Publishing a book? Here are a few simple rules for the road:

Publishers:

- ❖ Get the book edited by a well-qualified book editor.
- ❖ Obtain an ISBN number. Apply at Bowker.com.
    - ❖ Publishing through another publishing house? Ask them for an ISBN number.
- ❖ Familiarize yourself with the Library of Congress.
    - ❖ The Cataloging in Publication (CIP) program
    - ❖ Apply for a Library of Congress Control Number (LCCN): LOC.gov/publish/cip.
    - ❖ Apply for a PCN (Pre-assigned Control Number): LOC.gov/publish/pcn
- ❖ You are responsible for the copyright page.
- ❖ Price the book appropriately:
    - ❖ Look at your competitors.
    - ❖ Honestly examine your potential readership.
    - ❖ Think small before you think big.
    - ❖ Once you know the quantity you'd like to print, ask your designer what printer or process they'd recommend. Printing process affects price.
    - ❖ The old standard was to price a book six to eight times the price of print production, including design. Is this model relevant today, especially if you're focused on e-book distribution?
- ❖ Do you want to create an e-book?
- ❖ Distribution and fulfillment:
    - ❖ Decide the quantity of books you wish to print.
    - ❖ Are there any book-shipping services in your area?
    - ❖ Does the printer offer warehousing and fulfillment? Cost?
- ❖ Marketing (the most important and stickiest area):
    - ❖ Which forms of media are relevant to marketing today?
- ❖ Design and print production schedules:
    - ❖ Choose your ideal publication date.

- ❖ Understand the designer's more conservative estimate.
- ❖ Indexes are prepared toward the end of a project.
    - ❖ Find a qualified indexer.
- ❖ Your budget:
    - ❖ Is a realistic budget two times what you expect it to be?

What a good editor should do for you:

- ❖ Clean up your text, including everything from syntax to verb tense
- ❖ Improve and correct things that you would never notice on your own
- ❖ Make your book a charm to read
- ❖ Be a highly detail-oriented individual
- ❖ Indicate to the designer all the changes in text, at every level, from cover to cover
    - ❖ An editor uses word-processor styling features to clearly define each text segment. The use of styling standards speeds up the whole production cycle and keeps communication simple.
- ❖ Copy editors usually don't do indexing

What a good book designer should do for you:

- ❖ Research and design your book's characteristics:
    - ❖ Examine and style all levels of text:
        - ▪ Heads, from A to Z
        - ▪ Body text, including levels of indents
        - ▪ Boxed information
        - ▪ Chapters
        - ▪ Additional structures, including table of contents, sub-content lists, indexes, and footnotes
        - ▪ Front and back matter
    - ❖ Handle illustration and photo considerations
    - ❖ Determine potential book length

- ❖ Listen to market approach proposals
- ❖ Offer ideas and create clear visual presentations to reflect goals for the intended market:
    - ❖ Sample text styles
    - ❖ Sample cover proposals
    - ❖ Sample cover stamps
    - ❖ Help define and select book-construction materials: head bands, cloth, Smyth sewn, quarter-bound style, etc.
- ❖ Define the printing process
- ❖ Assist or build print estimates
- ❖ Accumulate edited text
- ❖ Accumulate illustrations and photos
- ❖ Accumulate or generate charts and graphs
- ❖ Produce proof, either hard copy or electronic form such as a comment-able PDF file
- ❖ Produce press-optimized PDF files for each element of the project
- ❖ Watch over printer proofing of color, trim, and materials, including paper, cloth, laminations, varnishes, foils, and stamps
- ❖ Prepare e-book
- ❖ Supply marketing material: cover images and interior samples if required, including art

How to handle proofing:

- ❖ Be patient.
- ❖ Familiarize yourself with PDF commenting tools.
- ❖ We live in a quick digital world. Don't expect everybody to be as fast as your computer. Designers must work on many projects simultaneously.
- ❖ Complete *all* edits before proofing.
- ❖ Return all version proofs together.

- ❖ Keep proofing in groups. For example: version 1 text with version 1 covers
- ❖ Avoid cross-over proofs.
- ❖ Name each set uniquely. For example: JBarns_Ducks_TXT_vC3_JB.pdf (author_Title_TXT_version: C text approved, number 3.P00 Document Format)

Large proofs may require that you use alternative methods to move them through the digital world.

Determine what is considered a large file. Every document you create on your computer occupies a segment of disk space. This allotment can be tiny or huge. Some e-mail accounts have limits, and others do not. An e-mail standard is 10 megabytes, especially with a free e-mail service like Yahoo! or G-mail. Even a paid service like AOL limits the amount of information they will store online. If your e-mail has limits, and your proof size could exceed the size of your e-mail box, consider the alternatives below:

E-mail alternative:
YouSendIt.com

Upload to FTP (file transfer protocol):
Log-on information: Contact John if this is an alternative.