

These are just guidelines and not all will apply to every project. They are simply a starting point.

WHAT TO HAVE READY BEFORE WE BEGIN:

- Your manuscript, in .doc, .docx or .rtf format, as a single integrated file. Text should be in the same font and style throughout with chapter headings or other elements indicated simply and consistently. Content should be complete, spell-checked and fully ready to format as-is, unless you plan to utilize my copyediting or proofreading services.
- Make sure to include any applicable front matter such as dedication, list of previously published books, foreword, acknowledgements, etc., and back matter such as bibliography, glossary, appendix.
- The exact title (and subtitle, if applicable), and the author name you want to use.
- A blurb describing the book. This usually goes on the back cover and will also appear on the book's listing page on Amazon.com or wherever else it is sold online.
- Optional: an "about the author" description. This is usually placed at the end of the book and/or on the back cover. You can also choose to include an author photo in either place.
- Optional: quotes from reviews of your book, to use on the cover or in the front matter.
- Optional: if using your own "publisher" imprint, the name and logo (I can also assist with this).
- Any photographs or artwork that you wish to have inside the book, or on the cover. Interior images are generally printed in black & white and should therefore be in grayscale, unless you intend to pay extra for a color interior. Cover images can be full color. All images should be at least 300dpi, and in .jpg, .tif or .png format. If your images need enhancement or editing, that can be part of our contract. If you do not have any artwork for the cover ready, I will look for appropriate pieces with your input. A good place to start browsing for images is on istockphoto.com. You can also look for copyright-free images at commons.wikimedia.org.
- Initial thoughts on price. KDP, Lulu and IngramSpark all have pricing calculators on their websites which will provide the base printing cost, and show you what your royalties would be at various list prices. I can also provide some guidance, once the interior has been completed and we know the page count.
- Most PODs will provide an ISBN for free if you want, which makes them the publisher of record but does not give them any rights to your book; however if you have your own imprint or have decided to purchase your own ISBN, I will need the number and barcode. Go to myidentifiers.com for more information.
- Two or three categories your book belongs in. You can see the list of standard BISAC subject headings at bisg.org. You will select these when uploading your book. They will also allow you several keywords or phrases to help people find your book, so that's something to be thinking about.

DESIGN OPTIONS – Let me know if you have a strong preference about any of these issues, otherwise I will make decisions based on our conversations about the tone and content of your book.

- Trim size: a standard trade paperback is most often 6"x9" or 5.5"x8.5". However, Lulu, KDP, and other POD publishers offer a wide variety of sizes, or we can sometimes create a custom size.
- Binding: Perfect-bound paperbacks are the most common, but some of the PODs offer various sizes in casewrap hardcover (where the cover image is printed on laminated boards) or dustjacket hardcovers, and a few offer booklet and coil bindings.
- Paper color: cream or white (though if the interior is printed in color, the paper is usually white). There also may be some options regarding paper weight and finish, depending on the POD selected.
- Ink color: black is standard – color interior printing will cost more per book but it is available.
- Cover finish: matte or glossy.
- Fonts: if you have a specific font you want used for the text, title, chapter headings, cover, or anything else, let me know up front and make sure it is free to use for commercial purposes. Or, let me know if you have a general preference for serif vs sans serif fonts or any other style (Gothic, retro, etc.). You can browse through thousands of options on dafont.com.
- Cover elements: start thinking about what you may want on your front and back covers. There are many options. A blurb usually goes on the back but you may want a separate tagline on the front. Review quotes can go on either side. An author photo and/or blurb is often placed on the back. You may want to emphasize previously published books below your author name. Note that spine text may not be an option if your book is under 100 pages.
- Any other design preferences – if you really like a drop cap at the beginning of your chapters, or you prefer the page numbers to be centered at the bottom, or you hate running headers, let me know before I begin working! You will have a chance to make changes once the design is chosen but it's always easier to know at the start.

EBOOK CONSIDERATIONS – There are two types of ebook: Print Replica (where it looks exactly like your print layout, but can be more difficult to read and navigate especially on smaller devices) and Reflowable, which strips most of the fancy formatting out and lets the end user change the font, text size, etc., uses a dynamic table of contents, can utilize active web links, and more. Generally reflowable is recommended, but we can discuss your particular situation when it comes time for that. If using KDP, you may want to do some research in advance regarding whether or not you want to enable Digital Rights Management (DRM), and whether or not you want to enroll in KDP Select.

QUESTIONS? – Email me at kate@manuscript2book.com.