

Book Publishing Guide



March 2021

3767 South Jasmine Street Denver CO 80237
www.adorationpublishing.com, info@adorationpublishing.com

Background Information About Publishing A New Book

Johannes Gutenberg invented movable type printing in the 1450s. Since then, the printed book has revolutionized learning throughout the world. With increased literacy and the invention of the printing press, no longer was knowledge limited to only the wealthy, powerful, or the church scholars. In recent years, in addition to conventional printed books, there are two other platforms for books that are being widely embraced as well—e-books and audio books. According to Jeff Bercovici of Forbes, Kindle titles account for approximately 19.5% of all books sold in the US. E-books now comprise 30% of all book sales with Amazon (Kindle) having 65%, Apple (iBook) 22%, and Barnes & Noble (Nook) 3.65%.¹ Since this study, Audio books have now also become increasingly popular. They have been around for decades, but are no longer thought of as marketable only to the blind. Technology has dramatically increased their popularity. The historic format for distribution of the narrated books has been CD. There is also now strong popularity for downloading audio books onto devices such as tablets, phones, iPods, and MP3 players. This technology delivered through the Internet empowers readers to listen and learn while doing activities that preclude holding a traditional, printed book or e-reader. Major distributors for audio books include iTunes (Apple) and Audible.com (Amazon). Sometimes, these recordings are professionally narrated. But, many audio books are recorded by the author. For millions of non-readers, this audio form of books opens up new worlds of education and entertainment.

Writing a book and seeing it in print is a tremendously rewarding experience. Holding your first bound copy is a thrill that all authors enjoy! Adoration Publishing is pleased to provide you with this guide containing important information to help you achieve your publishing goals. Adoration Publishing is not presently publishing unsolicited books by authors not presently in our catalog, but there are many of other good options for you to choose.

For maximum exposure, we recommend that you publish both printed copies and eBooks in Kindle, iBook, Nook, and Kobo formats. We encourage you to consider all these avenues for works that you wish to make available to the general public, most likely starting with a printed book. In all of these distribution formats, it is important to employ a well-

¹ <http://www.forbes.com/sites/jeffbercovici/2014/02/10/amazon-vs-book-publishers-by-the-numbers/>, accessed 3/17/2021.

designed cover and well-written brief description of your book. Each one of these platforms has a significant following and plays an important role to communicate your message to readers and hearers.

Write and Perfect Your Manuscript

Microsoft Word and the freely-distributed OpenOffice as well as other widely-used word processing software are used for writing book manuscripts. The .doc and .docx supported by these programs will be accepted by all publishers. These packages will also export to the convenient .pdf format, which will standardize your manuscript's appearance when viewed on different platforms by your preliminary readers. Another popular writing tool is called Scrivener. This is inexpensive and is designed specifically for authors to use in writing books and screenplays. Scrivener does have a significant learning curve, but will help you organize your research, It can make it easy to facilitate your writing when you organize and reorganize your project.

The first challenge you face will be to complete writing your book to the absolutely best of your ability. It is smart to clearly identify and do in-depth research on the subject about which you will write. Look to acknowledged professionals in the field for ideas. Search through their websites. Identify what books of a similar topic are already available in the marketplace by searching on Amazon, Barnes and Noble and Worldcat.org. Are the ideas that others put forth, consistent or in opposition to your point of view? Identify the market for whom you are writing the book, and why you are particularly suited to write on this topic. Identify a central golden thread through which all the key points of your writing will be woven together. Writing a book proposal can possibly help you solidify many of your important perspectives prior to beginning to write your first draft, even if you decide to self-publish.

When you write, set aside a specific block of undisturbed time to write, at least several hours at a time. You can think in short blocks of time, but writing coherently takes concentration and significant time. When you concentrate and start writing, keep writing. Avoid the common temptation to edit and re-edit the same paragraphs over and over. If you repeat this each time you start to write, you will be stymied in your desired progress. You need to remain focused on the big picture of your book and explore your ideas and creativity. There

will be a time for detailed editing once you have completed a good first draft. As you write strive for perfect spelling, grammar, and punctuation. Realized that proper punctuation for works of fiction with dialogue is critical. If your work is non-fiction, be certain to format all your citations in footnotes to what your writing style book specifies.

In all the books we publish, we strive for authentic historical and stylistic perfection. Readers will judge your work based on both criteria. We recommend that non-fiction manuscripts conform to the style book: *A Manual for Writers of Research Papers, Theses, and Dissertations* by Kate Turabian. When Turabian is silent, we rely upon the more detailed *Chicago Manual of Style*. Also, *The Elements of Style* by Strunk and White will be of great help to every writer. All of these books are readily available from Amazon.com. Adoration can also provide you with a helpful paper entitled, *How to Write an Excellent Academic Paper*. This guide is available for Kindle as well. Much of the information provided there will also apply to writing a high-quality book.

Another great resource for writers is text-to-voice technology. There are a number of software packages that will take your written text and convert it to spoken English. One of the most popular is *Dragon Naturally Speaking*. A free shareware product is called *TextToWave*. These computer programs read your writing to you aloud. There is a wonderful website where you can paste text onto their page and it will read it back to you. See <https://ttsreader.com>. If you email .doc files to certain models of Kindles, they will provide this service as well. Note that not all current models of Kindle readers provide this voice-to-text option. Listening to your book being read aloud, while you are following along with your printed manuscript, will help you to identify problems with your spelling, thinking process, and especially grammar.

A helpful resource in avoiding misspelling of words is to download the free Index Generator software from Openview Design and run your book file through this tool. It will give you an actual alphabetical listing of every word in your book along with a count of how many times you used that word. Even though you might not need to create an index, it will let you scan down the list of words used and identify misspelled words that you might not have ever noticed looking through your word-processor. It will also let you view the context of each of the times a word is used.

Before you submit your manuscript to any publisher, we suggest that you have four or five persons read your “final” manuscript. You should seek their candid feedback. You are not simply looking for good friends who will give you a pat on your back. You want well-read

readers who can give you meaningful, constructive comments. Smart authors seek out a diversity of pre-publication readers to unmask their writing shortcomings. Drawing readers from three or four different backgrounds can be helpful. Invite your readers to look for any factual errors or lapses in logic, history, or scriptural or theological inconsistencies. Wise authors welcome, even crave, criticism from their pre-publication readers, not because authors enjoy receiving it, but because it pushes the author to be more clear in writing style, character consistency, historical accuracy, and theological soundness. Also, later in your publishing process, you will want these readers and a few others to write some brief endorsement that you can use in the promotion of your book and later post some five-star reviews on Amazon, Barnes and Noble, LibraryThing, and Goodreads once the book is available in the marketplace.

It will be a challenge, but resist the temptation to have your readers invest their valuable time with your writing, until you are fairly confident that you have developed your writing to your peak of perfection. Because many authors relish feedback, especially affirmation, they sometimes seem to move ahead too early into that process. It can be an inconvenience to ask your friendly readers to reread multiple versions as you progress. If you start this outside reading process too early in your writing, your readers will often find many of the same errors, which frankly will not help your editing process. Sometimes, starting the first pass with a single reader proves most efficient. Respect your readers' time and treat them as the valued assets they are to your writing career.

Have Your Book Edited By a Professional

When you have completed your best writing and you have addressed the concerns of your early readers, rest assured that the work on your book is far from being finished. Your book must be read and edited by a professional editor. No author can adequately edit their own writing. Be assertive in conclusions you draw, knowing that at times, excellent people might not take the same position as you do. Be prepared for criticism; it will surely come. On occasion, some editors and pre-publication readers have led authors to change his or her thinking, when someone makes a compelling case. Also, be aware that there are many styles of editing. At Adoration Publishing, we lean heavily toward scholastic editing, rather than the style of editing done for magazines, trade journals, sales, or newspaper distribution. Have your book edited by someone who knows your genre.

Please take the editor's comments under serious consideration. Some suggested changes will be critical, such as grammar, punctuation, and capitalization. But, the rewording any editor suggests must be both true and congruent with how you as the author would express your thoughts. Never authorize a change in your writing which you think diminishes your writing. Only embrace suggestions that you agree strengthen your writing and drive your points home stronger. Do not let any editor overrule your own sense of accuracy and details, although unresolved disagreements might preclude a company from publishing your work, should you be unwilling to accept their changes. The book must be your voice, not the editor's. Our experience has shown that the vast majority of editing suggestions are appropriate and incredibly helpful. More often than not, the author will comment that he or she does not know why those improvements were not in the original draft, long before the editor pointed them out.

The Transition from Manuscript to Marketable Book Products

When your manuscript is edited and perfected, you and your publisher will need to decide in what formats you wish to have it published. A big question is do you want to have a paperback or hardback version of your book along with an eBook version, or do you want to publish only electronically in e Book formats? Paperback editions will cost less to produce, but libraries strongly prefer hardback editions. You can distribute your e-book version with Kindle, iBook, Kobo, and Nook, but Kindle has the market share of eBook buyers. All except iBook offer a free reading app in Android, and PC formats. iBooks can only be read on Apple devices. Kindle offers an Apple app to allow Apple users to access their vast Kindle library.

For all books, printed and e-books, there will be a cost to have your book properly formatted. Your publisher will design a front, spine, and back cover for your book. A powerful cover image is especially important when buyers are shopping on-line, no matter what format they are seeking. Should you take the path of a printed version first, its print layout will enhance the development of an e-book version layout, because this type of formatting software can readily draw from the stylistic benefits of a printed copy book layout and cover and back design. There are also costs for the setup and printing and distribution of the book. The cost for these steps will be paid by you, the publisher, or shared depending upon the direction you pursue for publishing your book. Once the layout for book printing is completed, the necessary changes for publishing in e-books are made rather quickly. An e-book version is usually a

must, and is relatively inexpensive to produce, even without producing a printed version.

Options for Printed Book Publication

There are three major options for publishing printed versions of a new book:

1.) Submit your manuscript to a traditional publisher for consideration. Traditional publishers know their retail markets and will select new works that fit their desired profile to generate a profit. Their refusal to publish a particular book is not necessarily an indication that the book is not excellent. It is often that they feel that the market which they have selected is not a good match for a particular book. Most traditional publishers will not consider unsolicited manuscripts. They will seldom work with an unpublished author. Traditional publishers rely upon professional book agents hired by the author to pre-screen and prepare book proposals. Should the publisher ultimately decide to publish your book, the company will assume the entire costs and decisions for editing the content, layout, and the cover and back of the book as well. Expect them to require you to assign to them the long-term exclusive publishing rights in all forms of publication as well as the distribution rights of your book. They will bear the full cost of production, control the time-frame, and also most likely control the electronic rights for e-book publishing and audio publication. Traditional publishers will have the final say in the title of the book. They seem to move quite slowly. You should expect six months to a year or longer from the time they advise you that they are willing to publish your work before you might see a physical copy of your book. They also keep the lion's share of any sales revenue, which will fund the production, printing, and distribution costs as well as their marketing costs along with their profit. They make a substantial investment to get a book assessed, edited, laid out, cover design, final proofing, printing, distribution, and marketing. They will pay a small royalty to the author, for the books that they publish. The royalty will generally be based on the number of retail copies sold. They are not the best option for an unknown author.

2.) Work with an established publishing company who will become a partner in your supported self-publishing efforts. With the exception of Kindle Direct Publishing, most self-publishing companies provide all of their services on a fee-basis to a wide scope of book topics. Virtually all of these companies will allow you to continue to own all the publishing rights on your original manuscript. They publish on a non-exclusive basis, unlike the traditional publishers who will likely require you to assign all rights to them in perpetuity. Some, but not

all, focus on a targeted profile of readers. They do a lot of the work of publishing for which you will pay. They will charge you the cost for the editing, the book layout, the book cover design, and some level of promotion. Even though the common term for this type of business is self-publishing, you will actually have them serve as your publisher.

Expect that the publisher will not grant you the rights to those work products that they produced. Even though you pay them fees for the design of the book cover, the layout of the book interior, and the editing of the book, it is likely that you will not own those elements of your book unless this is assured in writing and an electronic copy of the final book cover and book interior files are delivered to you. Costs are often between \$1000-\$8000 or more, depending upon the level of work that they do for you.

These companies will sell you copies of your book at a discount from retail pricing, but they usually keep a substantial royalty for each copy printed and sold to the public as well as those sold to you directly. A common discount for your direct purchases will be 20-40% off the list price. Some companies will let you participate in the establishment of the retail price; others commit to a pricing formula based on the number of finished pages and the number of illustrations that are included in the book. Some of these operations imply that they make an assessment as to whether or not they will publish your book. In reality, most will publish a reasonably well-written book, if it might appeal to their target market as long as you pay their full fees for services that they provide. They will carefully guide you through the entire process. When you are paying a substantial fee, you want to be confident that you will receive precisely what you are expecting from them. Be aware that some companies in the self-publishing industry will take a manuscript in Word format and publish it with minimal editing and reformatting. Books done this way can look quite amateurish, and this will reflect poorly upon the author, even when the content of the book is excellent. Always ask to see a copy of a book they have produced that received the same level of service that you are requesting, before you commit to use their services.

Adoration is pleased to provide a short list of self-publishing companies that can do all that is needed to transform your manuscript into a printed book. A search on Google.com can expand your list of companies for your consideration. Listed below are companies with whom we have had some level of contact and found them to be straight-forward. This information does not constitute an endorsement of these companies listed below, rather it is a partial list of companies that you might wish to consult in your evaluation process, should you select this

approach. Many of these companies provide a helpful publishing guide through their website upon request. I suggest that you download each one and learn about their process.

Kindle Direct Publishing <https://kdp.amazon.com> (owned by Amazon)

Lulu www.lulu.com

Outskirts Press www.outskirtspress.com

Westbow Press <http://www.westbowpress.com/> (a division of Thomas Nelson)

Xlibris <http://www.xlibris.com/>

Xulon Press <http://www.xulonpress.com/> (Christian books. Salem Media)

Illumify Media <http://www.illumifymedia.com>

3.) Establish your own publishing company. When you become a publisher, you will have to set up your business formally through the Secretary of State and prepare state and federal annual tax returns for the company. You will also have to collect and pay sales taxes on your retail book sales. You must have a publishing company website to promote your book. When you completely self-publish you are taking on the responsibility and cost for editing, layout, cover design, printing, distribution, promotion, and marketing. You will purchase your own ISBN (International Standard Book Number)² for the book. In order for you to facilitate cataloging your book in libraries, you will need to include the Library of Congress call number and a Dewey Decimal call number, and obtain the assigned Library of Congress Control Number (LCCN) from the Library. You will fund the cost for offset printing and shipping of the books for you to warehouse or set up and manage an account with a print on demand operation, the retail distribution venues (Amazon and Barnes and Noble) and the e-book publishing companies. You will be in full control to set your retail pricing and the discount you offer to retail outlets. In turn, you will retain all the copyright ownership and control of the end results in all forms, including all profit or losses that you generate. The technology called Print on Demand can help minimize the cost of publishing, but avoiding having to inventory and ship printed copies for later distribution and sales. For many people, starting such an enterprise can be fulfilling and therefore chose this third option.

²An ISBN is a world-wide unique number for a book. They are purchased through an international coordination process. Different editions such as hardback, paperback, and electronic book version must have different numbers. A portion of the number allows anyone to identify the book publisher.

Typical Steps for Publishing

Below is an approximate sequence of the typical steps of the process that you will walk through no matter which path you select for publishing, when working to bring your book into published reality.

- Select a publisher for printing and distribution.
- Establish financial charges for publishing your book and authorize a mutually agreeable contract between the author and publisher.
- Publisher will edit for content. This usually requires several passes with both the editor and author to complete the process. If your book will have an index, it cannot be created until the final interior of the book is laid out with page numbers.*
- Publisher will next complete copy editing for spelling, grammar, punctuation, and manual generation of indexes. No revision other than typo corrections should be needed after this point.
- Finalize the book title and subtitle.
- Author and publisher review final contents of the book interior.
- Secure another author to write a foreword for your book, receive it, and edit it for inclusion.
- Publisher will assign an ISBN, a call number for your book within the Dewey Decimal System, and the Library of Congress. Most public libraries catalog by Dewey Decimal and most academic libraries catalog by the Library of Congress call numbers.
- Publisher will obtain a LCCN (Library of Congress Control Number) from the Library of Congress for your book.
- With the help of the Publisher, you will solicit five to ten endorsements for your book which may be used for the book cover and promotion of the book.
- Layout of book interior formatting for print.
- Finalize the decision about the images to be used on the cover. This might be the use of a stock photo licensed for use in the book, or it might entail a custom graphic or professional photo.
- Design front and back cover and the spine.

- Establish the retail and wholesale price for your book.
- Establish e-book retail price for your book.
- Establish contract with Books On Demand to provide retail sales in certain libraries and bookstores who support this technology.
- Establish the meta-data information for your book, including a brief description and key words to be distributed when your book is released.
- Obtain printed proof copy for review by the author.
- Make corrections of contents and/or covers as needed.
- Research and license a domain name and create a website for the book, should you desire.
- Order and review updated a printed proof, if needed.
- Authorize approval for printing.
- Prepare e-book layout for the Kindle version of your book.
- Release pre-publication information to major book buyers and libraries.
- Draft and distribution of press release through media outlets.
- Order author and publisher inventory copies of book.
- Release book for sale through Amazon.com, Barnesandnoble.com, and other book dealers through Ingram Book Distributors.
- Provide printed copy of your book to the Library of Congress.
- Release of book for sale through Kindle, and other eBook venues.
- Solicit possible radio interviews for the promotion of your book.
- Organize a book signing party.

Marketing Your Books

Most authors hope to realize income from the sale of their books. With all book publishers, the challenge of book sales is a joint effort with the author and the publisher working together. As an author, expect to invest in the marketing strategy, time, and money to promote your book. It is not likely that your book will be on display at brick and mortar bookstores, unless you make the arrangement for book signing events at these stores. It is customary to pay a specialty company to distribute a well-written press release as your book comes onto the market. Search the Internet to select one or two companies that can distribute a

press release that you draft which will promote your book. Identify people who have circles of influence for new readers of your book. Provide them with a complementary copy. Seek book reviews in relevant publications. Once your book is included within a book distribution network such as Ingram, Amazon and Barnes and Noble retailers will make your book available both domestically and internationally.

Time to Begin

I hope that the information provided in this guide will assist you to formulate a plan for the production and publication of your book. Write a great book. You will still have a great deal of work, even after you spend the time to research and write your new book, but the satisfaction that you will receive will be phenomenal.

Dr. Larry D. Ellis, President
Adoration Publishing LLC
Denver CO
info@adorationpublishing.com

20210321