

So You Want to Write a Book?

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Table of Contents

“Chapters”

1. Why Should You Write?
2. What Should You Write?
3. Why Online Self-Publishing?
4. Skills Needed for Self-Publishing Your Work

Table of Contents (2)

5. The Process of Writing
6. Book Design
7. A Bit About Editing
8. Making the Book “Real”
9. Navigating an Online Publisher
www.instantpublisher.com
10. Where Do I Sell My Book?

Questions?

About the “Author”

- BS Dietetics & MA in Health Communications - Michigan State University
- Owner, NutraConsults, LLC
- Author:
 - *Confident Choices: Customizing the Interstitial Cystitis Diet*
 - *Confident Choices: A Cookbook for Interstitial Cystitis and Overactive Bladder*
 - *You Should Write a Book!*
- How did I end up writing?



Acknowledgements

- Family and Friends
- Anton Anderssen, JD
- Dina Aronson, MS, RD
- Holly Helterhoff, MS



Forward

What this presentation **is**:

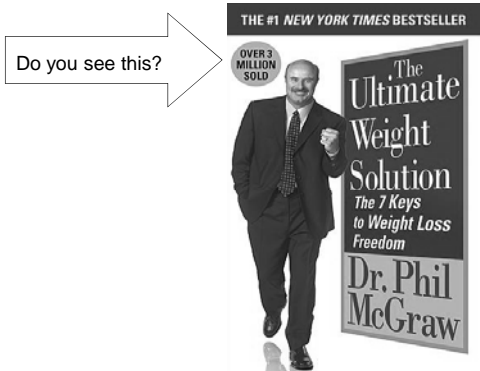
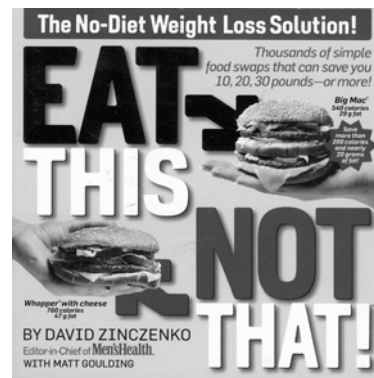
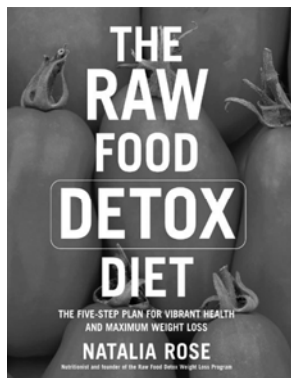
- Encouragement for dietitians to communicate
- Help for YOU to become an author via self-publishing
- Step-by-step guide to publishing a work quickly using an online printing company without mortgaging your house (<\$1000)

What this presentation **is not**:

- A lesson on creating proposals for other publishers
- Finding someone **else** to publish your works
- A get rich, quick scheme
- Instructions for marketing your book

1. Why Should You Write?

- Health and Fitness is a 50 billion dollar industry—no economic recession here!
- Dietitians ARE the experts
- (Aren't we?)



1. Why Should You Write?

- Dietitians must become better communicators, if we don't "they" will!
 - Let the public know what you do and how you do it
 - Presentation skills
 - Writing for newspapers, websites, magazines
 - Writing BOOKS!

2. What Should You Write?

- What are people telling you to write about?
- What do you know the best?
- Is there a personal connection that would make a book more interesting?
- What topics do you find yourself debating in public or professional circles?



2. What Should You Write? (2)

- What are you interested or passionate about?
- What have you written in the past?
- What are the current trends? What are your reactions to or opinions of those trends?
- What topics are people asking you about?

"I never know what I think about something until I read what I've written on it."
William Faulkner

3. Why Online Self-Publishing?

- Times are changing—the technology is here
- You are in control
- Gives you a chance to start slowly
- Gives you a chance to improve your work as you go along (get feedback, fix errors)
- No need for large financial investment
- For under 5000 books, usually cheaper
- You keep more of the profits if you sell it yourself!

Profits from Online Publishing vs. Print Houses

Assume you are printing 1000 copies:

Type of Printing	\$ to Print	Book \$	Profit (Profit—1000)
Off-Set	\$13.50	\$20.00	\$6.50 (\$6500.00)
Kinko's	\$11.50	\$20.00	\$8.50 (\$8500.00)
Online Publisher	\$3.50	\$20.00	\$16.50 (\$16,500.00)

4. Skills Needed for Self-Publishing

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Solid grasp of language, spelling, and grammar
- Computer Applications:
 - Microsoft Word
 - Adobe Acrobat
 - Photo editing program



4. Skills Needed for Self-Publishing (2)

- General knowledge about book design/layout
- Solid research skills
- Organizational skills—project management
- Ability to block out “naysayers”
- Humility and an eagerness to learn from others

“Style may be defined as the proper words in the proper places.”

Jonathan Swift

5. The Process of Writing

Begin by asking questions:

- What are your goals and objectives?
- Who is in your intended audience?
- What do you want them to learn?
- How do you want them to learn it?
- How long do you want the book to be?

“The secret of good writing is to say an old thing in a new way or to say a new thing in an old way.”

Richard Harding Davis

Writing about Your Topic

- Keep a notebook handy at all times to capture your ideas (even by the bed!)
- Write articles or booklets on your topic—these could end up being entire chapters (DPG newsletters are great forums for this!)
- Do presentations on the topic
- Write for newsletters, email newsletters, blogs, or websites (start your own!)
- Include contact information and request feedback. Ask your readers, “Is the information helpful? Does it make sense?”

Staying Organized

- File ideas, articles, and presentations in notebook and/or files on your computer.
- Methods for organizing your book:
 - Find some logical progression for your material
 - Filing cabinets or folders
 - Computer files
 - Binders with tabs for main book ideas, sections, or chapters

Writer’s Block?

- Finding the time vs. scheduling time
- Start writing—write what you want first (success is encouraging!)
- If you get stuck, use your time to work on other pieces of the publishing process (book design, ISBN numbers, work on a website, etc.)
- Take a walk, watch a movie, take a nap, or read a book on a different topic.

“If you want to be a writer—stop talking about it and sit down and write!”

Jackie Collins

6. Book Design

Study details of books that appeal to you

- What comes before the “real” information?
- Do you like dedications, forwards?
- What do the Table of Contents look like?
- How are chapters set up?
- Do you like a workbook format? Storytelling?
- Do you like photos or clip art for graphics?
- Will your project need indexing or appendices?

Font Style—About Serifs

- Serifs: The hooks on letters. Serif fonts are best for longer text (novels, text books, etc.). They make it easier to read fast:

Times New Roman, Georgia, and Garamond

- Sans serif fonts are best for headings or text in tables or graphs:

Arial, Verdana, and Tahoma

- Font size should be between 11 and 13 pt.

Spacing Your Text

Spacing between lines should be between single and double spaced to make it easier to read.



Photos and Other Graphics

Finding clip art

- Google (watch out for copyrights!)
- Microsoft
- I Stock Photos, Jupiter, other online sources
- Ask a talented friend or family member (caution)
- Creating your own art
- Hiring an artist



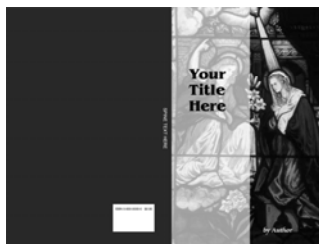
Cover Art

One color covers (really two colors)



Cover Art

Ready-to-go cover art



Cover Art

Hire cover artwork from publisher (\$50 to \$200+/hour)



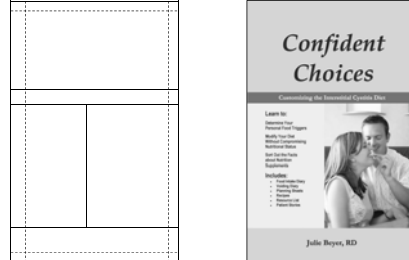
Cover Art

Hire a professional cover art company (\$500+)



Designing Your Own Cover Art

Set up a “table” in Microsoft Word—follow margin guidelines or template provided by printer:



7. A Bit About Editing

- Dropping the ego
- Finding editors and paying them
 - Friends and family
 - Writer’s Clubs
 - College English majors
- Other experts in the field
- Customers are great resources!

“We are all apprentices in a craft where no one ever becomes a master.”
Ernest Hemmingway

8. Making the Book “Real”

- Registering your “publishing company”
- ISBN (International Standard Book Number)
 - A book’s “social security number”
 - 10 or 13 digit number unique to one book
 - 10 ISBN numbers—\$245.00
 - 100 ISBN numbers—\$930.00
 - ISBN Log
- Bookland EAN Bar Codes:
 - Bowker’s or other company
 - Order a “picture” bar code
 - Order stickers



8. Making the Book “Real”

- Books in Print—Bowker’s (free)
 - Your “publishing company’s” registration
 - ISBN Log—assign your numbers officially to books
 - Do not need a unique ISBN for each printing only if you change the book contents or binding
 - This is where people/bookstores can go to special order
- Copyright—registration fee \$35 & copy of work
- Library of Congress
 - CIP: Cataloging in Publication (before)
 - PCN: Pre-assigned Control Number (after)

9. Navigating an Online Publisher

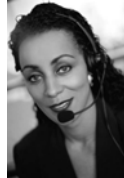
<http://instantpublisher.com>



9. Navigating an Online Publisher

Services

- Started out doing (and still does) cookbooks
- Printing in black/white and color
- Consultation about covers, cover design, book binding
- ISBN numbers (CAUTION!)
- Customer Book Display



Typing in Templates

- Choose size of book—most common and inexpensive to produce is 8.5 x 5.5
- Download templates
- Template has preset margins
 - **Hint:** Although you can submit your text from MS Word, one Word document cannot “save” too much text. Type one chapter or less than 30 pages at a time; convert to Adobe PDF files (free 30 day online version) then combine the Adobe files. Much easier to number the pages that way also.

9. Navigating an Online Publisher

Choosing bindings

- Case bound—a hard cover book
- Perfect binding—a paperback book
- Saddle stitch binding—for smaller books*
- Wire, double wire, plastic comb options*
- 3-ring binder option
- Wrapped wire



*Cannot print on spine, therefore not suitable for bookstores or libraries

Pricing Your Book with IP



Pricing Continued



9. Navigating an Online Publisher

- Upload your PDF—and remember, even Adobe files can upload funny, so triple CHECK before you finalize your order!!
- When you have an order number, email your PDF files of your covers as directed.
- Submit and wait! Most orders will be at your doorstep in 10 business days. Books with color pages take up to 21 business days.
- Expedited orders on a case by case basis.

10. Where Do I Sell It?

- Pre-sales
- Professional conferences, marketplaces
- Support groups & civic groups
- Bookstores
- Websites—PayPal
- Making the most of Amazon's options
 - Marketplace
 - Associates
- Distributors
- A bit about taxes

For More Information



You CAN Write a Book:
*The No-Nonsense Guide to
Self-Publishing*

Available from:

- www.Amazon.com or
- www.you-can-write-a-book.com

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