
Independent Publishing

A PRIMER FROM CONCEPT TO COMPLETION

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ProQuest Bowker Report (October 15, 2019) indicates that **nearly 1.7 million books** were self-published in the US in 2018, which is an incredible 264% increase in just five years.

According to Bowker records, Amazon's market share of self-published print books in the US increased from 6% in 2007 to 92% as of 2018.

The Alliance of Independent Authors (ALLI - a great resource to join) indicates that ***officially*** in 2018 - 675 million print books were sold in the US and 191 million print books were sold in the United Kingdom. Additionally, E-books and audio-books generated billions of dollars in sales.

A study by FicShelf found that 67 percent of top-ranking self-published titles were written by women, versus only 39 percent of the top traditionally published titles.

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According to **ALLI**, the average **trade-published** author earns approximately **7.5%** of their books cover price, and those with agents lose a further **15%** of that.

Self-publishing or **independent-publishing** platforms like Amazon, Apple Books, Ingram Spark and Kobo pay authors a much higher percentage, up to **70%** of each book sold.

Independent authors who sell direct to readers from their own websites may net (after expenses) up to **65%** of the value of the book.

This presentation will focus on a strategy combining **Amazon** and **Ingram Spark** to reach the widest potential audience that includes universities (text-books), bookstores, and on-line sellers. It is possible to upload your book for publication and sale with both without charge.

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1. Determine the **essence** and **style** of the book – history, tourism, a combination of the two – popular or academic? Narrative? Are you telling a story?
2. Determine the **method** of publication of the book – Printer, Print on Demand, Publisher, or some combination of the same
3. Determine the **theme** that will prevail on the cover and in each chapter.
4. Determine a **budget** and sources of funding, if and as needed. This includes questions such as who will volunteer their work, and who will be paid. How will they be paid?

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5. Who will own the **copyright** of the book? The answer should be “the author” or it is not independent publishing.

6. Develop a **marketing plan** (not covered in this presentation) for the sales of the book.

7. Developing a **cover** early in the process is a good strategy. You can create a good draft with PowerPoint.

8. Develop a **structure** for the book – Fonts, spacing, foreword material, chapters, glossary, citations (footnotes or endnotes {end of chapter or end of book}) bibliography, illustration style, index, etc.

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9. If using various authors and an editor, determine who will be asked to write chapters. Hold training for the authors to assure stylistic consistency.

- Determine who you will ask to edit the overall book to assure a consistency through the chapters.
- Set deadlines for chapter completions to be provided to the editor. Six months or so.
- Set deadline for the author to review and return chapters to the authors for revision and correction.

10. *As soon as possible write the book within the **interior design** template instead of as a basic Word manuscript. You can save a lot of time and grief.

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Best Strategy (IMHO) to Publish Your Book

Publish using Amazon KDP and Ingram:

https://kdp.amazon.com/en_US/ Using both **KDP** and **Ingram** is your best strategy. **KDP** is the best method to sell to individuals. **Ingram**, with their tie-in to **Baker & Taylor** is your best institutional (libraries, brick and mortar bookstores, and universities) strategy. **Choose royalty and distribution rights carefully.** Anything you do in one must not negatively impact your ability to distribute with the other.

<https://www.ingramspark.com/> This gives you complete access to local bookstores, academic, and library purchases.

Both services will now work together to provide you a complete **sales** (not **marketing**) package.

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Best Strategy (IMHO) to Publish Your Book

You must buy your ISBN numbers from the appropriate agency within your country. Bowker is the approved and only distributor of ISBNs in the US and other countries as well. <https://www.isbn-international.org/agencies> is a link to help you know where and how to buy for your country.

I buy ISBNs in packs of 10. That is an economically viable method. Bowker, for example charges \$195 for one ISBN and \$295 for a pack of 10.

*I strongly advise against buying ISBNs or accepting free ISBNs from publishers. It complicates copyright and distribution rights. I also strongly advise against publishing a book without an ISBN. Your book will not show up in lists without it. Your ISBN is your book's identity in the book selling world.

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Interior Design Software

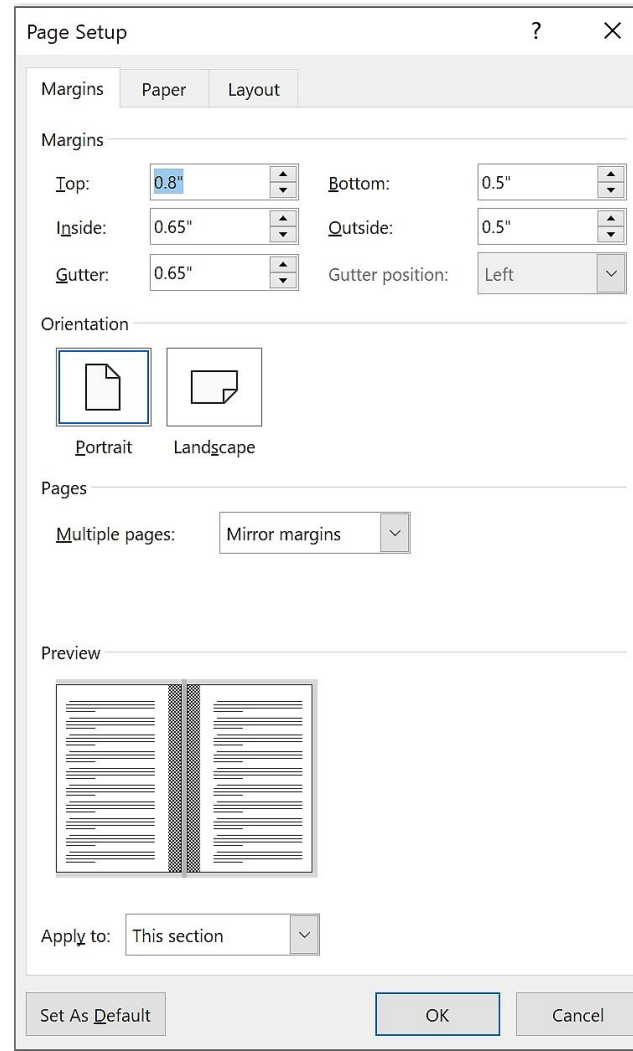
Keep it simple – **Microsoft Word** does it all and combines with **Adobe PDF** to create your final documents for both **KDP** and **Ingram**.

As soon as possible, change Microsoft Word settings to conform to a book interior design style, especially margins, fonts (9.5 to 10.5), and spacing (1.15). Remember to use mirror margins with at least .65 gutter. Use a KDP standard size(there are many) for the overall dimension of the book. All photos, maps, etc. must be 300 dpi. Color greatly increases the sales price.

Microsoft Word is completely adequate for interior design. If you like some older fonts, you can download them and insert into Word. Set the font (size and style) as early in the process as possible. *Always embed fonts in Word.

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It is vital that you become proficient in the use of Microsoft Word's page and section breaks. Proficiency in the use of headers and footers is essential, especially in how page, section breaks, headers, footers, and page numbering work together.



A sample margin settings for my books. It may be applied to a section or the whole book. The margin settings, font size, and line spacing dramatically impact the number of pages.

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ISBN Purchase in US (Each country is different) -

<https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn>

Best Citation Software (IMHO):

Paid: Refworks, Citavi (Each has advantages)

Free: Zotero, Mendeley (Both are excellent)

*Make sure to install both **Microsoft Word** and **Browser Plug-Ins** for whatever you use

Best Citation Styles:

MLA, Turabian (18), Chicago, APA, MHRA or whichever you prefer! It is not a dissertation – it is your choice!

Endnotes (at end of chapter or book) or Footnotes: Personal Preference

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Best Indexing Software:

Indexing a book is the hardest and most frustrating task of all (for me). It must be the final task prior to final file preparation for publishing. Two software programs I have used:

PDF Index Generator: <https://www.pdfindexgenerator.com/> – Affordable

TExtract: <https://www.texyz.com/> - Affordable

All others are very expensive – meant for professionals using them all the time. Don't even think of indexing until you have gone through the first KDP review (if you use KDP).

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Book Cover Design

Integrate the entire process of book cover creation with **KDP** requirements which are **very exacting**. Lots of freelancers will do this. I have had good results from using **UpWork** to find freelancers. I find it enjoyable to work on draft covers using **PowerPoint**. I then have something to send to freelancers to give them an idea of what I want in terms of text and design concepts.

Translation Software

I recommend DeepL as the best translation software I have found. It is excellent and affordable (for now!). It is imperative to then have a human translator with expertise in your subject matter review the text prior to publication.

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One final benefit to the use of KDP and Ingram is that you can make certain changes to the interior design, text, or cover at no cost and without buying a new ISBN number. Become familiar with what changes you can make that do not require a change in ISBN number. Also be aware that changes may require indexing changes as well.

I hope you have found this presentation helpful in your exciting journey as an independent author. By the end of today (Nov 7) this presentation will be available for download on my website: www.nowinconclusion.com on the Presentations page.

Thanks, and very best wishes.