

# Publishing Mechanics Checklist and Resources

## Workflow chart

ID	Apr 2011				May 2011				Jun 2011				Jul 2011				Aug 2011				Sep 2011				Oct 2011				Nov 2011				Dec 2011			
	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	6/26	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	12/18
1	Set up legal business entity																																			
2	Set up Banking & Credit Card Accts																																			
3	Acquire ISBNs																																			
4	Set up Business Accts w/ Amazon																																			
5	Draft Cover Art																																			
6	Cover & Title Survey																																			
7																	Design Cover																			
8																	Finalize Back Cover																			
9																	Select Interior Graphics																			
10																	Design Interior Layout																			
11																	Design eBook CSS																			
12	Choose Printer																																			
13																	Layout Book for Print																			
14																	Book at Printer																			
15																	Approve Proof																			
16																	Export Text & Format as HTML																			
17																	Convert Artwork for eBook																			
18																	Compile eBook																			
19																	Test eBook & Revise																			
20																	Create Distribution Accounts																			
21																	Launch Presales																			
22																	Order Print Run																			
23																	Submit to Amazon																			
24																	Submit eBook to Amazon & B&N																			
25																	Mail Presale Books & ARCs																			
26																	Sell Books																			

## Tools

### Page Layout

Adobe InDesign CS5: \$699 (subscribe for \$35/mo), Adobe PageMaker 7.0: \$499, Adobe FrameMaker 10: \$999 <http://www.adobe.com>

QuarkXPress 8.0: \$799 <http://bit.ly/a0tbVn>

Corel Ventura Publisher 10: \$699 <http://bit.ly/IWSB3>

Serif PagePlus x5: \$99.99 (download free starter edition and upgrade for \$59.99) <http://www.serif.com/pageplus/>

### Drawing & Photo Editing

Adobe Photoshop CS5: \$699 (Subscribe for \$35/mo), Adobe Photoshop Elements 9: \$99.99, Adobe Illustrator CS5: \$599 (Subscribe for \$29/mo), Adobe FreeHand MX: \$399.00 <http://www.adobe.com>

Corel PaintShop Photo Pro X3: \$49.99, CorelDraw Graphics Suite X5: \$399, Corel Painter 11: \$399 <http://bit.ly/2zhhlly>

Microsoft Visio 2010: \$249, Expression Studio 4: \$149.95 <http://bit.ly/hMiuNh>

### File Transfer

Adobe Acrobat 10: \$299 <http://www.adobe.com>

## Cover checklist

\_\_\_ Book size

\_\_\_ Bleed width

\_\_\_ Spine Thickness

\_\_\_ Cover & Title Survey completed. Respond to the sample survey at

<http://www.surveymonkey.com/s/HK2D2NP> and enter to win a pre-release copy of Nathan's upcoming novel!

\_\_\_ ISBN and barcodes acquired (needs price set)

\_\_\_ Artwork/Photo acquired & edited

- \_\_\_ Layout of complete cover spread completed in layout tool
- \_\_\_ Screen versions of front cover for bookstore and eBook created (multiple resolutions)
- \_\_\_ PDF of Cover created
- \_\_\_ Cover transmitted to Printer

## Layout checklist

- \_\_\_ Typeface determined
  - Layout a page or text in a word processor in the desired typeface and approximate size. Then determine how wide 60 characters are. Do you have room for this width between the margins of the book? If not, reduce the typesize until 60 characters will fit in the approximate width of the live matter area. That is the typesize. Line spacing should be 1.3-1.5 times the point size of the type.
- \_\_\_ Determine margins based on page width – column width and page height – Number of lines that fit comfortably on the page.
- \_\_\_ Layout Title Page, Copyright, Half-title, and any other front matter (bastard title, advertising, dedication, preface, table of contents, table of illustrations, foreword) in a separate document from body
- \_\_\_ Determine styles and start positions on page for Chapter headings, first paragraphs, drop caps, beat breaks, block quotes, headers and footers
- \_\_\_ Layout Body of book plus any post matter (like Appendix, Glossary, etc.)
- \_\_\_ Page numbers begin on page 2 of the body.
- \_\_\_ First page is a right hand page
- \_\_\_ Page break before start of chapter
- \_\_\_ Scan and adjust paragraph layouts to eliminate widows and orphans

## Typography

- \_\_\_ No extra spaces after punctuation or between paragraphs
- \_\_\_ Paragraph indents of approximately 1.5-2 times the size of the type
- \_\_\_ Proper glyphs used for quotes, apostrophes, em-dashes, en-dashes, ellipses, etc.
- \_\_\_ Proper use of Italics. No underlining or all-caps
- \_\_\_ Professional typefaces with readable line length and spacing rather than computer defaults
- \_\_\_ Quality hyphenation

## Images

- \_\_\_ Photographic and continuous tone images at 300dpi in final layout size
- \_\_\_ Line art in resolution independent format or at least 600 dpi bitmap
- \_\_\_ Images aligned on type baseline
- \_\_\_ Adequate space around image to keep type from running up against it
- \_\_\_ Images do not affect line spacing

## eBook Conversion

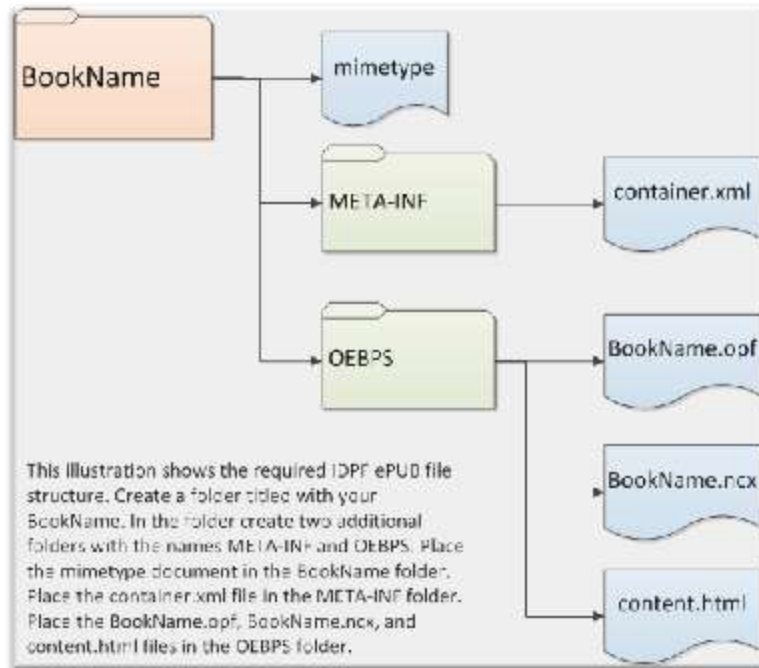
### *eBook formats*

- PDF
- ePUB
- Kindle/Mobi

### Tools

- InDesign <http://www.adobe.com>
- PDFtoEPUB <http://www.pdfstoepub.com/>
- ePUB Conversion <http://epubconversion.com>
- Calibre <http://calibre-ebook.com/>
- Smashwords <http://www.smashwords.com/>
- Web-books <http://www.web-books.com/Publishing/Word2EPUB.htm>

## Structure



## Design & Control

- XHTML & CSS
- Less is more
- Margin, Paragraph-spacing, Line-spacing

## Images

- Max 150 dpi
- Mostly bit-map
- SVG resolution independent art

## ePUB Information and Instructions

- International Digital Publishing Forum (IDPF) <http://idpf.org/>
- The Secret Life of eBooks <http://ebooktipsheet.blogspot.com/>
- Liz Castro on HTML, XHTML, and CSS <http://lizcastrohtml.blogspot.com/>
- XHTML and CSS entities and styles <http://www.elizabethcastro.com/html/extras/entities.html>
- eBook Design service: <http://nwesignatures.com>

## On-screen eBook Readers

Adobe Digital Editions: <http://www.adobe.com/products/digitaleditions/?promoid=GYTAX>

Kindle Reading App: <http://amzn.to/9CfhDH>

Nook Reading App: <http://bit.ly/c2gjCc>

## Printing

\_\_\_ File format: PDF 2 files (cover and body)

\_\_\_ Proof: Check your email for PDF proof

\_\_\_ Turnaround: 48 hours to 4 weeks

## **Resources**

CreateSpace: <https://www.createspace.com/Products/Book/>

48Hr Books: <http://www.48hrbooks.com/>

Morris Printing: <http://www.morrispublishing.com/>

Lulu: <http://www.lulu.com/>

Instant Publisher: <http://www.instantpublisher.com/>

## **Distribution**

### ***Online bookstores for print and eBooks***

Amazon print: Use CreateSpace to release print books to Amazon, then join Author Central:  
<http://bit.ly/vG5Mj>

Barnes & Noble eBooks: PubIt: <http://bit.ly/dp7fRP>

### ***Big stores and middlemen***

Ingram Book Distributors: <http://www.ingrambook.com/default.aspx>

Independent Publishers Group: <http://ipgbook.com/>

## **Indie Publisher Resources**

Book Doctors (editors)

- Jason Black <http://plottopunctuation.com>
- Stephen Parolini <http://noveldoctor.com>

Book Designers

- Nathan Everett <http://nwesignatures.com>
- Joel Friedlander <http://www.thebookdesigner.com/>
- Stephen Tiano <http://www.tianobookdesign.com/>

## **Contact Nathan or Link up!**

- [Nathan.Everett@comcast.net](mailto:Nathan.Everett@comcast.net)
- <http://nwesignatures.com>
- <http://longtalepress.com>
- <http://stngeorge.com>
- <http://ebooktipsheet.blogspot.com>
- <http://twitter.com/wayzgoose>
- <http://facebook.com/wayzgoose>
- <http://wayzgoose.livejournal.com/>
- <http://www.linkedin.com/in/neverett>

Include “PNWA Member” in any request to friend.

Read the text of this presentation in my article, “Writing was the Easy Part,” in the April issue of *Line Zero* magazine. <http://linezero.org>.