

How to Publish a Book - by Ross Shafer

(prices listed are for 2018)

I get a lot of requests from friends and clients who ask, “*How do I write my own book? Where do I start.*” Here goes (and it ain’t that hard).

Since you are ready to write a self-published book, you must first realize there are no hard and fast rules. People write books in many different ways. I’m a blueprint kind of person so I like step-by-step construction plans. So, after 24 Human Resource training film scripts and ten books, here’s how I map it out.

YOUR BOOK CONTENT:

You first have to collect your thoughts - on paper. Again, there are no rules. BUT I recommend you don’t try to edit your words as you are writing. You will stifle your free thinking brain. There is plenty of time to refine that later. For now, write EVERYTHING you might want to say on a large yellow pad, type it into MS WORD, write it in Apple PAGES, or set up the Voice-to-Text feature on your tablet, laptop or desktop computer...and talk into your device. The device will convert your words into text. When you have exhausted your own thoughts and ideas, import all of your text into a common document. FYI: Don’t worry about your table of contents yet.

ORGANIZING YOUR CONTENT:

Eventually, your book should have an easy to read flow; which is why it’s good to have a table of contents. A table of contents alerts the reader as to what will be discussed so he/she can either jump to a specific chapter of interest...or they can follow the sequence you prescribe.

DO YOU NEED AN EDITOR?

An editor has the ability to look at your messy material, correct grammar and spelling, as well as organize your thoughts into a logical sequence. Some of you may be really good at organizing your thoughts into separate, logical “buckets” of information (or stories). However, for those of you who prefer someone else to do that for you, I have a couple of reasonably priced suggestions for editing. You can expect the cost to be in the range of \$300 for 13,000 words...the more words...the more cost.

Andria Early andriacaviglia@outlook.com

Versana Tikovsky varsana@gmail.com

This is an editing and proofreading company www.BookButchers.com

I have not personally used **The Book Butchers** but I’ve heard good things about them and their pricing is excellent; especially considering the wide range of services they provide (proofreading? content organization? plot and pacing?).

Take a look at their sample price list on the next page.

PRICING

THE QUICK KILL

\$.02

PER WORD

- ✓ Proofreading
- ✓ Line Edit (Copy-editing)
- ✓ Fix spelling and grammar
- ✓ Sales copy/summary revision
- ✗ Organization and content
- ✗ Plot and pacing
- ✗ Manuscript Review
- ✗ Formatting (print and ebook)
- ✗ Pre-publication proofread

EXTRA BLOODY

\$.04

PER WORD

- ✓ Proofreading
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- ✓ Fix spelling and grammar
- ✓ Sales copy/summary revision
- ✓ Organization and content
- ✓ Plot and pacing
- ✓ Manuscript Review
- ✗ Formatting (print and ebook)
- ✗ Pre-publication proofread

THE PERFECT MURDER

\$.06

PER WORD

- ✓ Proofreading
- ✓ Line Edit (Copy-editing)
- ✓ Fix spelling and grammar
- ✓ Sales copy/summary revision
- ✓ Organization and content
- ✓ Plot and pacing
- ✓ Manuscript Review
- ✓ Formatting (print and ebook)
- ✓ Pre-publication proofread

PUBLISH AN E-BOOK FAST:

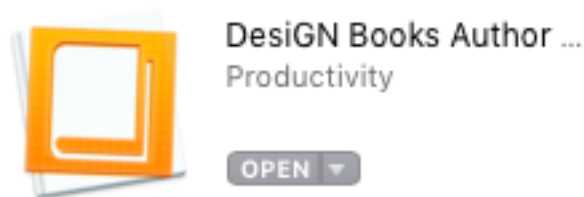
Once you like your content and how it's organized, you are probably ready to go to the design phase. The fastest(and cheapest) way to get your book self-published in iTunes or the Google Store is to write it as an E-Book.

IT'S A REAL BOOK! You can literally drag and drop your manuscript into an e-book software program and the program will format it for you. You can add pictures (or not). In minutes your book will look like a real book.

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TRADITIONAL PUBLISHING

If you want to write a hardcover or softcover book; one that you can see on a bookshelf, autograph at book signings, and ship to buyers through the mail, you should expect the final cost to be approx. \$6,000-\$10,000 (depending upon how many copies you want to print).

FINDING A BOOK DESIGNER

Once I have written my books in MS WORD (and have had it totally proofread for spelling, grammar, content edited, and fact-checked by a professional) I send the manuscript to a designer to DESIGN THE FRONT AND BACK COVERS - as well as the INTERIOR DESIGN LOOK. (Don't worry. They will NOT steal your idea...they are too busy doing what they do)

MY PREFERENCE

I have tried a dozen different design firms over the years and the best company I've found is THE BOOK DESIGNERS in the San Fransisco bay area.

WEBSITE: <https://bookdesigners.com> PHONE: 415-637-9550

My contact there is: Alan Hebel alan@bookdesigners.com

Their design prices are based upon the word size of your book. Let's say you want to submit a book with 45,000 words (equals about 200 pages in a 6" X 9" book) They would charge you about \$3,500 to design the exterior covers and the interior layout design. Turnaround time is approx. 10-15 days. However, they will send you 8-10 designs to choose from. Your problem at this point will be deciding amongst their cool designs.

OUCH THAT'S TOO MUCH \$\$

OF course, you can find cheaper designers - some as low as \$395 here:

https://workerbeedesign.com/product/book-cover-designs/?gclid=EAlalQobChMluljB4dmX3QIVRkSGCh3MagfmEAAAYASAAEgJijPD_BwE

There is also this source: www.Designcrowd.com where several designers bid for your design.

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Books always have a barcode on the back of the book. Some have the actual price. You don't have to add a price. There is only one place to go for barcodes and they are only \$125.

(NOTE: Send your new Bar Code to your book designer so they can place it on the back cover.)

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<https://www.myidentifiers.com/get-your-isbn-now?>

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(BOWKER also has self-publishing packages...although I have never used them)

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Bowker also offers a quick way to copyright your book for about \$79.

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I have had several of my books printed by this company.

LSC COMMUNICATIONS BOOK GROUP

4101 Winfield Road

Warrenville, IL 60555

WEBSITE: <http://www.lsc.com/solutions/books>

CONTACT: This is my guy - jason.m.jacobs@lsc.com

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Last word, it will be a huge accomplishment when you actually see your book for sale.

ABOUT ROSS SHAFER:

ROSS SHAFER is the preeminent keynote speaker on CHANGE & RELEVANCE. He has authored (9) business books, won (2) International stand-up comedy competitions, and earned (6) TV Emmys as a network talk and game show. He has also bought and sold (23) different companies. As a veteran of more than 2,600 keynote speeches, you might want to have Ross speak at your next conference <https://RossShafer.com>

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Visit: Ross's YouTube Channel to see 140+ videos and stories <https://YouTube.com/User/RossShafer>