,000 words

Young Adult: 50,000–80,000

Children's Books

Picture Books: 300–800 words

Early Readers: 200–3500 words

Chapter Books: 4000–10,000 words

Middle Grade: 25,000–40,000 words

Nonfiction

Standard Nonfiction (Business, Psychology, History, etc.): 70,000–80,000 words

Memoir: 80,000–100,000 words

Biography: 80,000–200,000 words

How-to / Self-Help: 40,000–50,000 words

EDITING

Book Text

No matter how short or long your book is, you need an editor. YOU NEED AN EDITOR. I use an editor for every book I publish and would not dream of skipping this step. An editor can help you with many things besides just finding typos. As a matter of fact, a copy editor is something different. You hire a copy editor after you have used an editor for developmental editing or an overall assessment. You can usually hire your editor to do a final proofing at the end - they can often do multiple forms of editing.

Reedsy

Reedsy.com

- I can't say enough good things about Reedsy. There are hundreds of very qualified editors to choose from for your project.
- You can write your book within their website for free in their editing software. I use Word to have on my computer.
- Submit a brief of your project and have multiple editors bid on it.
- I hired 3 different editors to edit the first book in my chapter book series and decided who I resonated most with based on their feedback.

Other Editing Resources

Fiverr.com

Freelancer.com

INTERIOR LAYOUT AND DESIGN

Dummy Books (applies to picture books and early reader chapter books)

I create dummy books in my layout software (Adobe Indesign). You can also create them with 16 pieces of paper folded in half for an easy peasy one. I find it really helps to create the 'page turn' experience when laying out the text and working out illustrations. Whether you are doing it yourself or hiring an illustrator, this is very helpful to create.

If You Are Doing it Yourself

Adobe Indesign - I use this to layout my final text and illustrations. I am a professional graphic designer and know how to use all the design software. If you cannot do this yourself, you will need to hire a designer to do this for you.

Microsoft Word: I do not know Word well enough to do this, but if you are a Microsoft Word wiz, understand how to use it as a layout program and how to save it as a PDF you can use this.

Book Design Templates

www.bookdesigntemplates.com/

I can't recommend Joel Friedlander's Book Design Templates in Word and Indesign enough. He lays out the template and you just continue it yourself in Word or Indesign. Definitely an economical choice for a do-it-yourself-er. I used one of his templates for my middle grade novel, *Cordelia and the Whale*.

If You Cannot Do it Yourself

If you are not a graphic designer nor someone who wants to do that, no worries. You can hire someone to do it for you. However things to think about if you hire for the layout and design:

- Anytime you need to edit your book, you need to be sure your designer is available to do it.
- Make sure you understand all the files you will receive and what each type of file is for.
- Always make sure you get source files in case you decide to make edits yourself or switch a designer.
- Make sure the designer understands exactly what you want your end product to be e.g., print book, ebook, pdf, etc.

Resources to Find a Graphic/Layout Designer:

Reedsy.com

Fiverr.com

Upwork.com

Freelancer.com

ILLUSTRATION

Depending on what kind of book you are creating, you might have illustrations. Picture books of course have illustrations but so do chapter books, and many middle grade novels. If you are an artist and you can create professional-level art, that's wonderful! If you can't, again, there are resources below.

How I create my early reader chapter book art:

- Sketch all the thumbnails
- Create final, tight pencil art
- Ink outlines
- Scan line art into the computer with a decent scanner
- Pull art into Adobe Photoshop and clean up art then 'color' art in Photoshop

Things to Remember When Hiring an Illustrator:

- Be sure the illustrator understands the files you need and in what format and size
- Ask the if they can create a dummy book for you to visualize the layout
- Be sure you have the illustrator signs an agreement that says you own all the artwork
- Your illustrator might also be a designer and can possibly layout your book, it doesn't hurt to ask!
- Make sure you have a solid deadline in place
- Split payments into fourths if possible;, a fourth to start and get thumbnails, a fourth for tight pencils of whole book, a fourth halfway to finished finals, and the last payment upon delivery.
- Make sure you

Resources to Find an Illustrator:

Reedsy.com

Upwork.com

Guru.com

Fivrr.com

Freelancer.com

LinkedIn

Facebook

ChildrensIllustrators.com

PRINTING

Ingram Spark

IngramSpark.com

Print high quality Paperbacks and Hardbacks and Digital Books

I use them for my paper backs and hardbacks

- Can buy directly and sell yourself - biggest profit
- They distribute to Barnes and Noble, Target, Walmart, Bookstores, School, Libraries and to Amazon
- You can generate a cover layout based on your book's size and page count and generate a free barcode with your ISBN for your book's back cover here

Other Print on Demand Resources

(I am not super familiar with these, but like all they have pros and cons, but these have services where they can do a lot of the work for you - costs more but they provide more. If you go in this direction, I urge you to make sure you retain all rights, get your own ISBN, make sure you can get and own all source files and check what your royalty is and what your cost to buy your books is.)

BookBaby.com

Blurb.com

Lulu.com

Amazon KDP and Kindle Program - For Print and Ebooks

kdp.amazon.com/

I use them for my Ebooks and Paperbacks

- They will market and sell their paperbacks instead of Ingram Sparks, but you are covered either way
- I don't sign up for their exclusive ebooks so I can have them distributed in other places (this is not that big a deal with children's picture books but becomes a bigger decision with middle grade, YA, and adult fiction and nonfiction titles.

Smashwords for eBooks

Smashwords.com

I use them to distribute my ebook to Apple, Kindle, Nook, and other ebook sellers.

I honestly get such little sales of my ebooks I stopped uploading my chapter books at book 5. I used someone on Fiverr.com to get my files prepared to upload to them. It only cost me about \$20 a title to have this done, but sales still didn't justify the cost, so I just only use Amazon for ebooks at this point. You need to consider if your book is more marketable as an ebook or not.

Bowker - Get your ISBN

<https://www.myidentifiers.com>

This is where you can buy an ISBN for your book. The ISBN is a unique identifying number to track the sales of your books. An ISBN is essentially a product identifier used by publishers, booksellers, libraries, internet retailers and other supply chain participants for ordering, listing, sales records and stock control purposes.

You can buy ISBNs in bulk or one at a time. You will need a separate ISBN for both a hardback and paperback version of the same book. If you create an ebook anywhere besides Amazon you will need an ISBN for the ebook version as well. Amazon Kindle does not require an ISBN for their ebooks.

Copyright

www.copyright-application-online.com/

You do NOT need to copyright your work. In both the U.S. and the U.K., copyright protection on an original work exists the moment you create that work (and extends for 70 years after your death). You could be writing the next Great American Novel, or you could've just written one sentence! Either way, **you own the rights to your work the instant you write it.**

If you do choose to register your work with the U.S. Copyright Office, you've created a public record of your authorship so the whole world can see that you are the creator of your intellectual property. This is what people mean when they say that you need to "copyright your book." This does cost money however. You can do it at the link above.

Library of Congress Number or LCCN

<https://www.loc.gov/>

What's a LCCN? Good question—it's the Library of Congress number that shows that you exist, and the one that any library that you are pitching your book to wants to know you have. The good news is that these are free.

December 14, 2020

AMAZON BOOK PUBLICATION SCHEDULE CHECKLIST

When you publish and launch your book there is a flurry of activities that must happen before the launch to guarantee success. You must carefully plan out reviews, seek media exposure, set advertising, and even have a launch party.

To fully plan the launch, you should explore an in-depth resource like our [Book Launch Toolkit](#). For the purposes of an Amazon book launch, there is a sequence of events and materials you will need to have to simply publish the book and get it out and into the marketplace on time. This abridged launch checklist will highlight the most essential timetable elements.

Use the Checklist on the next page to plan and track your publication.

PUBLICATION SCHEDULE CHECKLIST

- ☐ One Month Before Publication Date:
 - Have your final formatted book production files in-hand and ready.
 - For the print edition, have PDF versions of the [interior and cover](#).
 - For the eBook edition, have the interior in ePub or Word format, and a cover in JPG format, 2,400px tall.
 - For the Audiobook version, have MP3 files for each chapter and component of the book.
 - Set up your account on your publishing vendors' websites, like CreateSpace, ACX, KDP, and Author Central.
 - Begin work on finalizing your author bio, photo, book description, pricing, and keywords.
- ☐ Two Weeks Before Publication Date:
 - Have your finalized author biography and photo ready.
 - Have your finalized book description, keywords, and categories ready.
 - Upload your print edition book files for review. Order proofs if you like. (Do not approve the proofs at this time.)
 - Upload your eBook files for review. (Do not approve the book for publication at this time.)
 - Upload your audio book edition files for review. (Do not approve the book for publication at this time.)
- ☐ Three Days Before Publication Date:
 - Approve your print version for publication.
- ☐ One Day Before Publication Date:
 - Approve your eBook files for publication.
 - Approve your audiobook files for publication.
- ☐ Launch Day:
 - Verify all files are available for sale on Amazon.com. Contact Amazon support, or your print/eBook/audiobook vendor for help if they aren't.
 - Add your book to your Author Central account. Add editorial reviews and polish your book description for all editions of your book.
 - Contact Author Central support and ask that your Kindle edition's Look-Inside uses the print edition's interior, if applicable.
 - Purchase copies of your own book and verify that everything is as it should be.

AUDIOBOOK EDITION PRE-PUBLICATION CHECKLIST

Prior to publishing your audiobook, you will need to have your book cover and chapter files fully mastered and finalized. This checklist will help you make sure you have exactly what you need so that the upload process goes smoothly.

- Interior File
 - Make sure that you have the final, edited, and fully mastered version of the book ready for publication. If you have to make changes after publication, it can be time consuming.
 - The files for each chapter, intro, and credits, should be in MP3 format for the easiest upload results.
 - For best results, record at 44.1kHz sampling rate.
 - No chapter should exceed 120 minutes.
 - Use monaural recordings if at all possible.
- Cover
 - The cover should conform to the size requirements of your publication company.
 - For best results, supply a JPG version of your audiobook cover, sized to be 2,400 pixels high by 2,400px wide, square.
 - Use an image that is 72dpi native.
- Metadata
 - Have all audiobook metadata ready, including ISBN numbers, the description, keywords, and categories.

Pro Tip: Now is a good time to get familiar with the [ACX Audio Submission Requirements](#). It is full of need-to-know information on how ACX works, if you plan to use ACX for your audiobook.

AUTHOR BIO WORKSHEET

Your author biography gives your customers a sense of who you are as an author. When a potential customer reads your bio, they are looking for clues to the caliber of your writing, your credentials and qualifications, and also the tone that the book will likely have. This is a chance to give the customer a great impression of you and what they can look forward to in your writing.

You should have several bios, in different lengths. All of them should have a sense of who you are as a writer, and your qualifications. Longer bios should have some anecdotes about you that might help the customer connect. Simply fill out the worksheet on the next page to help you develop your bio. Some spaces will require a longer bio, so use it when appropriate.

A few bio tips:

- Write in the third person.
- List the most important qualifications.
- Write with the mindset that your bio couples with your book and its subject matter or genre.
- Always have the writing proofread so that it is grammatically correct.
- Hire a professional to write the bio if you are unsure what to do.

AUTHOR BIOGRAPHY WORKSHEET

	<i>Your Text Here</i>
<i>Short Bio (100 Words)</i>	
<i>Long Bio (400 Words)</i>	

BOOK DESCRIPTION WORKSHEET

The description is often a critical selling point of the book once a customer finds it on Amazon. You should never skimp on the description because it can make or break a customer's decision to buy the book.

Have a robust, five hundred words or so, and well-edited description for your book. Be sure to write the description in the third person, with succinct verbiage and a pace that ensures you get to the point. Remember, the description is a synopsis geared toward marketing the book. You don't want to give away spoilers, but you do want to make sure that you cover the key selling points of the story without rambling or focusing too tightly on any one element. You are selling the book as a product, and that product has to appeal.

Pro Tip: In its current iteration, Amazon does not put weight in the search result for the book's description or synopsis. Also, there is little weight placed on the actual content of the book, too, by Amazon's search engine at this time. Though the description is incredibly important, do not rely on it for Amazon search indexing.

Other search engines, like Google and Bing, or even other vendor systems may use the description to gather keywords for their search. So, there is some importance in having a well written synopsis and description copy that is relevant and appealing with an eye toward search.

Use the worksheet below to write descriptions in several lengths. Use the longest description where possible. Be sure to use bold, italic, underlined, and bulleted text where appropriate.

BOOK DESCRIPTION WORKSHEET

	<i>Your Text Here</i>
<p><i>Short Description (150 Words)</i></p> <p><i>Should concentrate on the strongest story, or content elements of the book.</i></p>	
<p><i>Long Description (500 Words)</i></p> <p><i>This should elaborate on the main story or content, as well as some of the nuance of the main story, sub stories or added benefits of the content you are selling.</i></p> <p><i>You may include any praise or awards for the book in this version.</i></p>	

CATEGORY WORKSHEET

Properly categorizing your books is important for two main reasons.

1. Customers still use Amazon's menu tree to drill down through departments and categories to find things.
2. Amazon ranks book sales based on their narrowest category, and higher ranking books have higher visibility on Amazon. So, correctly defining, and narrowly defining, your book is crucial to making your book visible so it has a better chance to sell.

To illustrate this point, I will reiterate the example from Concept One.

Let's say your book is titled *Unique Teas*, and your subject matter is the art of finding and brewing unique and interesting tea selections. Categorically, you could simply select code "CKB000000 COOKING / General", and list your book among all cooking related books. There could be thousands of book, perhaps tens of thousands, and your title will get lost in the sea of cooking books.

However, if you explore the full list of BISAC categories, you will find available listings for "CKB100000 COOKING / Beverages / General", which is even closer, since now your book is listed and in categories in not only cooking, but the subcategory of beverages, too. That knocks your category competition down significantly. But, subject codes and categories can go even deeper. For our *Unique Teas* book, we have the option of using "CKB019000 COOKING / Beverages / Coffee & Tea", which is a perfect match and much less crowded niche.

Pro Tip: Depending on your publishing platform and distribution vendor, you may be allowed to select anywhere from one to three categories to be listed in. So start with the most niche, competitive, and relevant one first.

By taking the time to research all of the category options, and spending some time making some rational decisions, you can usually find some great niches to place your book, where customers can easily find it, and the pressure of climbing the sales rank charts is much lower, making visibility even better.

Pro Tip: Not all BISAC categories have a direct Amazon match, especially in the Kindle Store. You should do a comparison to double check that Amazon and BISAC have a corresponding category before you choose one.

You may also get a general idea of how many books are offered on Amazon in a given category by “drilling down” the list of categories on Amazon.com’s site. You may select the Books and Audible Department, and then one of the Books sections, like Books, Kindle Books, or one of the other relevant offerings.



The Books and Audible Department / Books Section

Next, scroll down and look for the Books heading on the left side menu bar. It may be buried or far along on the list of various filters and tools on the menu, but it should be easier enough to find.

<p>Books</p> <ul style="list-style-type: none"> Arts & Photography (1,575,256) Biographies & Memoirs (569,171) Business & Money (1,837,477) Calendars (249,714) Children's Books (1,470,819) Christian Books & Bibles (779,304) Comics & Graphic Novels (461,081) Computers & Technology (429,097) 	<ul style="list-style-type: none"> < Books < Cookbooks, Food & Wine Beverages & Wine Beer (2,261) Cocktails & Mixed Drinks (2,570) Coffee & Tea (1,710) Homebrewing, Distilling & Wine Making (4,822) Juices & Smoothies (3,567) Wine & Spirits (9,740)
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Here you will see a number that corresponds to the number of books in that category, like the 249,714 Calendars that are available on Amazon. Or drill down on Cookbooks to see that there are 1,710 books on Coffee and Tea. That is not much competition, and a solid niche, especially compared to a broad one.

Use the Worksheet on the next page to find the best category.

CATEGORY WORKSHEET

	<i>Number of Books in this category.</i>	<i>How well does your book fit? (1 to 10 scale)</i>
<i>Category Name</i>		
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<i>Category Name</i>		

Choose up to three categories.

CONTINUOUS MAINTENANCE SCHEDULE CHECKLIST

Your book listing, keywords, categories, author bio, and even book description should be regularly maintained to make sure it is always accurate and in competitive shape. Just as you are working diligently to get your book in the best position, so are other authors and publishing companies. That means that you will need to have a small amount of vigilance to stay competitive and keep your edge. A small, but effective schedule should be followed to review your content and make adjustments.

Every 3 Months:

- ☐ Review that your book's keywords are still effective.
 - Perform searches on all of your book's keywords to make sure your book still appears in the listings.
 - If you fall behind, re-work the keywords using our technique so you can make your book relevant.
- ☐ Review your book's categories and make sure you are still competitive.
 - Check the category for new competition, or to see if your book is just not resonating with this niche.
 - If your book isn't working in the category, shift the book to a new one that may be more competitive.
- ☐ Add or prune reviews and quotes.
 - If you have new reviews or quotes for your book, add them to the listing if they are superior to the ones you have.
 - Take a few moments to look over your reviews and decide if you need to make any changes to the content.

Every 6 Months:

- ☐ Review your author bio and photo.
 - If your bio has become dated, or things have changed, like the reception of new writing or career accolades, add them.
 - Review your author photo. If it is dated, or you have changed in appearance, update the photo with the most recent professionally produced photo that you have.
- ☐ Review the book description.
 - After time, perhaps you want to reevaluate the description and update it to reflect any writing awards or bestseller performance.

KEYWORD WORKSHEET

Amazon relies heavily on the keywords (or short phrases) that you enter manually when setting up your book's listing to best represent your book. Amazon's search algorithms will factor in up to seven of these keywords or phrases when a customer searches for something to help build a reliable and relevant recommendation.

If the title and subtitle are the most important words, then these keywords are a close second, and in many ways are equally as important when Amazon creates a profile of your book as a product. Thankfully, just like your book title and subtitle, you call the shots on the keywords and phrases, and when you set up your book in a system like CreateSpace, Kindle Direct, IngramSpark, or similar, you are prompted to enter the keywords that Amazon will use.

Choosing keywords is very important, and finding the right ones is a point of frustration for some, and a second thought for others. But these keywords are actually one of the most critical parts of a book's listing and visibility success on Amazon and should be carefully considered to be both relevant and logical.

Use the worksheet on the next page to help you with this process.

- 1) Enter five books that are most similar to yours on the top line.
- 2) Enter up to twenty keywords or phrases that you think most people will search for to find those books.
- 3) Go to Amazon and begin searching with those exact keywords or phrases.
- 4) Check the box under each book title if it appears in the top 20 search results on Amazon for that keyword or phrase.
- 5) Choose the top seven keywords or phrases and use those when prompted to enter the keywords in the book setup process.
- 6) Repeat this process as needed to refine your results.

KEYWORD WORKSHEET

	<i>Book 1</i>	<i>Book 2</i>	<i>Book 3</i>	<i>Book 4</i>	<i>Book 5</i>
<i>Keyword / Phrase</i>					
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KINDLE / EBOOK EDITION PRE-PUBLICATION CHECKLIST

Prior to publishing your eBook, you will need to have your book cover and interior files fully formatted and finalized. This checklist will help you make sure you have exactly what you need so that the upload process goes smoothly.

- Interior File
 - Make sure that you have the final, edited, and proofed version of the book ready for publication. If you have to make changes after publication, it can be time consuming.
 - The file should be in ePub format for the easiest upload results.
 - For best results, have the ePub fully validated prior to upload using the [idpf ePub validator](#). Correct all issues and make sure the file passes before attempting upload.
 - If you have the book in Word format, you may also upload that and let the publisher do the conversion if applicable.
- Cover
 - The cover should conform to the size requirements of your publication company.
 - For best results, supply a JPG version of your eBook cover, sized to be 2,400 pixels high.
 - Use an image that is 300dpi native.
- Metadata
 - Have all book metadata ready, including ISBN numbers, the description, keywords, and categories.

Pro Tip: Now is a good time to take a moment to also review [KDPs Publishing Guidelines](#) if you haven't had the chance, and are planning to use KDP for your eBook.

PRINT EDITION PRE-PUBLICATION CHECKLIST

Prior to going to print, you will need to have your book cover and interior files fully formatted and finalized. This checklist will help you make sure you have exactly what you need so that the upload process goes smoothly.

- Interior File
 - Make sure that you have the final, edited, and proofed version of the book ready for publication. If you have to make changes after publication, it can be time consuming.
 - The file should be in PDF format, with the PDF page size matching your book's trim size. If you are publishing a 6"x9" book, the PDF should be in 6"x9" size.
 - For best results, have a PDF that has all fonts embedded. I recommend using genuine Adobe Acrobat to make the file. Use the PDF/X1A-2001 PDF standard if available, or the PDF-A format at a minimum.
- Cover
 - The cover should conform to the printing requirements of your publication company. This typically means that the cover, front, spine and back, are all laid out on a single sheet with added artwork and spacing so that it can be cut from the sheet and glued.
 - For best results, have a PDF that has all fonts embedded. I recommend using genuine Adobe Acrobat to make the file. Use the PDF/X1A-2001 PDF standard if available, or the PDF-A format at a minimum.
- Metadata
 - Have all book metadata ready, including ISBN numbers, the description, keywords, and categories.

Pro Tip: Now is a good time to take a moment to also review [CreateSpace's Publishing Guidelines](#) if you haven't had the chance, and are using CreateSpace as your print vendor.

THE AMAZON SUCCESS METHOD CHECKLIST

- Commit to excellence in everything you do before you begin.
 - This process takes time and budget your time accordingly.
 - Publication can be expensive, be financially prepared to do it right.
- Approach Amazon with a business mindset.
 - Your book is a product that you are selling.
 - Reviews are customer feedback on your product.
 - How you position and market your book on Amazon.
- Have what you need in-hand before you begin the publication process.
 - Publication materials (like final book files).
 - Author biographies
 - Book descriptions
 - Keyword lists
 - BISAC / Amazon categories
 - Business information
 - Tax information
- Utilize professional quality materials and talent in everything you do.
 - Book cover (print, eBook & audiobook)
 - Book interior (print and eBook)
 - Narrated book (audiobook)
 - Book descriptions and synopsis
 - Book keywords
 - Author biography
 - All promotional materials
- Take advantage of every opportunity.
 - Leave no metadata field blank.
 - Supply expertly crafted and detailed book descriptions.
 - Retain and use good reviews and praise where possible.
 - Ask for reviews and feedback.
 - Utilize all of the available tools on Author Central.
- Market and Promote with vigor.
 - Utilize social media regularly.
 - Maintain an author blog.
 - Participate in giveaways.
 - Reach out to traditional and new media.
 - Seek reviews.



INGRAMSPARK

STEP-BY-STEP UPLOAD GUIDE

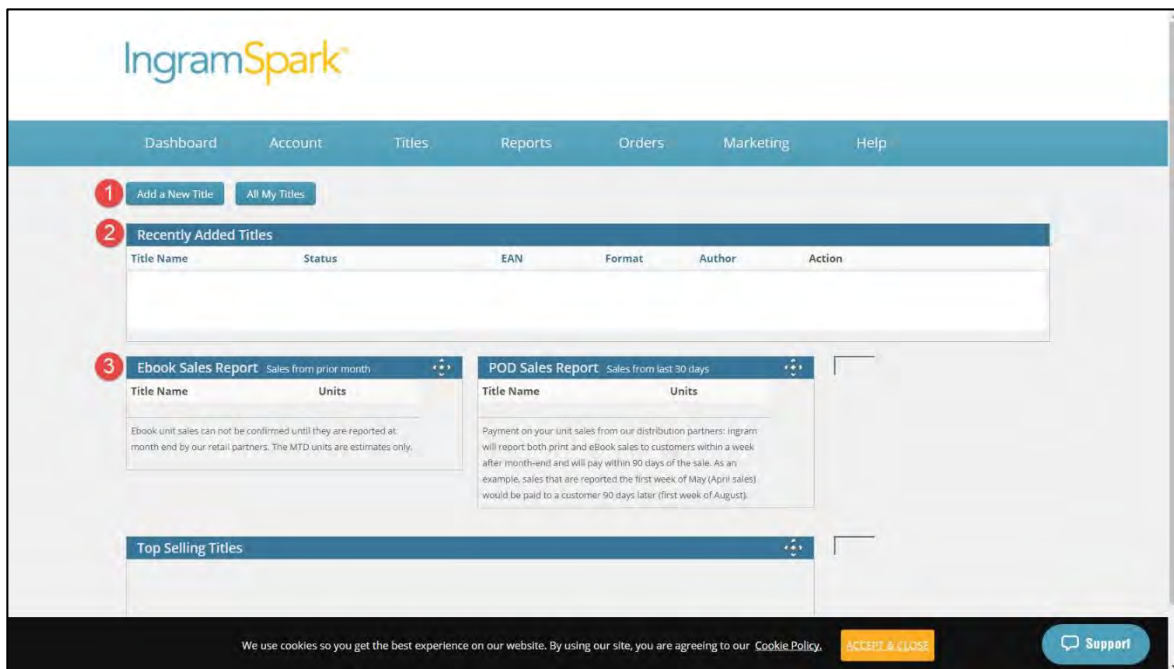
UPLOADING YOUR PRINT AND/OR EBOOK TO INGRAMSPARK

Please note that this process is subject to change at IngramSpark's discretion, but the ideas on concepts of this walkthrough should be applicable.

Pro Tip: Now is a good time to take a moment to also review [IngramSpark's Publishing Guidelines](#) if you haven't had the chance.

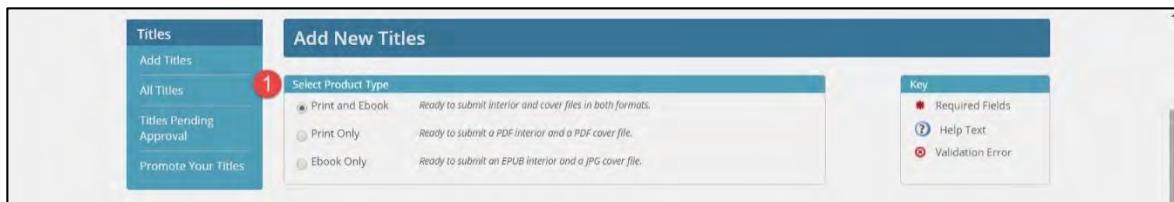
First, log into IngramSpark here: <http://www.ingramspark.com/>

If your account setup is complete, you will be brought to the Dashboard when you log in to IngramSpark. You may also access the Dashboard on the main menu.



IngramSpark Member Dashboard.

1. Click Add a New Title to begin adding a new book to the system. You will be able to save your book project entries as you progress, so don't worry about getting everything done in one sitting.
2. Optionally, you may view or edit your titles here as you add them.
3. The dashboard also includes sales data. Here you can view a quick summary, or use the Reports tab to get more detailed information.



Select Product Type Screen

1. You must now choose what type of book you want to publish. IngramSpark allows you to upload your print and eBook editions simultaneously, which is a huge time saver. Choose the option that best fits your situation.

Next, you will complete the title setup process. This is one of the most critical component of your publication process because you are selecting and entering the book's title and subtitle, which is how it will be presented and shown to the world on Amazon, as well as all other retailer websites, and what people will be searching for. It is important to make sure you follow our title and subtitle keyword concepts, outlined in Concept One in the main toolkit guide, to make sure that your book is able to compete as a searchable product on Amazon.

Pro Tip: Amazon's search engine automatically corrects spelling mistakes, so misspelling, or using an uncommon spelling, for a book title or subtitle can cause your book to lose visibility in the search results.

INGRAMSPARK TITLE INFORMATION SETUP

About Your Book

- 1 Title
- 2 Subtitle
- 3 Language
- 4 Short Description (Max 350 characters)
- 5 Keywords (separated by commas)
- 6 Series Name and Number
- 7 Edition Description
- 8 Full Description (Min 200 to Max 4000 characters)

Continue to Step 2 of 2 Cancel

Title Information Screen

1. Add the finalized title of your book.
2. The subtitle of your book may be entered here.
3. The primary language of the book you are publishing.
4. Enter the name, or pen name, of the primary author for the book. This name will be the first name to show as an author on Amazon's product pages and in listings.
5. Keywords. This is VERY important. You will want to use our Keyword finder tool, included in this toolkit, to choose popular and competitive keywords that fit your book best and give you the most visibility.
 - a. You can enter seven keywords, or phrases, here.
 - b. After each keyword or phrase, use a comma to separate it from the next.
 - c. Lowercase letters often work best for everything but proper names.
6. List the series title here. You may also select a volume number for this particular book as it is ordered in the series.
7. The edition number is very important as you update and change the book for future iterations. Books with the same title & author, but with a numerically higher edition number, will supersede the previous book on Amazon's search listings.

8. Enter the full book description. Here you have 4,000 characters (not words) to describe the book in detail. You will want to use your very best book synopsis here, written by a professional copywriter if possible, to talk about your book, its story or content, and why readers will want to part with their hard-earned money to read more. I recommend a minimum of 500 characters here, and would suggest using the whole space if possible. Make sure you use a well-polished description.
9. Click “Continue to Step 2 of 7” to continue.

The About the Author and Contributor Screen

1. Add your name or pen name as an author/contributor to the book.
 - a. You may also add additional contributors to the book project, like co-authors, illustrators, editors, and just about anyone else that you want to have searchable, and up-front credit for the creation of the book. (See Step 7.) Often, authors will credit people and businesses only on the copyright or acknowledgements page of their book interior. However, selecting and adding people here will put them in search results on Amazon, so if you have a popular or noteworthy contributor, this is an excellent way to make them a part of the metadata and link them to your book.
2. Click About Contributor to add additional details about the author/contributor.
3. The Biography field is important if you do not plan to have an Author Central page, or if you are using expanded distribution to stores outside of Amazon. I advise using the same bio you plan to use for Author Central. Make sure you use a professionally written and well-polished author bio.
4. You may list your prior books here.

5. You may list your current home location here for your author bio.
6. List any author associations or professional organizations you belong to here.
7. Add additional contributors as needed. You may also add bio information for each contributor you add.
8. Click “Continue to Step 3 of 7” to continue.

INGRAMSPARK BOOK CATEGORY, SUBJECT AND REVIEW SETUP

The Category Section

1. Choose the book imprint (publishing company or brand) you created during your IngramSpark account setup phase. If you have multiple imprints, select the appropriate one here.
2. The all-important category. IngramSpark lets you choose up to three categories. Make them count. Be as specific as possible, and choose a category that is as specific and niche as possible, while having the least amount of competition, as outlined in Concept One. (You may enter a **BISAC** code here as instead of finding a category using the picker.)
3. Some retailers, like Amazon, will only use the first category for print publications, and the next two for eBook publications. Put the categories in order of importance.
4. You may select a region of interest for your book title. This small piece of metadata can be important if you have a book about a specific geographic area, or if the book is of special interest to a specific area. Add one here as appropriate.
5. **Thema** is a newer book classification and categorization system that is similar to BISAC. Thema is starting to gain some traction globally, and you should select a Thema subject category with the same attention to competition as you have for your BISAC code.

The screenshot shows a multi-step form for setting up a book. On the left, there are five numbered steps: 1. Audience (with a dropdown menu), 2. Table of Contents (with a text area and '(4000 characters maximum)' label), 3. Review Quotes (with a text area and '(4000 characters maximum)' label), 4. Does your book have photographs and/or illustrations? (with radio buttons for Yes and No), and 5. A yellow button labeled 'Continue to Step 4 of 7' and a blue 'Cancel' button.

The Audience, TOC, and Review Quotes Section

1. Choose the audience that the book is intended for. Most titles will be for Adult or General Audiences, however, if you have a children's title, you may select that option here.
2. You may post your table of contents for your book title here. You should submit a plain text version of the contents, and it must be short enough to fit in the 4,000-character space. (Few retailers will use this.)
3. This space is for submitting editorial review quotes. This is your chance to get credible positive professional reviews, quotes, and critiques out in front of potential buyers. On your Amazon product page, this section will appear before the reviews left by the customer base, so you have a brilliant opportunity to make an impression here that should always be utilized.
4. If you have photos in your book, you may select Yes here, and then input the number of photos in the book.
5. Click Continue to Step 4 of 7 to continue.

INGRAMSPARK PRINT INTERIOR AND COVER SETUP

Next you will need to choose your interior and cover options for your print book. This stage is critical since it locks in the design and print choices that will be used to physically produce your book. The options on this screen must match the design and layout choices, like the trim size of your book (the physical height and width of the book) you designed and formatted.

You will also select the paper type, like bright white paper, or a modest cream colored paper that is great for literary work. You may also choose to have the book printed in standard black & white (which is really greyscale) or in full and rich color. I will go over all of the options below in some detail so you can make the right decisions as you work on the interior of the book.

Pro Tip: If you haven't created your book interior yet, use a professionally designed, and fully customer supported template from [Book Design Templates](#) to layout your book. (Or hire a [competent book designer](#) to do it for you.)

The screenshot shows the 'Print Format' setup screen in IngramSpark. It features a list of five numbered steps on the left: 1. Trim Size, 2. Interior Color and Paper, 3. Binding Type, 4. Laminate Type, and 5. Page Count. Step 1 is selected, showing a dropdown menu for 'Trim Size' with the value '5.500" x 8.500" (216mm x 140mm)'. Step 2 shows options for 'Interior Color and Paper' with radio buttons for 'Black & White', 'White', 'Creme', and 'Color'. Step 3 shows options for 'Binding Type' with radio buttons for 'Paperback', 'Perfect Bound', 'Saddle Stitch', and 'Hardback'. Step 4 shows options for 'Laminate Type' with radio buttons for 'Cloth(None)', 'Gloss', and 'Matte'. Step 5 shows a text input field for 'Page Count'. At the bottom, there are three buttons: a blue button with a left arrow and the number 6, a yellow button labeled 'Continue to Step 5 of 7 ~', and a blue button labeled 'Cancel'.

Interior Screen

1. Choose your Trim Size. This is the physical size that the book will print on.
 - a. The PDF you will upload to IngramSpark containing your book's pages must match this size physically. So, if you choose a 6"x9" trim size, your PDF's paper page size must also be 6"x9", (Check your PDF Settings to make sure you have a PDF X-1A:2001 or X3-A compliant PDF.)
2. Choose the interior type and paper color for your book.
 - a. Black & White is a great choice for an economical book.

- b. Full Color can be pricey and should only be used if you have to have color photos or illustrations in the book that have to be color. IngramSpark prices the book to assume every page uses color, so the price is considerably higher than Black & White.
 - c. The Paper Color offers a subtle difference, where white is a brighter white, like copy paper, and the cream is a softer white that is easier on the eyes. Traditionally, white paper is used for nonfiction books and those with color printing because the print “pops” on the page. Cream is used for literary fiction and nonfiction since it prevents reader fatigue.
- 3. Choose the binding type. You may have your book printed as a trade-paperback, or as a hardcover. (IngramSpark makes you choose one or the other, and if you want both, you will have to start the process over again for the other version.)
- 4. Select your cover type.
 - a. For trade paperbacks, perfect bound is almost always used since it gives you a clean glued edge for the binding of the book. Select either matt or gloss.
 - b. For hardcovers, a dust jacketed cloth hardcover is typically used for fiction or literary works. If you have a reference book, or nonfiction title that you want to have that “textbook cover” look and feel, select casewrap.
- 5. Enter the number of pages in the book.
- 6. Click “Continue to Step 5 of 7” to continue.

INGRAMSPARK PRINT EDITION ISBN & PRICING SETUP

Print Format

1 • **Print ISBN** [?](#) Click here if you would like to purchase an ISBN (an ISBN is required for distribution)
Click here if you would like a non-distributable SKU to be assigned to this title

2 • **Pricing**
For your content to be available for sale in each market below, you must provide the Print Retail Price, wholesale discount and returnable option. To assist with converting currency you can access the [Currency Converter](#).

Market ?	Print Retail Price ?	Wholesale Discount ?	Returnable ?	Compensation
United States	US\$ <input type="text"/>	<input type="text"/>	No <input type="text"/>	
United Kingdom	£ <input type="text"/>	<input type="text"/>	No <input type="text"/>	
European Union	€ <input type="text"/>	<input type="text"/>	No <input type="text"/>	
Canada	CA\$ <input type="text"/>	<input type="text"/>	No <input type="text"/>	
Australia	AU\$ <input type="text"/>	<input type="text"/>	No <input type="text"/>	

3 • ☐ Copy United States Print Retail Price and Wholesale Discount to the Global Connect Program
Global Connect Program [?](#) US\$ No

4 • **Publication Date** [?](#)

5 • **On Sale Date** [?](#)

6 • [Continue to Step 6 of 7](#) [Cancel](#) [Support](#)

ISBN screen

1. With IngramSpark, you must provide your own ISBN, acquired from [Bowker](#). You will need to have a separate ISBN number for each version or edition of the book you publish. Your trade paperback will need an ISBN, and so will your eBook, at a minimum. These must be different numbers. Enter your print edition ISBN number here.
2. Enter a few prices that you are considering for your book to see how the royalties compare. Enter pricing that is appropriate for each country.
 - a. Pricing is critical. Here, IngramSpark makes it simple to see how much profit from royalties you will earn with each sale. They give you the minimum list price for your book, which covers production and fulfillment costs plus the “discount” that the retailers get for their own profit margin. Everything after that is profit you get to make on the book.
 - b. You will get the option to set pricing based upon the country that the book will be sold, like the UK and Canada.
 - c. IngramSpark also allows you to the wholesale discount that is given to bookstores that will order and resell your book. The customary discount is 55%, meaning that the bookstores will buy your book at 55% off of the retail price you set here. That allows them to sell the book at full retail, and make a large profit, or sell the book at a lower than retail price to be competitive. It is advisable to go with the 55%

discount option, as retailers may not purchase and stock your book if the discount is set below this.

- d. Finally, you may select an option to make the book returnable, which means that unsold bookstore orders are returned to IngramSpark to be destroyed, or in some cases, mailed to you. (More on that in the Pro Tip box below.)
3. You may also copy your selected pricing options to the Global Connect Program, which makes your book available internationally.
4. Select a publication date. This date will show up as the book's date of publication in the book's details on retailer websites.
5. Select when you want your book to be released for sale. This is a fantastic option from IngramSpark where you can choose to have your book publication held until a specified release date. Choose your book launch date for this box.
6. Click "Continue to Step 6 of 7" to continue.

Pro Tip: Bookstore returns are risky. Bookstores are most inclined to purchase books that are returnable to the printer or publisher because it minimizes the risk involved in buying a large order of books that may not sell. For example, if Barnes and Noble purchases 1,000 copies of a book, but only sells 400 of them, they would be stuck with 600 copies of a book that they can't sell. That means that they take a loss on the book or have to deeply discount it to try to break even. With returns, they can return the unsold quantity back to the printer or publisher.

This is a risk factor for self-published authors. If you do not make your book returnable, major bookstores may not choose to purchase and stock your book for sale on the shelves of their stores. However, if they make a large purchase, and then a large return, you will be responsible for the costs of the book printing, and other fees associated with the order. As you can imagine, this can wipe out your book profits, or even end up costing you money. IngramSpark does have a provision to mail the returned copies to you, so that you can have a chance to sell them, instead of the books simply being destroyed. So carefully consider this option, and whether you want to take the risk of having a returnable book.

Pro Tip: Pricing your book means looking at a few different strategies. Price your book to match your nearest competitors. Choose five books that you feel your book competes with on niche, genre, or subject, and is of a similar page count. Then price your book within that range of the competition if possible. (And, it's not always possible to price the book to compete with big traditional publishers, who offset print the book in bulk and pay a fraction of the price for production that print-on-demand costs.)

Consider the low-cost option to entice buyers. This strategy involves charging the minimum you feel comfortable with charging for your book in an effort to compete on price. This can be a smart strategy for getting new readers, but it should be coupled with a marketing campaign designed to sell a lot of books.

Go with your gut. Some authors choose to look at their book's value based on its content or unique qualities. This is especially true for nonfiction books that are content heavy, or cover a niche subject in detail. If you know your market and niche well, and know what they are willing to pay for your work, then price the book accordingly.

INGRAMSPARK EBOOK EDITION ISBN & PRICING SETUP

Ebook Format

1 • Ebook ISBN ⓘ Click here if you would like to purchase an ISBN (an ISBN is required for distribution)

2 Pricing

Currencies ⓘ	Ebook Retail Price ⓘ	Apple Ebook (Agency) Price ⓘ	Compensation
US Dollars	US\$ <input type="text"/>	US\$ <input type="text"/>	
British Pounds	£ <input type="text"/>	£ <input type="text"/>	
Euros	€ <input type="text"/>	€ <input type="text"/>	
CA Dollars	CA\$ <input type="text"/>	CA\$ <input type="text"/>	
AU Dollars	AUS\$ <input type="text"/>	AUS\$ <input type="text"/>	

3 • Publication Date ⓘ

4 • On Sale Date ⓘ

5 • Page Count ⓘ

6 •

eBook Setup and Pricing Screen

1. With IngramSpark, you must provide your wwn ISBN, acquired from [Bowker](#). You will need to have a separate ISBN number for each version or edition of the book you publish. Your trade paperback will need an ISBN, and so will your eBook, at a minimum. These must be different numbers. Enter your eBook edition ISBN number here.
2. Enter a few prices that you are considering for your book to see how the royalties compare. Enter pricing that is appropriate for each country.
 - a. Pricing is critical. Here, IngramSpark makes it simple to see how much profit, from royalties, you will earn with each sale. They give you the minimum list price for your eBook, which covers fulfillment costs, plus the “discount” that the retailers get for their own profit margin. Everything after that is profit you get to make on the eBook.
 - b. You will get the option to set pricing based upon the country that the book will be sold, like the UK and Canada.
3. Select a publication date. This date will show up as the eBook’s date of publication in the book’s details on retailer websites.
4. Select when you want your eBook to be released for sale. This is a fantastic option from IngramSpark where you can choose to have your book publication held until a specified release date. Choose your book launch date for this box.

5. Enter the page count for the book's print edition. (If you don't have a print version, estimate the number of pages based on the assumption that 300 words fit on a printed page. Divide the number of words in your book by 300 to get the rough page count.)
6. Click "Continue to Step 7 of 7" to continue.

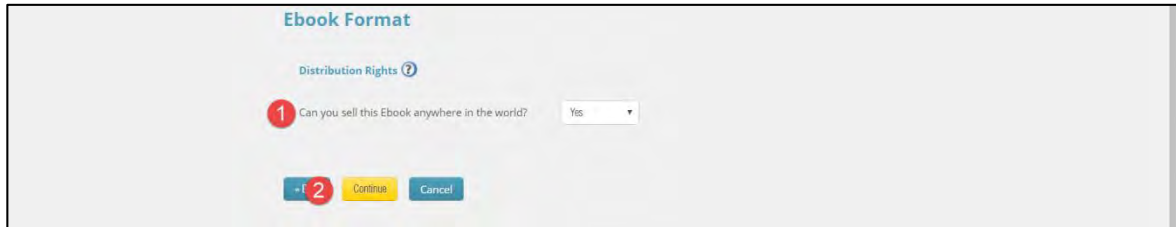
Pro Tip: Price your book to match your nearest competitors. Choose five books that you feel your book competes with on niche, genre, or subject, and is of a similar length. Then price your book within that range of the competition if possible.

Consider the low-cost option to entice buyers. This strategy involves charging the minimum you feel comfortable with charging for your book, in an effort to compete on price. This can be a smart strategy for getting new readers, but it should be coupled with a marketing campaign designed to sell a lot of books.

Go with your gut. Some authors choose to look at their book's value based on its content or unique qualities. This is especially true for nonfiction books that are content heavy, or cover a niche subject in detail. If you know your market and niche well, and know what they are willing to pay for your work, then price the book accordingly.

INGRAMSPARK EBOOK RIGHTS

You must confirm that you have the rights to publish your eBook globally.

The screenshot shows a web interface for IngramSpark. At the top, it says "Ebook Format" in blue. Below that, "Distribution Rights" is written in blue with a question mark icon. A red circle with the number "1" is next to the question "Can you sell this Ebook anywhere in the world?". To the right of the question is a dropdown menu currently showing "Yes". At the bottom, there is a red circle with the number "2" next to a "Continue" button, and a "Cancel" button to its right.

eBook Rights

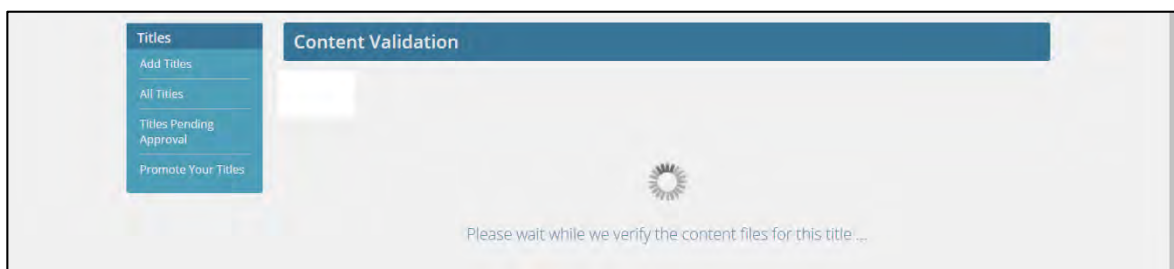
1. Select Yes or No, based on the rights you hold.
2. Click Continue to proceed to the file submission screen.

INGRAMSPARK FILE SUBMISSION

The File Submission Screen

1. Upload your print edition book interior, in PDF format (in PDF X1A:2001 or X3 format) here. (We recommend using [genuine Adobe Acrobat](#) to generate the PDF file.)
2. Upload your print edition book cover, in PDF format (PDF X1A:2001 or X3 format) here. We recommend aligning your cover using the free [IngramSpark cover generation tool found here](#).
3. Upload your eBook file, in ePub format, here. Only use an ePub file that has passed [IDPF ePub validation](#) with no errors or issues.
4. Upload your high-resolution eBook cover image here.

IngramSpark will review your submission using a quick automated check. The system reviews your files and will note any issues, like file size or format discrepancies, or ePub encoding errors.



After submission, the file review and proof check runs.

Once the review is complete, you will then be taken to the checkout process, if no major errors were detected, or be prompted to repair and re-upload the files that had issues.

Pro Tip: It should be noted that not all file issues are major, and IngramSpark will allow you to OK allowing any minor issues so you can proceed. Because IngramSpark's "pre-flight" process is very detailed, and picky, you may choose to ignore any minor issues without sacrificing print quality.

INGRAMSPARK CHECKOUT

Titles
Add Titles
All Titles
Titles Pending Approval
Promote Your Titles

Title Submission

Quantity	Setup Description	Extended Amount
1	Original Digital Cover Setup	0.00
1	Original Digital Book Block Setup	24.00
1	Digital eBook Title Setup Charge (all formats initially submitted)	25.00
1	eBook Market Access Fee	0.00
Total		49.00

Promo Code: [Recalculate Price](#)

Payment Method:
Note: American Express and Discover cards are not acceptable payments outside of the US.

1 Payment Method

Security Code [?](#)

Publisher hereby authorizes Lightning Source to establish the above title(s) in its database and Publisher agrees to pay the fees set forth on this form. Pricing is subject to final review of materials submitted to Lightning Source.

[I Disagree](#) [I Agree](#) 2

Time to pay the nice people

1. Here you will see a detailed list of charges for uploading your files to IngramSpark, and a payment option. Select your payment method here.
2. Click I Agree to checkout.

After checkout, your book will go through a process of setup by the IngramSpark team. At the end of the setup process, you will need to approve your book for distribution. IngramSpark will email you a note to do this, and it is the last critical step to completing the process.

Pro Tip: If you don't get an email, you can click on the book's title to view the distribution status, and enable it there.

Print

Enabled for Distribution: ☒ No [Enable](#)

Congratulations, you have published your print and eBook.