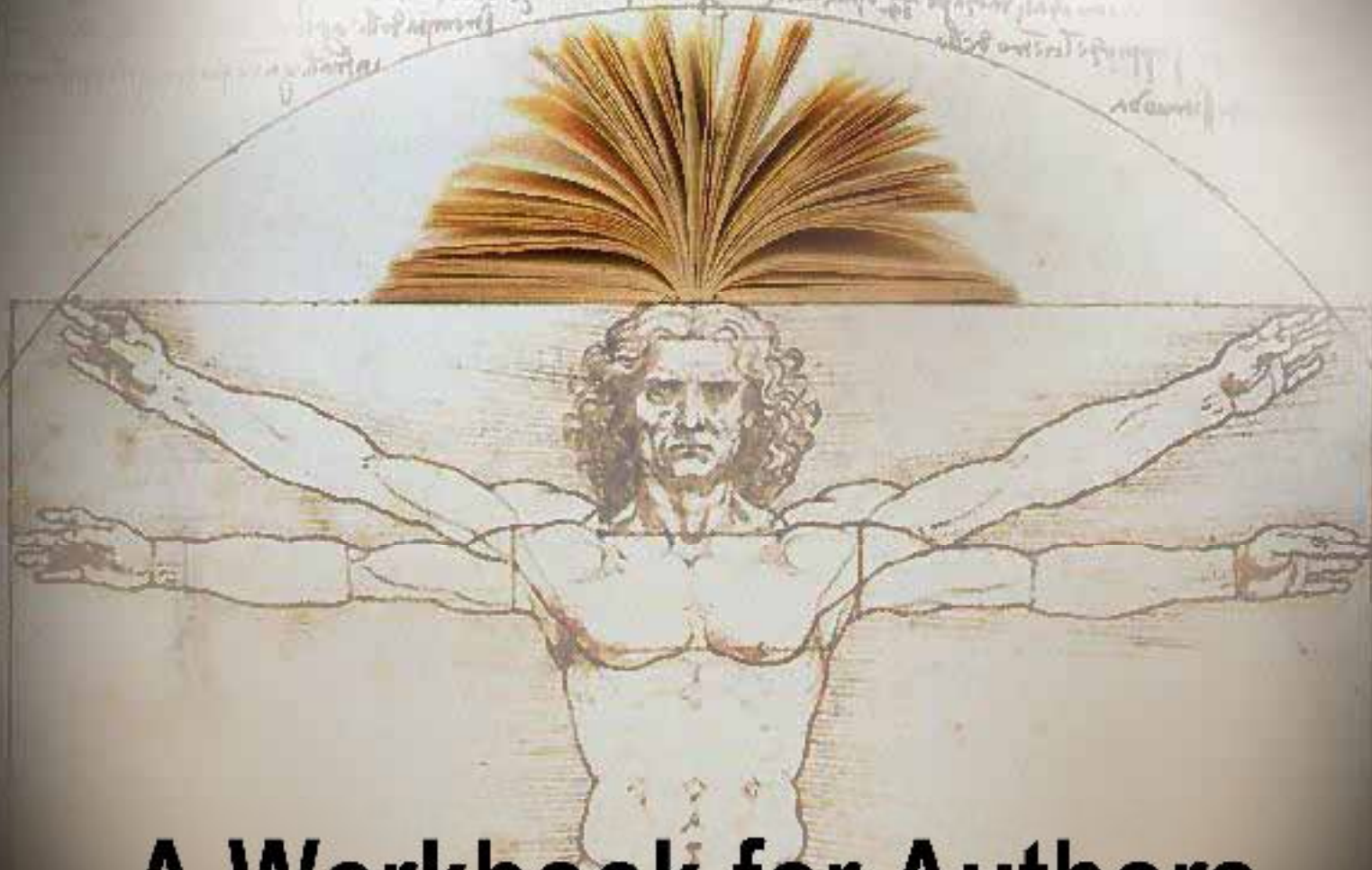


The Anatomy Of A
Self-Published
BOOK



A Workbook for Authors

Bill Quain, Ph.D.

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Billy Ashby

Author/Publisher

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The Anatomy Of A
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A Workbook for Authors

Bill Quain, Ph.D. –Author/Publisher

Billy Ashby –Printer



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The Anatomy of a Self-Published Book: A Workbook for Authors

Bill Quain, Ph. D.

Billy Ashby

Published by Wales Publishing Company

Ocean City, New Jersey

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www.quain.com

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billy@printshopcentral.com

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Introduction by Bill Quain, Ph.D., Author/Publisher

Confessions of a Self-Published Author

I am a self-published author. It is true. Some would say, “Well, I guess you couldn’t get published by a *real* publishing company, so you had to do it yourself.”

To them I say, “I did it myself because no one else would pay me this well! I sold 2.3 million books, in 20 languages. I travel around the world as a speaker. I get to keep all the money I make. No one tells me what I can, or cannot put into my books. If I were not a self-publisher, it is likely that hundreds of thousands of people would never have heard of me, read my books, or even worse ... *benefited from my books!* My books change lives. I help people!

It is a privilege and an honor to have so many readers, in so many countries. Their lives are richer because of my books, and I am certainly richer (in more than just money) because I had the ability to write my books and distribute them worldwide.

And, I did it as a self-publisher.

Will You Sell 2.3 million Books?

Probably not. My extraordinary success may be difficult to duplicate these days. But, what if you have one-tenth of the success I enjoyed? You would sell 230,000 books. Would you like to do that? Would you like to get emails from people all over the world, or even just from around the corner, who read your book?

How about this – while you are waiting for a *real* publisher to give you a contract, why not write your book, self-publish it, and sell two or three thousand copies. Now, take your great-looking book, put a post-it-note on it that says “I sold three thousand copies of this book”, and send *that* package off to your agent. Would that look better than a manuscript? You bet it would! Your agent is getting manuscripts every day, all day long, from prospective authors just like you. How can you stand out? Make yourself different from the pack.



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Why Are People Afraid To Self-Publish?

Many people are afraid to have a self-published book because “It doesn’t look like a real book.” Have you ever heard someone say that? Have you ever felt that way yourself?

Let me say two things to that. First, if you let us help you, your book will not look “self-published.” (What does that mean, anyway?) Second, when you cash the pay-out check or get an email from a fan, you will not care what people think!

The Publishing Market Is Changing – FAST

You do not need a *real* publisher to sell books. You do not even need bookstores! Of the 2.3 million copies I sold, only 10,000 or so, maybe even less, were sold in bookstores or online. The world, my friends, is changing rapidly. You can take advantage of it, but only if you are willing to let go of the silly notions that hold you back.

Why should you wait, perhaps for years, for a publisher to decide your book is worth taking a chance on? Why waste your time sending your book to agent after agent? Do you like getting rejections?

Why do agents and publishers reject so many books? The answer is simple. They cannot afford to make mistakes. It costs them so much to get a book to market that the risk is too high for most books. So, they go with the same authors and material that have been selling for the past ten years. A new person, with a new thought, usually doesn’t stand a chance.

Become a Superstar

Of course, for many people, their goal is to use their book to promote themselves or their businesses. For these people, a *real* publisher is out of the question. For them, self-publishing is the only way to go.

Hey, if you want to be a superstar - the person that everyone goes to in your business or industry - a book is a fantastic way to get known. Many of my professional speaker friends use books to “get booked.”

Yes, it would be great to say to your customers, “Hey look. I was published by _____ (a “real” publisher). *But, your customer does not care! They only care that you knew enough to write a book in the first place. And folks, let me tell you - a written book, no matter who the publisher is, is much better than a book you might write some day.*



More About Me, Bill Quain

I know many of you are wondering, “Who is this guy?”

MY story is pretty simple. I had a Ph.D. and was a college professor, with a wife who was pregnant with our first child. I decided I needed more money, and the best way for me to get it was to start writing. One of my close friends, who was also a college professor, was making a FORTUNE writing textbooks. He helped me get started.

At first, I wrote textbooks and trade books, for people in business and in college classes. Then, in 1994, I started writing “self-help” books for people in the Network Marketing and Direct Selling industries. This is when things got interesting, and I started making some serious money. This is my major market, and it has been a great writing career.

Some of you are thinking, “Well, writing must come easy to you, because you have a Ph.D.” Let me tell you, writing does not come easy to *anyone!* But, it is especially difficult for me. You see, I am legally blind from Macular Degeneration. I have a special computer that actually talks to me, reading out my words as I type them. This takes an enormous amount of time.

I Have a Dream

Why do I write books? I have a dream. It drives me to do the hard work that writing books requires. I work with many sighted people who never finish their books. But for me, the only good book is one that is finished and selling well. My dream drives me to write when I do not want to write, and to finish projects when there is no time, no motivation, other than my dream.

My dream is to be free. I am a full-time writer because I paid the price and did the work. When my first five books did not sell well enough to make a decent amount of money, I did not stop writing. Instead, I found a market where people buy books! In fact, they bought a LOT of books.



Do YOU Have a Dream?

How about you? Why are you a writer? What do you want? Are you willing to work for it? Are you willing to go through the pain of writing in order to get it?

I want you to succeed. My partner, Billy Ashby wants you to succeed. We are there to help you, but you have to supply the dream. It is the dream that will sustain your efforts through the writing process.

Bring On The Income!

There is an added bonus to being a published author. You will find numerous income streams associated with your book. If you are a speaker, you can use your book to get more bookings, and to increase revenues at each event. If you are a professional, your book will catapult you into the top echelons of your industry. If you are a novelist, there are film rights, book contests and other income possibilities.

Folks, writing is great, if you finish your book! Take a lesson from me – do whatever it takes to get it done. Never stop writing until you are finished, but know when you are finished! Do not look for perfection, look for an audience.



Introduction by Billy Ashby, Printer

I first and foremost want to thank you for buying our book and package. We truly have created this package to help authors design and produce a great looking book. I have been in the publishing industry for over 10 years, and A&A Printing has been printing books for over 30 years. My father started this business in 1977. Our philosophy has always been to treat the customer right, and to be sure they are satisfied with our services. Thirty years later, we have been named to the *Top 101 Book Printers in the United States*, and have won countless awards for our commitment to excellence.

The idea for this package was actually years in the making. As a printer, I had noticed that authors had many of the same questions time after time, and I was answering these questions over and over. I started to realize that authors did not have an avenue to guide them towards the right path. I could help them when they eventually called me, but they really needed this information when they were first writing and formatting their books. I wanted to find a way to help these people.

I was lucky enough to cross paths with Bill Quain, who is my partner in this book. Bill knew about traditional and self-publishing, and had sold millions of books. He contacted me to get a few hundred copies of his newest book printed for promotional purposes. After taking one look at his book and how professional it looked, I knew right away that he would be perfect for this project. After about a year of idea sharing, late night phone calls and researching, we believe we have come up with a truly unique and helpful tool for your book success. Nowhere else can you, the author, find a package like this. We not only show you how to get a book perfectly written and formatted the first time, but with our guidance, we give you the opportunity to make some real money with your book.

Self-publishing is the wave of the future. Recently described in the New York Times as the “American Idol” of printing, many authors are starting to realize the true potential of selling books themselves and keeping all the profits. We don’t discourage people from dreaming big and accepting lucrative deals from major publishers. What we do is show them is how to get a book looking professional and “bookstore ready.”

The best news of all is that with our packages, you will be tied into a community. You can get advice from an author who is in the *Self-Publishing Hall of Fame*, and an award-



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winning printer. That's what makes us different from other self-publishing companies. Bill Quain and I have combined our unique knowledge, experiences and talents.

What else makes us different? We will show you how to economically produce and print your books, and make good money selling them. Many of our competitors charge a small fortune for the same services, and only offer you 1 – 5 copies of your book with their basic package. Our basic package starts with 50 copies of your book. On top of that, our packages offer you services that include an ISBN and bar code, cover design, a hosted website (in which YOU control the content, changes and updates), editing, formatting, audio capabilities, coaching, and a personalized "Author-to-Author" interview conducted by Bill Quain that you can place directly on your website. We even offer a marketing plan to help you with ideas you may not have thought of. Add it all up, and you will realize you won't want to go anywhere else.

We're glad to welcome you to the world of self-publishing!



How To Use This Program

In *The Anatomy of a Self-Published Book* package, you will find the following:

1. Workbook
2. Two Double Audio CD cases, with:
 - A. Interviews with a printer, book designer, editor and others
 - B. Lessons from Best-Selling author Bill Quain, Ph.D.
3. Folder with paper samples and special Gift Certificates/Discount Coupons
4. *Overcoming Time Poverty* by Bill Quain, Ph.D.

The Workbook

The Anatomy of a Self-Published Book Workbook is fantastic. In it, you will learn the 29 things every book should have, and you will see 14 step-by-step exercises that will help you create a great looking book.

As Billy Ashby, owner of A&A Printing puts it, “You never know who will see your book, so make it look like a great book right from the start.” You want your book to stand out, get noticed, get read, and sell! This program will help you do that.

The CD’s

Most first-time authors know very little about publishing a book. Actually, many veteran writers make serious and costly mistakes when putting a book together. In these 2 double-CD sets, you will listen to interviews with some very experienced people. But don’t worry; they will not use jargon, abbreviations or fancy language. Each of the people on these CD’s knows how difficult it is to take a book from thoughts to print. They want to help you every step of the way.

Best-selling author Bill Quain, Ph.D. (17 books, over 2 million sold, in 20 languages) has already done the hard work for you. Now, he talks with his friends – all publishing experts – to give you a detailed roadmap through the printing and publishing process. Learn the trade secrets that will save you time and money, and give you a professional book that sells. In addition, Dr. Quain walks you through the self-publishing process, and discusses the 14 exercises that will help you write and print your book.



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Sample Folder

One of the most frequently asked questions self-publishing authors ask is “What is the difference between fifty-pound paper and sixty-pound paper, why is one less expensive, and will it work for my book?” When you are a self-publisher, you need to make these decisions.

In our Sample Folder, we give you fifty, sixty and eighty-pound paper, with two colors – off-white and cream. Each sample is printed on both sides, allowing you the opportunity to see EXACTLY what you are buying, and why.

Our Sample Folder has some other surprises for you as well. You will receive Gift Certificates and Discount Coupons for valuable publishing services.

***Overcoming Time Poverty*, by Bill Quain, Ph.D.**

This is the case study book. We use it as an example of a self-published book, so that everything we talk about in the workbook and on the CD’s will be perfectly clear. When Bill Quain tells you that your “verso page” should contain publisher’s information and a copyright statement, he also tells you EXACTLY which page to look at in *Overcoming Time Poverty*. No guessing, no confusion. When you write your book, you have a blueprint to follow.

Why You Need This Program

This is a course on *self-publishing*. Take a look at those two words. You are doing this yourself. You are on your own. (Well, not any more, now you have us to help you.) You are about to publish a book. Do you know all the things a publisher knows? Probably not. There are a lot of decisions to make, and a lot of chances for things to go wrong.

We take all the mystery out of the process for you. You need this book because you are about to risk your time and money to create a book. Do you have so much time and money that you can afford to waste it?

The authors of this program, Bill Quain and Billy Ashby, have years of experience between them. Billy owns a print shop, probably the most technically challenging factor in publishing a book. He prints over 40 different self-published titles per month. Bill Quain has books (and contracts) in 20 languages. He travels internationally, meeting with his audiences and foreign publishers. Would you like to learn all that they know? Would you like them to help you get your book into print? Of course you would.

That is why you need this program.



Getting Started

Read through this workbook first. Next, listen to the 2 CD's in Volume 1, and let Bill Quain walk you through the self-publishing process. Then play the 2 CD's in Volume 2, and listen to Bill interview real-life publishing experts. (Keep *Overcoming Time Poverty* within reach, as it is referred to in both the workbook and the C.D.'s.) Now you are ready to get started!



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Part I

Twenty-Nine Things You Need To Know About Your Self-Published Book



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29 Things You Need to Know About Your Self-Published Book

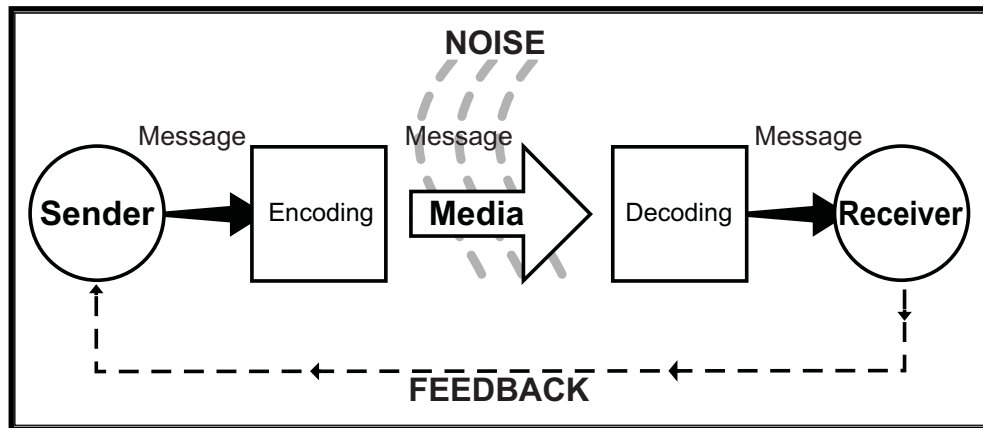
Okay, here we go! Here are twenty-nine things you need in a book. Following each explanation, we use Bill Quain's book *Overcoming Time Poverty* to illustrate each point. Look for the hourglass symbol (⌚), and you'll know it's time to refer to *Overcoming Time Poverty*. And look for the notebook symbol (📓) for words of wisdom from the Printer.

1. Know your audience

Here is the most important thing I can tell you. **Find an audience and write a book for them.** Don't write a book and then go looking for an audience. The book is not for you, it is for your audience. Use language they understand. Help them see themselves in your writing.

Take a look at the Communications Model below. It is extremely useful when writing a book.

The Communications Model



*Adapted from a model by James L. Horton, "Rethinking A Communications Model", www.online-pr.com/Holding/Rethinking_a_communications_model.pdf, 2008.

The sender (you) encodes the message into words, symbols, graphics, etc. You then send the message through various media - the book and its supporting materials, like websites and blogs. The receiver then decodes and receives the message. (The receiver's perceptions may be filled with bias and other distortions, based on their past experiences and preferences.) They will give you feedback, in the form of emails, referrals, etc. The whole process is complicated by NOISE, such as events, economic conditions, etc.



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Communication is a tricky sport. It is even more difficult in a book, where your words are permanent, and anything you say can be misinterpreted. Know your audience, get your story straight, and tell them things in such a way that they understand it without a problem.

In other words, learn to write, and write to your audience.

✂ *Overcoming Time Poverty* – Bill wrote this book primarily for people in the Direct Selling Industry. They are his readers. Bill has sold two million copies of his books, and was listed in the Independent Book Publishers’ Hall of Fame because he knows how to reach his readers, and solve their problems.

2. Know your topic

Know your topic, because someone else is bound to know it, and they will be looking for flaws in your writing. It seems that someone is always out to prove they know more than you do.

I learned this as a faculty member writing articles for academic journals. People were always looking for problems.

If you write a cookbook, someone will be sure to try every recipe, and if they find a problem, they’ll start a blog on the web. If you are an expert in mechanical engineering, or the law, or finance, or whatever – other experts will be looking at what you write. Do not let this scare you. Just be aware, and be prepared.

✂ *Overcoming Time Poverty* – Bill Quain created an entire career by writing about one topic – making more money! He is a recognized expert. His readers know that his books will help them create wealth.

3. The written word is different

Many people find it difficult to express themselves in writing. In today’s shortcut, texting society, the art of writing a coherent sentence is in critical danger of being lost forever. Books are one of the few places left where people actually take the time to write and read full sentences.

Remember, you do not have facial expressions, voice tone, hand gestures and other tactics to help give your words life and meaning. All you have are words. Use them properly, and make sure your punctuation is correct. If you have doubts, use an editor. If you do not have doubts, definitely use an editor.



✂ *Overcoming Time Poverty* – Bill uses charts, graphs, and symbols whenever possible to explain difficult subjects. Unlike many authors, he has a conversational style. His books have a rhythm to them. Readers feel like Bill is talking to them, not lecturing to them.

4. Book size

There are two issues with book size: height/width, and length. Two of my books are over 200 pages in length, but the majority are about 130 pages long. I like to keep them relatively short. This is one of the secrets for writing a lot of books. Some authors try to cover too much material in one book. If you cannot say it in 100 pages, I think you are taking too long to say it. My readers also like my books that length. I can tell, because they buy them.

However, I have friends who write longer books. Their books command a higher price than mine, so they write fewer books, but make more money per book. There are some advantages to this system. They can concentrate their marketing efforts on fewer books, and this also helps to “brand” them in a single topic. One author I know updates his book every 12 - 18 months with new information. His first edition was about 180 pages long, and the ninth edition is about 240 pages. The model works for him.

Whichever model you choose – shorter books and more of them, or longer books, the same basic principles apply. “A book is a book, and should *look* like a book.” Learn the basics, and stick with them.

Regarding height/width dimensions, there are several standard sizes, such as 5 ½ inches by 8 ½ inches, 6 by 9, etc. There are also typing paper size books (8 1/2 by 11). Some books, like cookbooks, are even larger.

Most of my books are 5 ½ by 8 ½. It is generally the least expensive, because printing paper comes in a large 11 by 17 inch sheet called a “signature”. Using a 5 ½ by 8 ½ inch page gets the most pages out of one sheet. It saves you money by using the resources most efficiently.

Think about this when self-publishing your book. Remember, as a self-publisher, any money you save goes directly into your pocket.

✂ *Overcoming Time Poverty* – This book is 5 ½ by 8 ½ inches.

■ *Note From Printer* – Most of the books we print are 5.5 x 8.5, and this has basically become the standard for authors. 6x9 is still a good option and many do go that route, but just keep in mind it does become more expensive when you get into longer book runs. It is also very important to make this decision before you write your book or send your files to the printer or publisher. If you want your book to be a 5.5 x 8.5, it is a good idea to format the page sizes on your computer to that size. If you have already written the book in 8.5 x 11 format, it is in your best interest to go back to the



file and change the page sizes to the desired finished book size. If the printer or publisher has to do it, words will often shift, and there may be fewer words on each page. This will change the flow of the entire document. It can be a tremendously difficult process for the printer to try to figure out what goes where. This workbook explains how to format properly later, but I just wanted to explain how important this is to the process.

5. Single book or book series?

I am the author of 17 books. One of the books is actually a *book series*, with about 5 books in the series. (When I say that I have written 17 books, it is actually about 22 books, but I only count the books in the series as 1 book.) A series can be very profitable, and a great branding tool. It also leads to speaking engagements, and serious income streams.

My series is *10 Places Where Money Is Hidden In Your Business... & how to find it!* Other books in the series include *10 Places Where Money Is Hidden In Your Restaurant*, *10 Places – Hotel*, *10 Places – Bowling Center*, *10 Places – Special Event*, and *10 Places – Medical Practice*. I wrote the Bowling Center book when the Michigan Bowling Centers Association hired me to do a speaking engagement at their annual convention.

Each *10 Places Where Money Is Hidden* book has six chapters. The first five chapters are virtually the same in each book. Chapter 6 – the chapter with the 10 places where money is hidden for that industry or topic – is the only really customized one. In about two weeks, I will start writing *10 Places Where Money Is Hidden In Your Direct Selling Business... & how to find it!* I just received a contract from my Chinese publisher to write the book. It will take me about two weeks to modify.

There are many ways to create a series. You can write a book, then take a chapter from that book and create another. This is a great way to target a single audience with a number of books. Or, you can do what I did, and customize one book for different groups or industries. It is a terrific way to brand yourself and to create multiple income streams.

✂ *Overcoming Time Poverty* – While this book is not part of a series, it fits within the same general theme that I write about. This helps me keep my current readers, and acquire new ones.



6. Hard cover vs. soft cover

Unless you are making some sort of coffee table book, stick to soft covers. You will save a ton of money, and in most cases, it will not matter a bit to your customers. Of course, you can charge more for a hard cover book. However, think of your audience. Would they rather pay less and get the same book, but in a soft cover? You do the math. If it will make you more money in the long run, use a hard cover. But, for most of us, soft cover is just fine.


 *Overcoming Time Poverty* – This is a soft cover book.


7. Book binding

There are several ways to bind a book. In perfect binding, the pages of the book are held to the spine with glue.

Another popular type of binding is saddle stitch, which is two or three staples through the center of the folded pages. This is inexpensive, but it looks inexpensive. Use it only if there is no adverse reaction from your audience. (It is a good way to bind booklets, or things like church bulletins.)

There are other kinds of binding, such as spiral binding. This is excellent for notebooks, or when the book needs to open fully. However, spiral binding can be expensive, and is only suitable for a limited number of publishing opportunities. *The Anatomy of a Self-Published Book Workbook* is a spiral bound work.

 *Overcoming Time Poverty* - This book has perfect binding.

 *Note From Printer*- The binding choices mainly have to do with the book itself and what the intention of the book is. Most of the books we print are perfect bound because they are being printed with the intentions of being sold in book stores, Amazon, and online resellers. Most authors do decide to use perfect binding because it looks the most professional and is the standard for book printing. If you go to the book store, you won't see many books that are not perfect bound, if any at all. The point is it is best to first understand the intention of the book. If you are just doing a small book with less than 30 pages and aren't worried too much about appearance, saddle-stitching with staples will be fine. The reason we plastic coiled this book is because it is essentially a workbook and must lay flat. Perfect bound books do not lay flat and are not conducive to opening flat. If you are writing a book or manual for the purpose of exercises or learning material where people will be writing in the book, it may be best to look at plastic coil. It all just depends again where you intend to sell your books and how important the binding is to you. The main reason people go with perfect bound books is because this type of book allows you to have writing on the spine, and that is what customers will see on the bookstore and library shelves.



8. Cover design and text layout – Do it yourself (DIY) or hire a pro?

Here are my thoughts on DIY cover design and text layout. Unless you are putting together something quickly, and just need to get it out, never, ever do it yourself. Hire a professional.

Remember, this is your book. It stands for the things you stand for. It is important that it looks good. And, I encourage you to use techniques like call-outs, illustrations, etc. These may be difficult things to do yourself.

Throughout this discussion, I will talk about branding with consistent image and great design. Your book is an important part of your brand. It should match your website, your cards, and your flyers. If you have a few books, you may want to establish some running theme or phraseology that becomes your brand. A design expert will help you solidify your brand.

✂ *Overcoming Time Poverty* – I used Jack and Elizabeth Parry, from Parry Design, to do my covers and internal text layout. Like they say on television “Set it and forget it!” I just tell them what I want, and they take care of it. Of course, I spend time giving them feedback, and they make changes under my direction. (It is my book, after all.)

9. Cover design – colors, graphics

Get a professional! Then, ask your professional designer to give you a choice of designs and colors. Print them out on several different printers, so you can see the true colors. Try using a high end photo printer for the best results.

Keep it simple and straightforward, and try not to clutter up the cover with too many symbols. No one likes a messy cover, because it looks like too much of a challenge to read.

If you have a branded theme on your website, maybe your book cover colors should match, or at least be in complimentary colors to your website. You will probably place a picture of the book cover on your website, so make sure it doesn't clash with the theme.

✂ *Overcoming Time Poverty* – The hourglass theme on the cover was the third or fourth image we came up with. Jack Parry had to design it specifically for the book.

■ *Note From Printer-* When designing a cover, there are two types of processes that can be used, CMYK and RGB. **CMYK** (short for **cyan, magenta, yellow and black**) is primarily used by most printers and is easier to use for cover design. **RGB** (Red/Green/Blue) is another way to develop your cover art but it must be converted to



CMYK for print. When the conversion takes place, color shifts can occur. We will do our best to reproduce as close of a match to your printed output as possible. The point is it is best to find out ahead of time what method your printer uses because it may become a huge headache for you to change it yourself or have to go back to your designer and ask them to make the change. I recommend always using CMYK, but it depends on what the printer wants. Again the point of this book is to help you think about things ahead of time that you might not have thought about to save problems later.

10. Title

Is the title of a book important? Yes, yes and yes! It may be the most important part of the book, depending on how it will be sold.

When I write a book, the title is usually the first thing I work on. However, in almost all of my books, the title changed during the writing. For example, *Reclaiming The American Dream* (175,000 copies), was originally *While the Corporate Kingdom Slept*. Other titles really drove the book's structure, and never changed from the time I started writing until the first copy came off the press. This was the case with *10 Rules to Break & 10 Rules to Make*.

Don't be afraid to modify the title if the subject changes during the writing of the book. The title should be meaningful to the reader, but also true to the contents. The title may not sell the book, but ideally, it will attract readers and hold them long enough to make them curious about the book.

Of course, if the title deals with a common problem and hints at a solution, that can be a very strong selling point. My book *10 Places Where Money Is Hidden In Your Business* is a good example of that system.

Make your title readable on the cover. I sometimes see text or graphics that are too elaborate to be easily read. Use plain language. Readers want sharp, clear titles.

✕ *Overcoming Time Poverty* – I think this is a great title, but some people didn't understand it. Yet the book sold well. (It also had a great subtitle.)



11. Subtitle

I don't know why, but I always have a tough time with my subtitles. I remember this particularly with my book *10 Rules to Break & 10 Rules to Make*. Our final selection for the subtitle was *The Do's and Don'ts for Designing Your Destiny*. I always liked that subtitle, although it took us a long time to decide how to write "Don'ts".

Your subtitle can explain the title and draw the reader farther into the book's concept. In some cases, my readers actually liked the subtitle better, as in the case of *Overcoming Time Poverty*. The subtitle, *How to Achieve More by Working Less* got rave reviews from legendary speaker and author Dottie Walters. In fact, she once told me that I had the two items reversed, and the subtitle should have been the title.

Like the title, the subtitle should be legible on the book's front cover. Subtitles sell, sometimes even more than the title does, because they usually provide the reader with the next logical step in the book.

A good subtitle is like a "tag line" or slogan. It gets people excited about the book.

✕ *Overcoming Time Poverty* – The subtitle "How to Achieve More by Working Less" turned out to be a great subtitle. It is the title of my speaker's website, www.achievemoreworkless.com

12. Author(s) names

The author(s) names usually appear at the bottom of the front cover. Again, they should be legible. Use your "branded" name, not your full, legal name. For example, my branded name is Bill Quain, Ph.D. and my legal name is William J. Quain. However, I decided a long time ago that I prefer to be known as "Bill". By including the Ph.D., I still give people the option to call me Dr. Quain. And, it adds to my credibility.

Do not include any honorific or titles with your name that do not apply to the book. For example, many organizations have certifications, such as "CSP". This stands for Certified Speaking Professional. While this is certainly a worthwhile designation, it may not add to the book's appeal in many markets. If it is confusing, or unknown to the average reader, they may think it is pretentious.

If you write with co-authors, there are several ways to decide who comes first. Alphabetical order is acceptable, as is reverse alpha. If one of the authors is better known in the market, definitely put his/her name first.

Sometimes, a co-author is really the author of the book, but he/she is not well known. In this case, you will often see a "with" statement. For example, if I wrote a book with Donald Trump, and I did most of the work, you might see our names as "Donald Trump, with Bill Quain, Ph.D."



13. Spine

The spine of the book is an important piece of real estate. It is often the one thing a reader can see when the book is on the shelf. It needs to be clean and clear. The only things I like to put on the spine are the title of the book, (with no subtitles), the author's last names, and the publishing company's name and logo.

The width of the spine will depend on the number of pages in the book and the weight (thickness) of the paper used. When you print the book, you will need to measure the spine size. This is a technical matter, and it is one of the reasons I use a professional designer.

✂ *Overcoming Time Poverty* – I just noticed that the Wales Publishing Company name is on the spine, but not the logo! I like the logo on the spine sometimes. I will put it on there when we do a reprint.

■ *Note From Printer-* The spine width and creation is another major problem that printers run into with many books. If the spine width has not been properly calculated or enough room hasn't been left, the book becomes hard to bind and may not look as good. Whoever designs the cover should be aware of the area that makes up the spine, and should make sure the front and back cover artwork does not bleed into it. For example, if you have a picture on the front cover that runs to the edge of both sides of the front cover, you will want to make sure that the left edge does not "bleed" over into the top of the spine. A good printer like us will be able to manipulate that and adjust it in the binding, but many won't. What will happen is that when you are looking at your spine, you may also see part of the picture or design from the front or back cover on the spine itself. My advice is to always allow more room than necessary for your spine width. A basic formula that can almost always be used is as follows:

Books with 50 pound interior paper = Total Page Count / 2 x .004

Example: For a 200 page book, the spine would be: $200/2 = 100 \times .004 = 0.4$ of an inch

Books with 60 pound interior paper = Total Page Count / 2 x .005

For the same 200 page book, the spine would be : $200/2 = 100 \times .005 = 0.5$ of an inch

14. Back cover - selling headline

I use a formula to design the back covers of my books. In the next few sections, you will learn valuable techniques for designing a great back cover that sells. Readers tend to read the title on the front cover, then immediately flip the book over to read the back cover. This is where the selling takes place.

One of the most important things on the back cover is the selling headline, or proposition statement. It describes the problem the book will solve, and why it is



important to the reader. Almost all of my books have a selling headline. It is like the headline of a newspaper story.

I usually place the selling headline at the top right side of the back cover. The top right side is where the reader's eyes are most likely to go first.

✂ *Overcoming Time Poverty* - The selling headline on this book is "Bill Quain's latest book is just in time to solve your biggest problem." My readers know I offer real-life solutions. This headline tells them I am going to give them a great system for their lives.

15. Back cover - author picture/bio

Your readers want to see a picture of you. It helps to establish a relationship. After all, they are about to give up a lot of their time to you. Your words will be in their heads. Give them a picture so they can "put a face with the name."

If you are an authority on a subject, try to look the part. If you want to tell people how to become more successful, you should look successful. If you are writing with warmth and humor, look like a warm and humorous person. Don't scowl.

You will not have much room for your bio on the back cover. Pick out a few key points. You want people to learn a little something about you, and maybe why you wrote the book. Besides your factual biography, try writing a key phrase or motto, such as a favorite saying.

✂ *Overcoming Time Poverty* – My picture is pretty standard on this book. If you see a new picture of me, there will be a lot more gray hair! I try to keep my back-of-book bio short, because many of the readers already know my work.

16. Back cover – text

This is your chance to tell the story of your book. Remember, you are speaking directly to the readers here. You want to tell them WHY they should read this book, and what it will do for them. Will they enjoy it, learn from it, profit from it, etc?

I like to use several short paragraphs here. I choose each word carefully, making points and stressing the benefits of reading the book. Of course, my books are all teaching books. You might be writing a novel, in which case the story on the back cover should draw them into your book.

Do not over-sell the book; over-deliver the value. Try to get your readers to imagine the way their lives will change AFTER reading the book and putting your simple steps or system to work. Always focus on outcomes. This is important text. It can make or break your book sales.



✂ *Overcoming Time Poverty* – Notice how I use trigger words and questions in this series of short paragraphs. Some authors use testimonials on the back cover text.

17. Back cover – selling box

I like to use a box on the back cover as a selling screen for the major points of the book, especially the benefits. For example, on the back cover of *Overcoming Time Poverty*, the lead sentence in the selling box is “Learn the Secrets of the Time-Rich.”

Set this space aside for your most important points/benefits. The reader will see it, and if they like it, will buy the book.

✂ *Overcoming Time Poverty* - The information in this selling box is so strong that I use it in brochures, websites and other promotional materials. Spend some time with this, and you will reap the benefits for years.

18. Back cover – bar code

If you plan to sell your book through a wholesaler OR in a bookstore, (online or bricks and mortar), you need a bar code. The bar code contains the ISBN and usually the price of the book. You need a professional to generate the bar code.

Even if you are not planning to sell the book through book stores, get a bar code anyway. It makes your book look more professional.

✂ *Overcoming Time Poverty* - You can see the ISBN for the book at the top of the bar code. The ISBN is a necessary part of a professional book. It allows libraries to carry it, and shows that the book is not just a manuscript. Today, ISBNs have 13 digits. If you do not have an ISBN, we can get one for you from Wales Publishing Company’s stock of numbers.

19. Publisher

Even self-published books should have a publisher’s name and logo. My publishing company is called “Wales Publishing.” It belonged to my parents, and now I own it.

If you cannot find a publisher to put their name on the book, create your own publishing house. It just looks better! If you would like Wales Publishing Company to consider your book for our catalogue, just send an email request to billy@printshopcentral.com.



✂ *Overcoming Time Poverty* - Wales Publishing Company published the book. We handle a variety of titles. We position ourselves as an “East Coast Publishing House”, and consolidate titles to get ISBNs, discounts on printing and designs, etc. We would be happy to consider your book for our list.

20. Title page

The title page is the first page inside the book. It contains the title and subtitle, and the name(s) of the author(s). Some title pages also have the name of the publishing company. Basically, however, it is just the text portion of the front cover.

Here is a lesson I learned the hard way about title pages. Leave plenty of white space in the middle so that you can sign the book. I sell a lot of books at the back of the room after a presentation. People love to have the author sign the book to them. One of my most popular books, *10 Rules To Break & 10 Rules To Make*, does not have room for signing. All my books AFTER that book have plenty of room. When you have a long line of people wanting to buy your books, you want the signing process to be quick!

✂ *Overcoming Time Poverty* - When you open the cover, the first page you come to is the title page. Notice that it is very plain, with lots of room to autograph the book.

21. Verso page

Most people do not know what a verso page is. It is the page on the reverse side of the title page. (This is a really cool term to know, because it makes you look smart!) This page has critical information, including:

Publishing Company name and address

Printing information, such as the number of printings, and their dates

Website addresses

Copyright information

✂ *Overcoming Time Poverty* - Notice that the verso page has the number “ii” at the bottom left of the page. The verso page has critical information. Be sure to include it all.



22. Copyrights

Your copyright statement is extremely important. One of the advantages of self-publishing a book is that you get to keep the copyright. If you sign with a regular publisher, they will usually retain the copyright.

You want to own the copyright to your books, because you want to spin off other products and sell them. If your publisher has the copyright, it limits your ability to use the material in the book.

Your copyright statement belongs on the verso page, as we discussed in the last section. You can use a copyright statement from a recognized publisher, and modify the content for your own book. (Don't worry – the statement itself is not copyrighted!)

Besides printing a copyright statement in your book, you should also have the copyright registered with the United States Copyright Office. More on how to do that in Exercise 14.

A SPECIAL NOTE ABOUT COPYRIGHTS: You should establish a copyright to protect your work. Conversely, you want to protect the work of others. If you quote someone, be sure to give them credit. If you use one of their graphs or pictures, think about getting written permission.

✕ *Overcoming Time Poverty* - I have used this copyright statement on several books. I copied it from the statement of a publisher I used to work with. I also registered the book with the US Copyright Office.

23. Helpful rules to know about book layout

A book is a book, and there are rules to follow so that it looks professionally designed. You can save a lot of money by giving the designer and printer your book in the right configuration. Remember these helpful rules.

- A. Roman numeral pages/number pages – As a general rule, everything before the first page of Chapter One is numbered with lower case Roman numerals, such as “i, ii, iii, iv”, etc. Everything from Chapter One forward is numbered with regular numbers.
- B. Odd/even numbering - Even numbers are left hand pages, and odd numbers are on the right side of the book.
- C. Begin chapters on right – Chapters should begin on the right hand page, so they are always odd numbered pages. If the previous chapter ends on an odd number page, leave a blank page, then start the next chapter on the right side.



- D. Widows and orphans - Widows are sentence fragments, or a short sentence (one or two lines) at the end of a paragraph that are at the top of a page. Orphans are short sentences, or the beginning of a paragraph, at the bottom of a page. Work with your book layout designer to get rid of these ugly things.
- E. Headers and footers – I like to use headers at the top of each page, except for Roman numeral pages and the first page of a chapter. In some books I put my name at the top of the even number pages, and the book title on the odd side. In other books, I put the chapter number and title on both the left and right sides. It is your choice, but be consistent.
- F. Placement of page numbers – This is a personal choice, and there is really no wrong place. Just be consistent, and put it at the top or bottom of the page. If you place them in the center, no worries. If you place the numbers out towards the sides of the page, place them to the far left on even numbered pages, and to the far right on odd pages.
- G. Offset text (left/right) – Your manuscript should be offset to allow for the binding. Put the larger margin on the right side of even pages, and towards the left of odd pages. This will give your book a symmetrical look when open.
- H. White space – Do not crowd your pages. Give them a little breathing room by leaving white space on the pages.
- I. Text size – I like my books to have larger print, so I use #12, with #14 for headings. Chapter titles, of course, are larger. You can get away with smaller type, but it looks tiny, and may be hard to read for some people. However, if your book is very long, and you are trying to save money, use the smaller print.

✕ *Overcoming Time Poverty* - You can see all these rules in action in the book. This is why we included a copy. Doesn't it make it easier to understand the rules when you can see an example?

24. Table of contents

This is a very important part of the book. Many potential readers will take a look at the table of contents to make a buy decision. I like to give my chapters interesting names, so that people are drawn into the book. For example, in *10 Places Where Money Is Hidden In Your Restaurant... & how to find it!*, one of the chapters is called “The Chickens Don't Eat Dessert.” Do you want to know what that means? Read the book!

Here's another tip. Adding the page numbers to the Table of Contents is the very last thing you want to do to your manuscript before printing, especially if you are doing it manually (not using a program to generate the page numbers). Editing the book may change the page locations. You want to be sure your Table of Contents is correct.



✂ *Overcoming Time Poverty* - Notice that the Table of Contents is located on page “iii”. It has the name of the chapters, the page they start on, and also the Parts or Sections of the book.

25. Dedication

Writing a dedication is a little like getting a tattoo. Don't put someone's name on the book unless you are SURE they will be in your life forever. After 17 books, I am running out of people to dedicate the books to. But, if this is your first or second, it is a big deal, and a lot of fun.

✂ *Overcoming Time Poverty* - I dedicated this book to my mother, Kay D. Quain. She was an author, and founder of Wales Publishing Company. She really helped my writing career. It is one of the reasons that I like to help others. She taught me how to give back, and how to enjoy writing.

26. Acknowledgements

Anyone who helped you with the book should be recognized here. Do not be shy, and for goodness sake, do not forget anyone! The great thing about acknowledging a special contributor is that they are more likely to do it again, and you may not have to pay them.

✂ *Overcoming Time Poverty* - As you can see, I try to acknowledge a variety of people. It costs me nothing to do it, and it means a lot to them. In the exercise portion of this workbook, I give you a way to remember everyone who helped. Use it!

27. Foreword/Introduction

Here is my rule of thumb for the difference between a foreword and an introduction. The author writes the introduction, and someone else writes the foreword. An introduction is essential in most books. It sets the stage. The author has the opportunity to explain why he/she wrote the book, and what special features the book has that will solve problems for the reader. On the other hand, the foreword is an excellent place to get a mentor or a celebrity to write something about the author, the subject matter and the book. Often times, both the foreword and the introduction are written after the book is completed.

✂ *Overcoming Time Poverty* - While I use an introduction in most of my books, it was particularly important here, because I had to set the stage for the principles I wanted to introduce in the book.



28. Book sections/parts

I like to use a lot of chapters, even in a small book. Most of my books are in the 120 – 150 page range. Yet, I usually have at least 12 chapters. Dividing the book into sections, or parts, is a useful way to organize the chapters. If I do use sections, I write a short introduction (three or four paragraphs) for each section.

- A. Chapters - Chapters are major topical divisions. The order of the chapters is very important to the book. My editors almost always change the orders of my chapters when they do an edit. I like to start off each chapter with a quote, and I like to give my chapters cool names. It is sort of a trademark, and part of my branding strategy. I also keep my chapters short!
- B. Summary/conclusion/call to action - The books I write are all personal growth, motivational, business, marketing, or action books. I want my readers to use the information I supply. Therefore, at the end of the book, I always include a call to action that asks people to do something specific. If you do not use a call to action, you should at least do a summary.
- C. About the author - When I first started writing books, my wholesale buyers did not want a lot of information about the author in the books. This is peculiar to my market. It is not that way anymore. Now, I use this section to build my relationship with the readers. Emphasize the credentials you have to write the book, but do not be dull and boring. Tell your story. Invite people to communicate with you, and use those communications to sell more services and products. Send your readers to a website or blog.
- D. Appendices – This is an underutilized section of most books. Put complex information here. Don't bog your readers down with "extras" in the book itself. Use the appendices to give your readers follow-up exercises.


✕ *Overcoming Time Poverty* - This relatively short book has 12 chapters, and 2 Parts. There are no appendices. I usually stay away from appendices, because they involve complicated things that were too long for the book. If they were too long for the book, I write another book and put them there. This makes me more money.




29. Cool stuff that adds interest

Okay, your book is written. What do you have? You have a lot of words on a lot of pages. Let's talk about some cool things you can put into the book to make it more readable, more memorable, and just plain more interesting.


- A. Headings – Read any of my books, and you will see lots of bolded headings. My book designer, Jack Parry of Parry Design, is a master at making my headings look great. It breaks up the pages, and gives people an idea of what they are about to read. I love headings. Do I use them too often? Maybe, but the two million plus people who read my books don't seem to think so!

 *Overcoming Time Poverty* - You will see a LOT of headings in this book. It is my style.

- B. Call-outs – Call-outs are sometimes called side bars. They are parts of the text that are bolded, italicized, and set apart from the rest of the page in some way. They can be actual words and sentences from the text itself, or added material that relates to the text. They give excellent visual interest to the work.

 *Overcoming Time Poverty* - Each chapter has at least one “Time Out” which, while technically not a call out, is a great way to give your book interest.

- C. Graphs/charts - I do love graphs and charts. But beware. Don't fall into the trap that so many authors do. Don't expect your readers to simply look at a chart or graph and understand it. Always explain it to them in a caption. This makes it so much clearer. Do not force them to read through the text in the chapter to try to understand the most important parts of the graphs.

 *Overcoming Time Poverty* - The chart on page 80 is a good example of a useful chart, but it does lack some explanation outside the body of the text.

- D. Pictures – Pictures add interest. These days, you can get free images from Google Images online or other sources. However, most of us are going to print our books in black and white, so make sure the pictures print well in black and white. As with the graphs and charts, use captions to explain the pictures.

- E. Graphics – Graphics are similar to pictures, but they are more abstract. The same rules apply for graphics as pictures and graphs.

- F. Keys/check marks – Here is a great way to add interest to your book. I used it in my first bestseller, *Reclaiming The American Dream – the keys to financial freedom*. I played off the “keys to financial freedom” theme and used a picture of a key next to key points in the text. The key points were all bolded and italicized. It was very popular with my readers.



Many of them would reread the book, just going through the keys. I have also used other features over the years, such as large check marks. Try it.

- G. Chapter quotes - Everyone loves quotes at the beginning of a chapter. Today, with the internet, there are so many sources of quotes that it is quite easy to find them. Look for quotes that have some relevance to the topic in the chapter, and that are either humorous or insightful.

✂ *Overcoming Time Poverty* - I really enjoy looking for quotes for each chapter. I think I found some really good ones for the book. Sometimes, I will use a quote from one of my other books.

- H. Backwards design (Read the last chapter first, with check offs, like in my book *Change It!*) - This is a new technique for me. In *Change It!*, we talk about 40 terms and concepts from throughout the book, and list them in the last chapter with a blank line just to the left of the phrases. In the introduction, we instruct our readers to read the last chapter first, getting familiar with the phrases. Now, as they read the book and come across one of the phrases or concepts, they go to the last chapter and write down the page number where they found it. Although we just released this book, feedback on this technique has been excellent.

- I. Four-color pages - These are expensive, but they add a real WOW factor. If your book sells at a higher price than average, you may want to use a four-color photo or chart in the book.

- J. Illustrations (artist) - There are many graphic artists around today who can create fantastic designs or drawings for your books. They make great highlights for the reader to enjoy.

- K. Illustrations (examples) - People love examples from real life. The technical term for these examples is “illustration”, so we wanted to include it here. Use examples, case studies and other techniques to help your readers understand exactly how to apply lessons from the book to real life situations.

✂ *Overcoming Time Poverty* - I use examples all throughout the book, but especially in the “Time Out” sections. I change the names to protect the identity of some of the people I am talking about.

Now You Know The Anatomy... Put It To Work

Okay, you now know what should be in (and on) a book. Now it is time to get started on your book. You will find the exercises in the next section very helpful.

Let us know how we can help you. We have a full range of services and products for self-published authors just like you. It is our pleasure to help you get your book into print.



Part II

Fourteen Exercises to Simplify Your Writing Process



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The Exercises

When you complete the exercises in this workbook, you will be well on your way towards completing your book. You will have goals, a schedule, and even a basic outline.

In the first set of exercises, you will be asked to make a commitment. It is a commitment to yourself and to your readers. You will notice that some of the exercises are marked with a set of asterisk (***) . These are the most important exercises to your success. After completing each of these, sign your name on the line, and date it. This is your commitment. There are no penalties for breaking your promises to yourself, except the following:

1. You do not reach your goals
2. Your book will be behind schedule
3. You will disappoint your readers

We do not know how many books go unfinished each year. We do know this – without a strong desire to finish the book, serve your readers, and reap the personal rewards of being an author, you will never make it as a self-publisher. Do you have the right stuff? Are you the one who will write a fantastic book, publish it, and meet your goals? We hope so! If you are that person, you are in for a great feeling. Writing a book is a wonderful thing, and your readers are counting on you.



Exercise 1

Why Do You Want to Write a Book? ***

There are many reasons for people to sit down and write. Some feel the need to tell a story, based on an idea they've been thinking about for a long time. Some feel the need to tell their own story, based on the experiences of their lives. Some have a special talent, and they want to write a "how-to" book and share their expertise.

If you are a speaker, you may want to have a book to promote your speaking. (It's great to be able to say that you are an author!) Maybe you are looking to sell your book after your talk, at "back-of-the-room" sales. This can be very lucrative, as people are usually delighted to purchase a book from a speaker they just heard, especially if the speaker will autograph that book.

Think about why you are writing your book. What do you want your readers to get from it? What do you hope to accomplish by writing it? Complete the exercises on the next three pages. This is a very important step in the writing process.



Exercise 2

Your Goals***

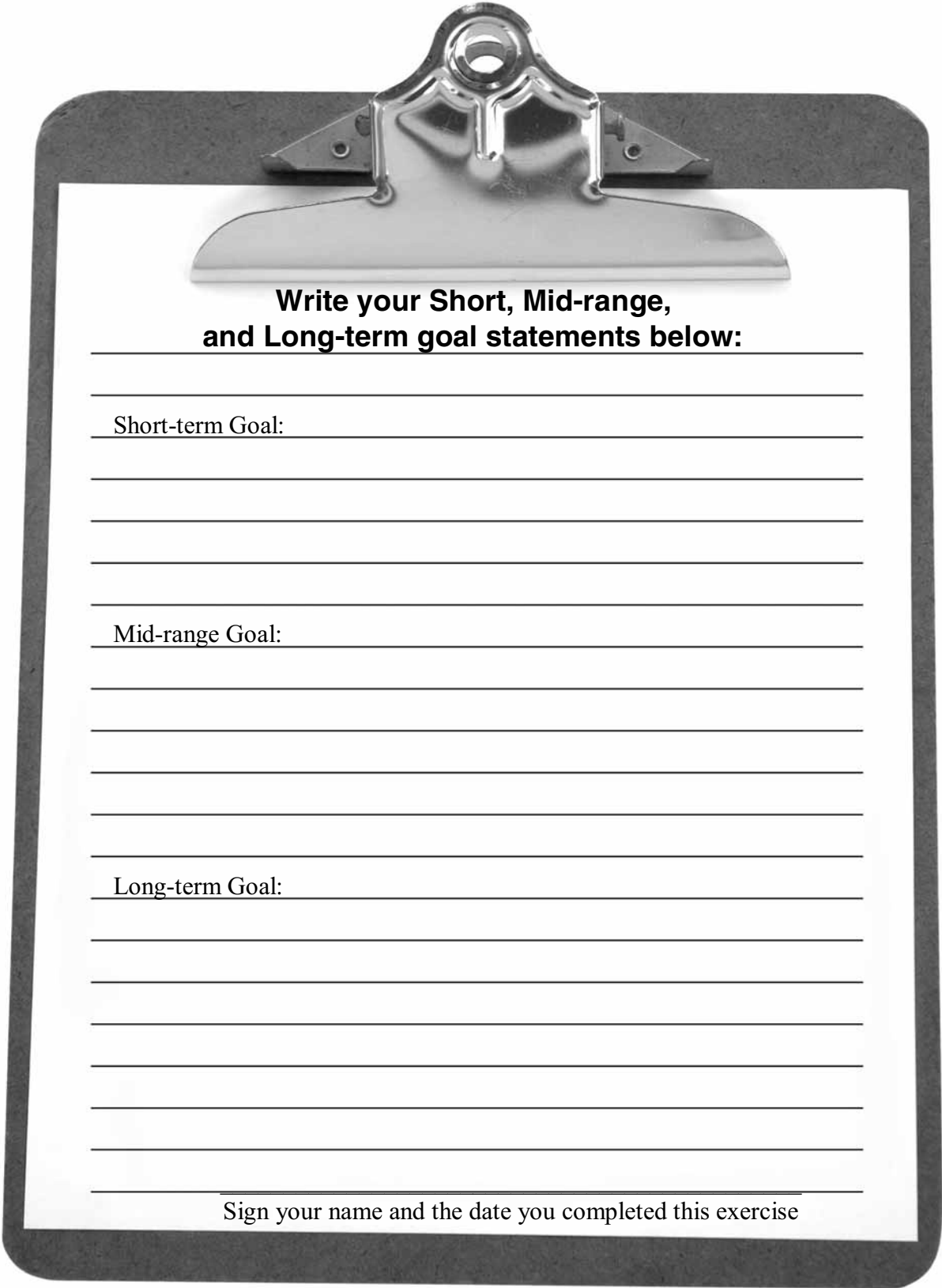
A goal has three components. It is timely (a specific timeframe for when you will accomplish it), measurable (how much or how many) and attainable (possible). Below, there are two goal statements. One is bad, the other is good.

Bad – I want to sell a lot of books, and make a ton of money.

Good – In the first six months after completing the book, I want to sell 5,000 books, at an average price of \$10, and have a net profit of \$20,000 after expenses.

You may have other goals for your book. For example, you might want to attract 10 new clients in the first six months by handing out your book at presentations. Okay, how many presentations will you make, how many books will you give out, and how many clients do you expect to do business with as a result of your actions? Or, you might write a book to help people solve some problem, and you are really not concerned about money. That is fine. For your goal, you want to determine how many people you want to reach, and how specifically you want them to change.





**Write your Short, Mid-range,
and Long-term goal statements below:**

Short-term Goal:

Mid-range Goal:

Long-term Goal:

Sign your name and the date you completed this exercise



Exercise 3

Who is Your Intended Audience? ***

You are not writing a book for yourself! You are writing it for your readers. If you want to be an author, start thinking about your readers all the time.

You might want to divide your readers into primary and secondary groups. Describe each one in detail. Use demographics first, such as age, income level, geographic areas, business affiliations, etc. Then, describe their likes and dislikes, needs and problems. What other books do they read that are similar to yours? Does this group of people buy books? Where do they buy them, or how do they buy them?

Be sure to describe, in detail, the problem that your book solves for this group. Will your book simply entertain them, or does it deliver a solution that will make a meaningful difference in their lives?



Exercise 4

When Will You Write This Book, and When Will it be Finished?

Writing requires discipline. In order to be a writer, you must write! In the space provided, describe your writing schedule by the day, week and month. Where will you write? Is it a desk, or the dining room table? After you describe your writing schedule, set a date for completing the book outline, the first chapter, and the entire book.



Where will you write?

How many hours, words, or pages will you write each day?

How many days per week will you write?

When will you finish your outline, the first chapter, and the entire book?



Exercise 5

What are You Going to Write?

What kind of book is this, and what are the topics you will cover? What other books have been written on this topic? What are their strengths and weaknesses?

Once you describe the topic, list the subtopics that logically fall into this category. (This will be important when you divide the book into parts, sections or chapters.)

In the space provided, talk about your topic. What do you want to cover? What won't you cover?





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Exercise 6

The Second “Who”

Who are you? What makes you qualified to write this book? What unique qualifications do you have? Why would people believe you? Did you have any special training? Do you hold any licenses, degrees or diplomas that make you qualified to write about this topic? Have you written anything else in this topical area?

All of these questions will be important for the marketing of your book. Answer them carefully in this space.





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Exercise 7

Where Can You Sell, or Distribute Your Book?

Forget the bookstores. They are terrible places to sell your book. Everyone else is trying to sell *their* books there. Yes, the people who go into bookstores are looking for books to buy, so that is a plus. But, you are probably not going to get shelf space. And if you do, your book will be hidden in a huge shelf with all the other, *competing* books! That is the worse part. Every other book on the shelf near yours will be the same type of book. If you write something on leadership, your book will be surrounded by other leadership books. Is your book about real estate, or personal finance? Guess what? So are the books all around yours. And, some of them are by famous authors – people with a big name and a long history of writing.

Even if a bookstore decides to take your book, they will buy one or two. And if they do not sell it, they will expect you to give them their money back in a year – no matter what condition the book is in.

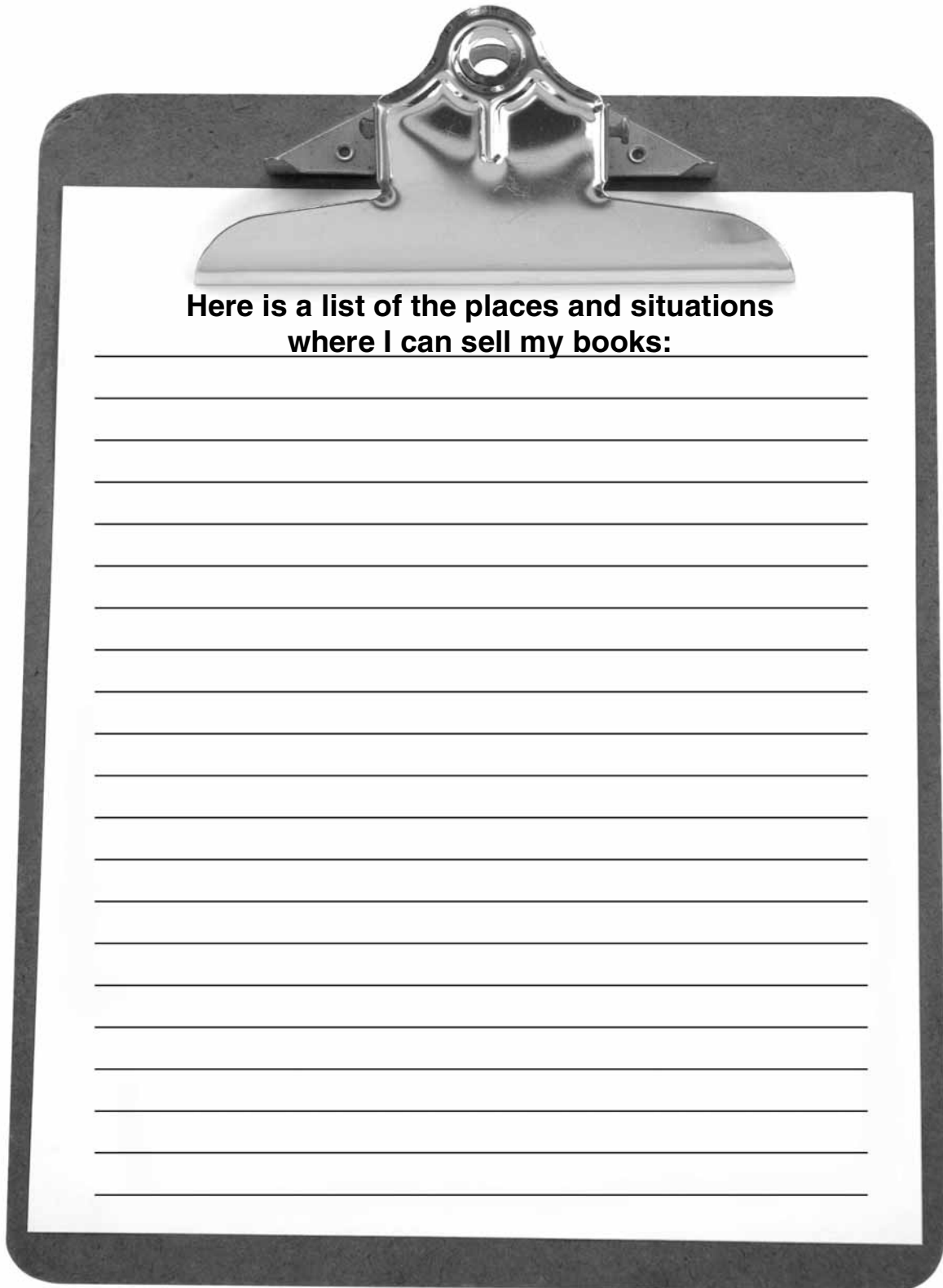
You may be able to find a wholesaler who will sell your book to a lot of bookstores, but this will only sell a few thousand books at most. Sure, there are some books that gain a lot of prominence and sales, but they are literally one in a hundred thousand. No, wait; make that one in a million. For every *Chicken Soup for the Soul*, or *The Secret*, there are a million books like *Prosumer Power*, *10 Rules to Break & 10 Rules to Make*, or *Overcoming Time Poverty*. I am sure you have heard of *Chicken Soup* and *The Secret*, but you may not have heard about the other three. I wrote them. I sold 1,000,000 *Prosumer Power*'s, over 250,000 *10 Rules to Break ...*, and *Overcoming Time Poverty* is still going strong, with about 125,000 sold. All three of these books are translated into 20 languages! Yet, I never once approached a bookstore, or sold them through a wholesaler to a bookstore. A few thousand copies of each book were ordered by people at bookstores, but that was only because they sold so many copies in other channels.

My friend Mills Cooper, who wrote the spiritual novel *Generation Curse*, does not sell his books through bookstores. He sells them through churches, spiritual groups, and even in a few restaurants. Patrick Snow, the author of *Creating Your Own Destiny* started off his career by trying to sell books to stores. Today he sells them to his speaking clients, and his book, which is a hard cover priced at \$24.95, sold more than 160,000 copies.

With these figures in mind, let me ask you, “Where will you sell your book?” Think about where your readers will be. Can you partner with an established business? Do you know anyone with a huge list of names that might help you sell your book?



In the space below, list the places and situations where you can sell your book. Put some bookstores on the list if you like, but be creative. If you want to have a best seller, you will need to reach a lot of people, at just the right time.



**Here is a list of the places and situations
where I can sell my books:**



Exercise 8

The Title

At this stage, the exercise should probably be called “The Working Title” because the title will often change during the writing. You come up with new ideas, or more information may become available. Sometimes, a friend or colleague will make a random comment when discussing the book. My first bestseller, *Reclaiming The American Dream* started out as *While The Corporate Kingdom Slept*. My book *Change It!* had so many titles that I cannot even remember them all.

Titles come from all sorts of sources. I was listening to a lecture at the university where I taught when the guest speaker used the phrase “Time Poverty”. I was sitting next to one of my good friends, and she turned to me and said “That will probably be the title of your next book.” She was right. I decided to write *Overcoming Time Poverty* that day.

A great way to come up with title ideas is to brainstorm with your family and friends. Tell them what your book is about, and see what they come up with. Another way is to look for a specific “catch phrase” you can pull out, like I did in my book *Change It!*.

Once you have a working title, run it by a few people. Find people who don’t know what your book is about. Ask them, “If you saw a book with this title, would you be intrigued? What do you think it would be about? Would you want to read this book? Would you want to buy this book?”

In addition, if you have an idea of where your book will be sold or how it will be used, (for example, sold in back-of-the-room sales after a talk, or used to promote a talk, or sold via your local bookstore, church, etc.), seek out feedback from the people who will be selling your book, or booking you as a speaker. They will give you some great insights. Be sure to take down notes on the responses you receive to your working title.



An Example of a Memorable Title

A couple of years ago, my daughter’s laptop developed a problem with the keyboard. It was a Dell computer, and we had a warranty, so we called the number they gave us. The person that answered the phone was in India, and he arranged to get a new keyboard shipped to us. Before completing the call, he talked us through removing the old keyboard.

In a slight lull in the process, as my daughter worked on her computer, he said to me “Are you Dr. Bill Quain who wrote *Overcoming Time Poverty*?” Here I was, talking to a man on the other side of the earth, and he is asking me about my book! He went on to tell me that a business weekly in India had named me one of the top “New Millennium Business Gurus”. Folks, when they call you a “guru” in India, they know how to use the term! I’m sure having a unique title like *Overcoming Time Poverty* helped to get my book read and remembered.

Get Started

In the space provided, write the WORKING title of your book. If you can not think of a worthy title, just write a short sentence that will help keep you focused. For example: “How to Be A Successful Father” or “Failing Isn’t So Bad Once You Finally Win”. This is also a good place to keep notes on what people think about your title ideas, and to jot down new ideas as they come to you.





Exercise 9

The Subtitle

I have a subtitle for every one of my books when I start to write them, but I don't think I ever actually published a book with the original subtitle. Several times, the original TITLE became the subtitle.

Look at the subtitle for *Overcoming Time Poverty*, which is “How to Achieve More by Working Less.” Many people think that should have been the title of the book, with *Overcoming Time Poverty* as the subtitle. In fact, I did not think of the subtitle until the very end of the book. By that time, I had used the Time Poverty theme throughout the work and it would have been too difficult to change it.

I do not think you actually need a subtitle at the time you start to write the book. It will come to you later. But, even at this early stage, it is a good idea to think about your subtitle. Who knows, you may get lucky. It may end up being the title!

A Subtitle is a Tag Line

Subtitles are very important to the *finished* product. They are a tag line, or motto. They give the reader some insight into the book. I think my subtitle “How to Achieve More By Working Less” is a brilliant tag line. Maybe it is the reason we sold so many books.

In the space provided, write the working tag line for your book. When you are finished writing the entire book, come back to this exercise and see if the subtitle still makes sense. Only you will know if it is right for your book, and your target readership.





Exercise 10

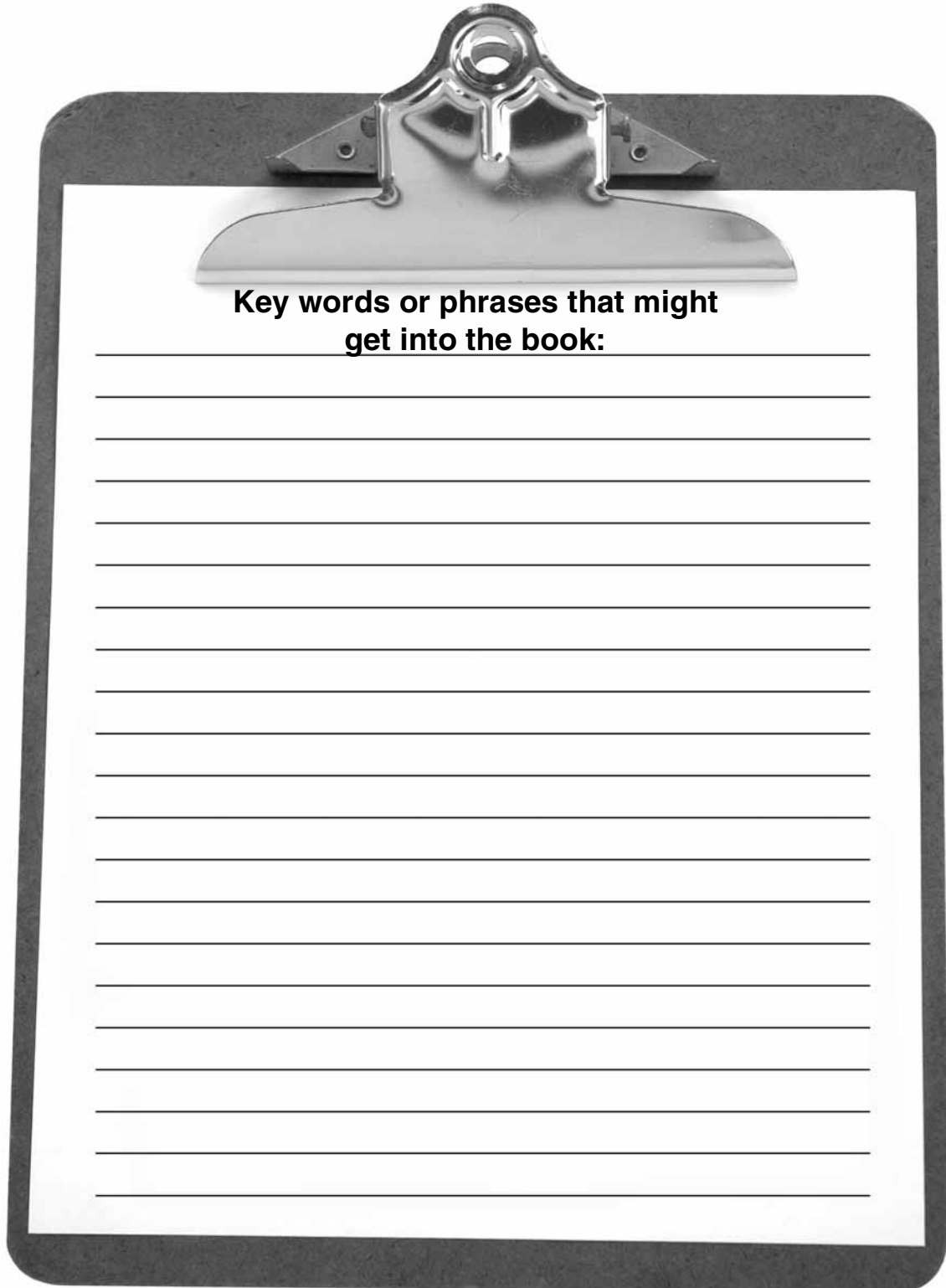
Shortcuts to Help You Finish the Book

Here is a little bonus section for you! It has exercises that will help shorten the writing time for your book. All the exercises are listed under “Exercise 10”, because they are all things you need to do to put together a great book.



B. Key Words or Phrases

As you write the book, you are going to come up with some words or phrases that will be important. Maybe you will write an entire chapter about it. Perhaps you will just put it into some notes. No matter – write them here so you will know where they are.

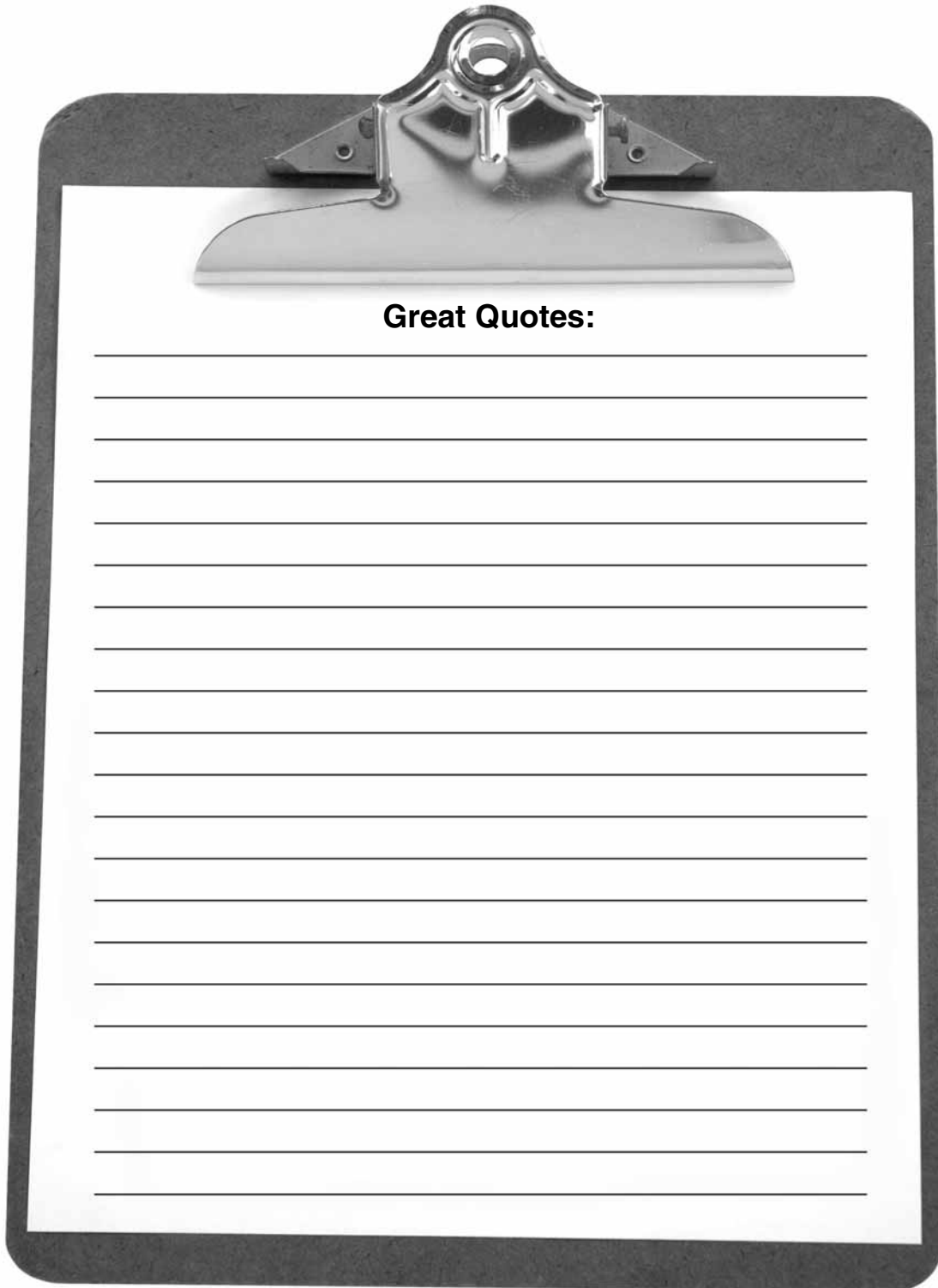


**Key words or phrases that might
get into the book:**



C. Great Quotes

I like to put quotes at the beginning of each chapter. Many other authors do the same. Readers like it. In the space below, start writing down quotes as you come across them. Later, you can use them in your book. Be sure to accurately record the name of the person who said it, with correct spelling and detailed source information.

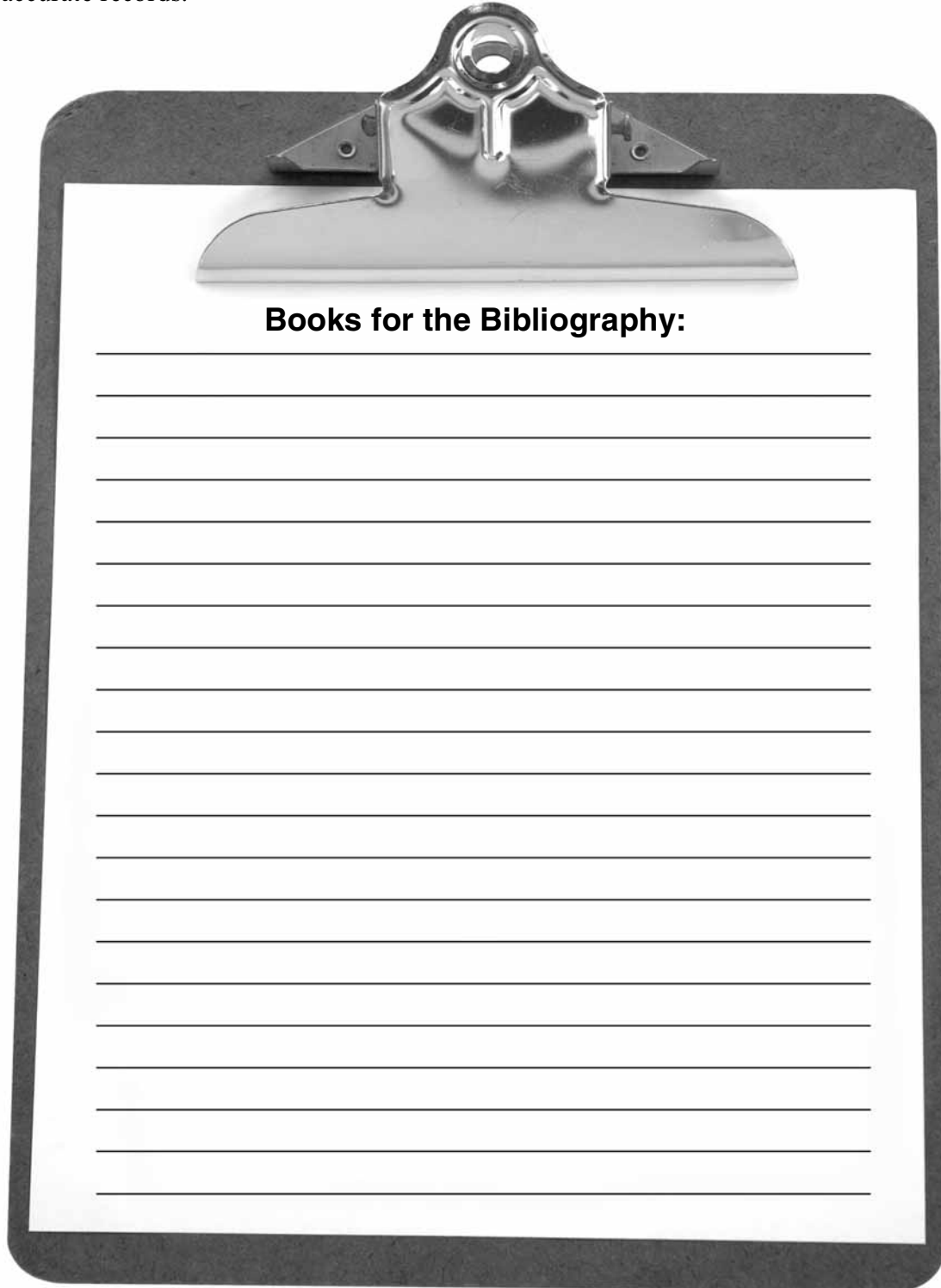


Great Quotes:



G. Bibliography

For some books, it is a good idea to list the names of other books that you used for research or background. This is called a Bibliography. Use the space below to keep track of the books you used. It will save you a ton of time later. Be sure to keep accurate records.

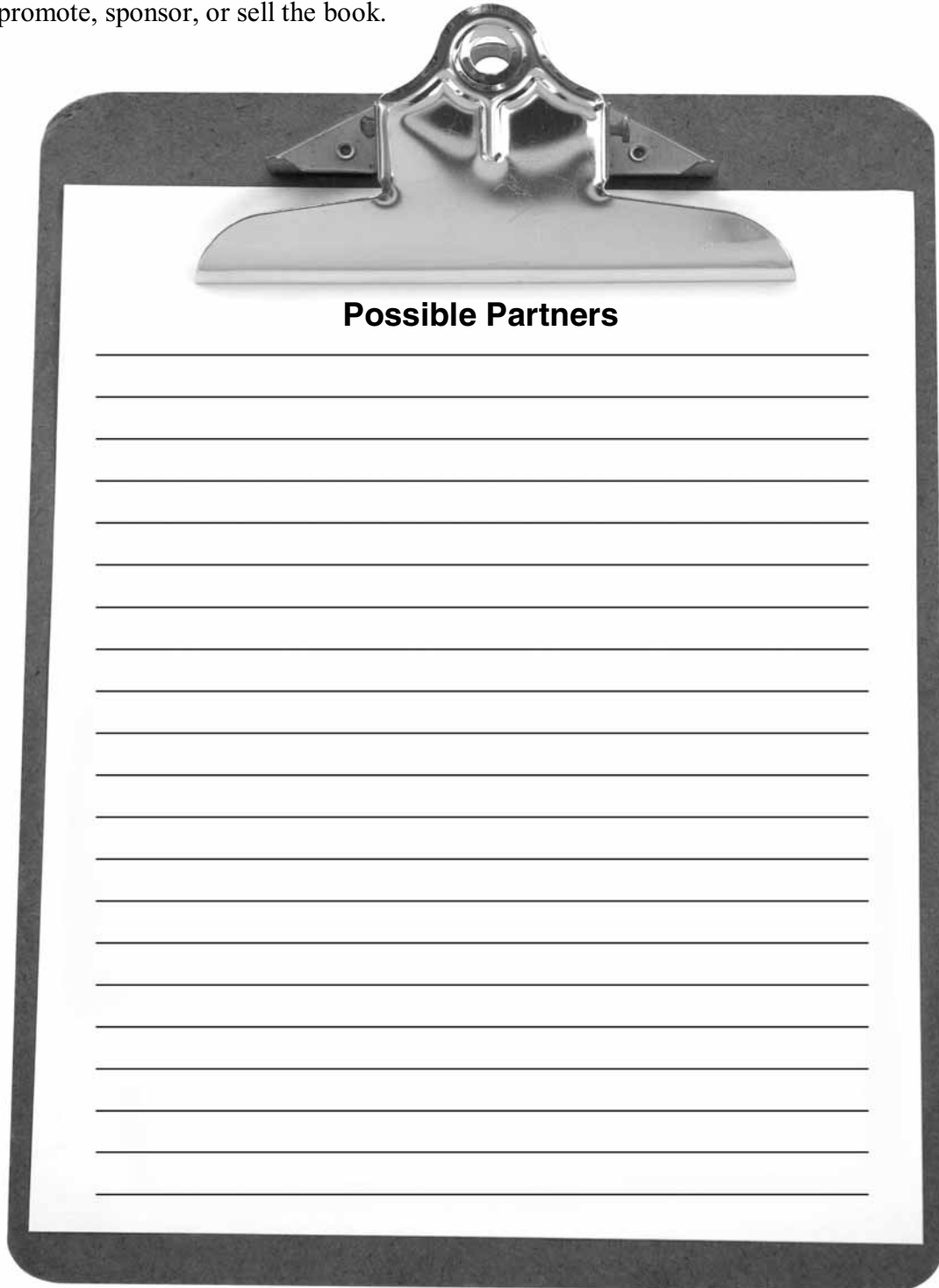


Books for the Bibliography:



I. Possible Partners

When you finish writing the book, you will be looking for partners to help you promote and sell it. Depending on the type of book you write, your partners may be collaborators, sponsors, experts, recommenders (people to write testimonials) or introducers (people who write your foreword or introduction.) In the space below, write the names, and contact information, of anyone who can help introduce, promote, sponsor, or sell the book.



Possible Partners



J. Photos, Drawings, Charts, and Graphs

As you write the book, you are going to come up with ideas for drawings, charts, etc. DO NOT STOP WRITING to go and find these things! Just make a note in the text, and make a note in this section of *The Anatomy of a Self-Published Book*. There will be plenty of time later to put these things into the book.

In *Overcoming Time Poverty*, there are drawings and tables on pages xi, 50, 51, 61, and 80. I got the idea for these things as I was writing. My designer, Jack Parry of Parry Design, did the actual layout of these items. I sent him separate notes about each one, carefully describing what I wanted. I even did a rough sketch of the hourglasses on page ix. Jack worked his magic and created them for me. He simply inserted them into the text at the spaces I had marked.

FYI – I mark special places in the text with a double line of asterisk, with a note to the designer in between them. For example, on page xi, the note would have looked something like this:

```
*****  
Jack, please draw two hourglasses. One is the traditional type. The other has just the  
top half, with the sand running out. Call me for details.  
*****
```

As Jack is going through the text and doing the layout, he finds these special marks and knows there is something different to do here. You can do the same thing with your designer.

This system works for leaving notes to yourself as well. For example, let's say you want to put a photo of a runner coming across the finish line. Just put in the double asterisks, and leave yourself a note. Then, write down the information you need in the space provided. Perhaps you will find a suitable photo on Google.



K. Other Products

As an author, you should be on the lookout for additional income streams for your product line. These can range from membership sites, to newsletters, to t-shirts, paid speeches, etc. Can you make an audio recording of or about the book? Can you spin off workbooks? Will your fans need some sort of continuing contact with you?

As you write the book, start looking at websites for books like yours. Go to Google and search around. Find out what others are doing, and do the same thing for your book or your market. It doesn't matter if you are writing a self-help book, a novel, or a cookbook. Everything has some sort of "spin-off" that could mean extra cash in your pocket!





**Here are the spin-offs and extras that I can use
to create new income streams:**



Exercise 11

Text Layout

READ THIS BEFORE YOU START TO WRITE!!!!

One of the largest expenses that you will incur may be the cost to have your book's text layout professionally designed. For me, it is worth it. I want my books to have the best look possible. So, I spend the money to get my text professionally designed. It isn't *really* expensive. I pay about \$1,100 - \$1,200 per book. However, it comes at the beginning of the production process, well before I will make any money on the book. (Unless I sell a sponsorship – a great technique to offset costs.)

You can do the layout yourself, however, and it is not that difficult. The best news is that you can do it directly in Microsoft Word. How convenient is that?

Here is the big secret that our Printer noted earlier in the book. Set up your book before you start to write it. It is so simple. In fact, even if you are planning to use a professional text layout designer, it is helpful to write your book in the size it will appear. It gives you a better idea as to the number of pages in the book, and the writing area you have on each page. Just follow the exercise below, and you will have a professional-looking book. You can send it directly to the printer in this format.

This do-it-yourself approach is perfect for authors on a tight budget, or if you want to print 100 copies as a promotion, and plan to have the book professionally typeset for a longer run. For details on laying out your entire book, see Part III, Bonus Section: Using Microsoft Word to Layout Your Book.

Here's how to set your page size with Microsoft Word:

- A. Open Microsoft Word to a new document
- B. Click "File"
- C. Click "Page Setup"
- D. You will see a work box with three tabs: Margins, Paper, Layout
- E. On Margins tab – set top, bottom, left and right margins to 0.625.
- F. On Paper tab – Set paper size to the size of your book.
(8 ½ by 5 ½, 6 by 9, etc.)



G. On Layout tab – select desired headers and footers, and apply to appropriate pages.

Now, you are ready to type! You will find this much easier than formatting the text after you finish writing it in a normal size (8.5” by 11”) layout.



Exercise 12

Your Chapters

One of the most important things you can do to organize your book is to create a vision for your chapters. The chapters are the backbone of your book. They give the book its style and continuity.

What do you want your chapters to look like? Will they be short, or long? Will there be any special elements to them? How big is the typeface?

Look at Chapter 8 in *Overcoming Time Poverty*, “A Business of Your Own”. It begins on page 69. It is about 5 and a 1/3 pages long, which is a fairly typical chapter length in my books. Here are some of the design elements:

- A. Chapter begins on right side (odd page number) side of book.
- B. Chapter heading is in 28 point Century Schoolbook Regular. There is a quote, separated from the rest of the text with two lines.
- C. This chapter has 4 sub-headings, in 13 point Futura Bold Oblique typeface.
- D. There are two “Time Out” sections. These are special interest pieces I wrote at the same time as the book. Later, I put them into appropriate chapters. I did not use all the “Time Out” sections I wrote.
- E. The chapter number and title are headers on both the even and odd pages.
- F. The page numbers are at the bottom, on the outside corners.

I had a good idea about what I wanted my chapters to look like before I started writing. You should too! In the space below, describe the layout of your chapters.

My Chapters:

Title size and type:



Will there be a quote at the beginning?

What type of heading do I want?

How will the pages be numbered?

Will there be sub-headings? If so, what will they look like?

Are there any special characteristics, like call-outs or boxes that will appear in each chapter?

Will there be a chapter summary at the end of each chapter?

If my chapters will not start on the odd pages, how will they start?



Exercise 13

Your Sections or Parts

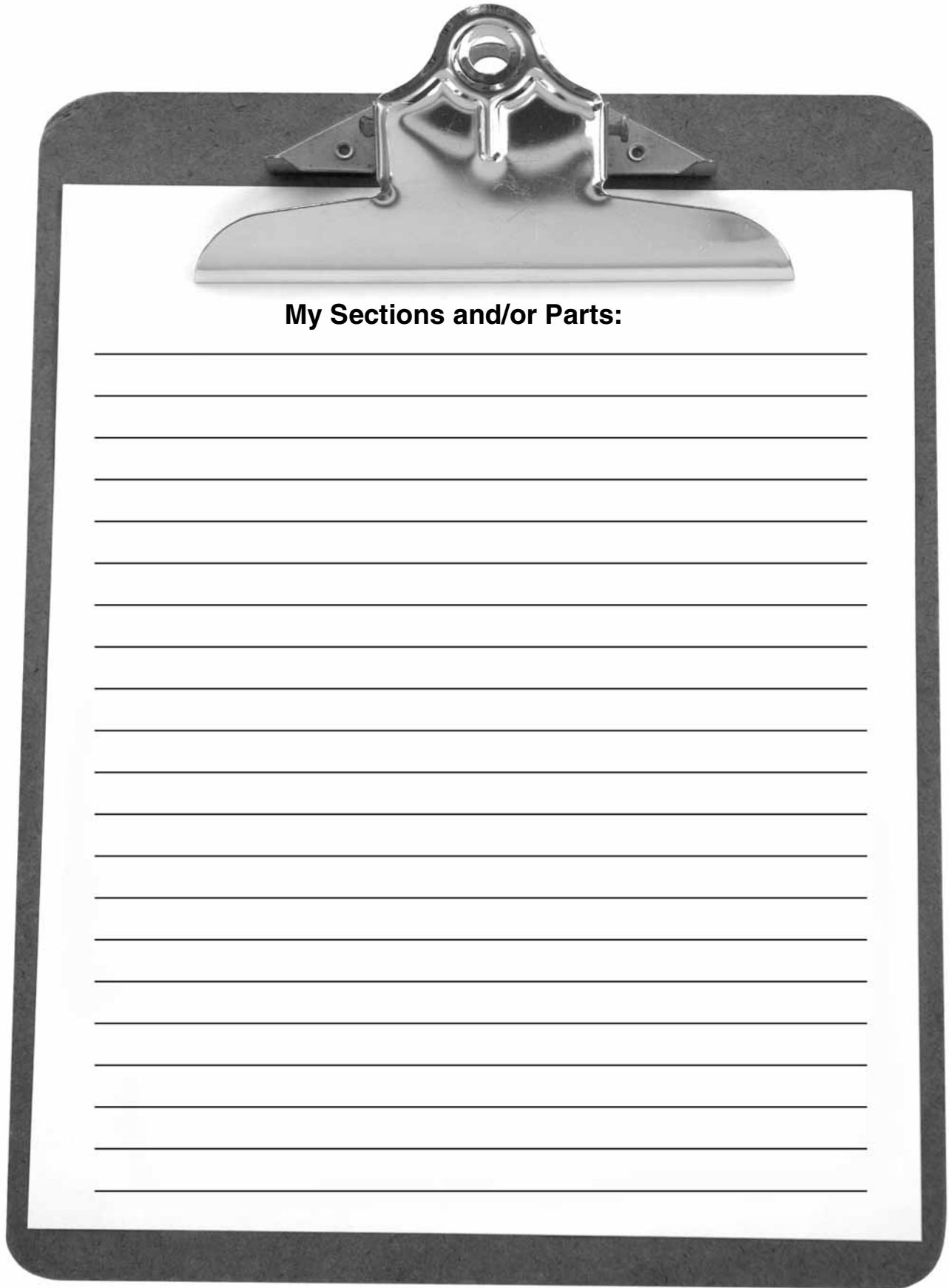
I find it useful to separate my book into Sections, or Parts. It helps organize my thought process while writing, and helps organize the reader's thought process while reading. It gives the book added structure.

You can divide all sorts of books into Sections – novels, biographies, histories, self-help, cookbooks – anything. *Overcoming Time Poverty* is divided into two Parts, and 13 chapters. Part 1 *Time Games* has six chapters, and Part 2 *How to Create a Time-Rich Life* has 7 chapters.

Usually, when I create Parts or Sections, I write a very short introduction (one or two paragraphs) for each Section. You can see examples of this on pages 3 and 55 in *Overcoming Time Poverty*.

In the space provided, list the Parts or Sections into which you will divide your chapters. Write a few sentences about each Part to explain “why” it exists, and what will go into this Part.





My Sections and/or Parts:



Exercise 14

Registering Your Book: Your ISBN, Barcode & Copyright

Your book needs an ISBN, Bar Code and Copyright. An ISBN is a 13-digit number that identifies your book by title, author and publisher. Your Bar Code will contain the ISBN, and is used by all retailers to record the sale of books. If you want to have your book in a bookstore, or on Amazon.com, or bn.com (Barnes and Noble), you need a Bar Code. And a Copyright protects your “intellectual property” – your book – from other people taking credit for your writing, or using it without your permission or proper citation.

If you want your book to be taken seriously, you need an ISBN, Bar Code and Copyright.

Here’s the good news: we can handle all this for you! But we want you to be familiar with the processes, so they are explained below.

In the United States, there is one official agency that distributes ISBN’s. It is R.R. Bowker. Their website explains all about ISBN’s and how they work. The best way to get to the website is through A & A Printing’s site, www.printshopcentral.com. Look on the left side of the home page for “ISBN Information”. Just click on the picture of the Bar Code, and you will go to an information page. At the bottom of the page is the link to the Bowker site, www.isbn.org. An individual ISBN from Bowker is \$75, and a Bar Code costs \$25. You will need to fill out an application and record the ISBN properly.

The United States has one agency to register Copyrights, The United States Copyright Office. They also have a website, www.copyright.gov/register. This website address takes you to the “eCO Online System” for filing a copyright registration online. It also explains the other 2 ways to file; registration with a fill-in form, (where you fill the form out on your computer, print it out, and mail it in along with a check), and registration with paper forms. The online registration costs \$35, and the fill-in and paper registrations cost \$45. (The paper registration forms are not available online. You have to request that they be mailed to you.) Certainly the online filing is the least expensive and most efficient way to go.

Once you have completed the application and paid the fee, you have to submit a copy of your book to the copyright office. They call this step “deposit submission”, or “deposit copy”. You can submit your book electronically (online), or by mail. The website gives you instructions for submitting your work.

The alternative to dealing with the hassles of Bowker and the US Copyright Office is to publish your book with Wales Publishing Company, and let us do all the work!



We will obtain an ISBN for you, and develop a Bar Code for your book cover. We will also register your copyright, in your name, with the US Copyright Office. The cost? It is included in one of our economical packages, and you also get 100 copies of your book!

In the space provided, record your ISBN application information, including Title, Author(s) name(s) and Publisher information, such as address and phone number.



My ISBN/Copyright Application Information:



START WRITING!

Congratulations, you are now ready to write your book. You established WHY you want to write it, WHO the target readers are and WHO you are. You know WHEN you will write, WHERE you will write, and WHEN the book will be finished. You even know WHAT you are going to write about. You also have some ideas about WHERE you will sell the book.

You've thought about your title and subtitle, your sections, chapters, and text layout. You learned 11 "shortcuts" that will help organize different parts of your book. And, you now know about registering your copyright and obtaining an ISBN and bar code.

Now that you have completed the preliminary work, it is time to actually start writing the book. A lot of authors skip the warm-up, and start writing without getting ready. If this situation describes your current project, do not worry. Several of my more popular books started this way. However, I didn't get too far before going back to the beginning.

There just isn't any way to get around it. If you want an exciting, provocative, insightful and PROFITABLE book, you have to take care of the basics. Get your story straight. Identify your target audience, and know why you are writing the book. Decide early how you will distribute it. All of these things are important, because without them, your book will lack focus and power.

But, when you are ready, you are ready! You've completed the exercises, and done a lot of thinking about your topic. You've conferred with friends and family. Now comes the fun part – the actual writing! We'd like to be the first ones to say, "Welcome, Author, to the world of self-publishing!"





Part III

Bonus Section:

Using Microsoft Word To Format Your Book



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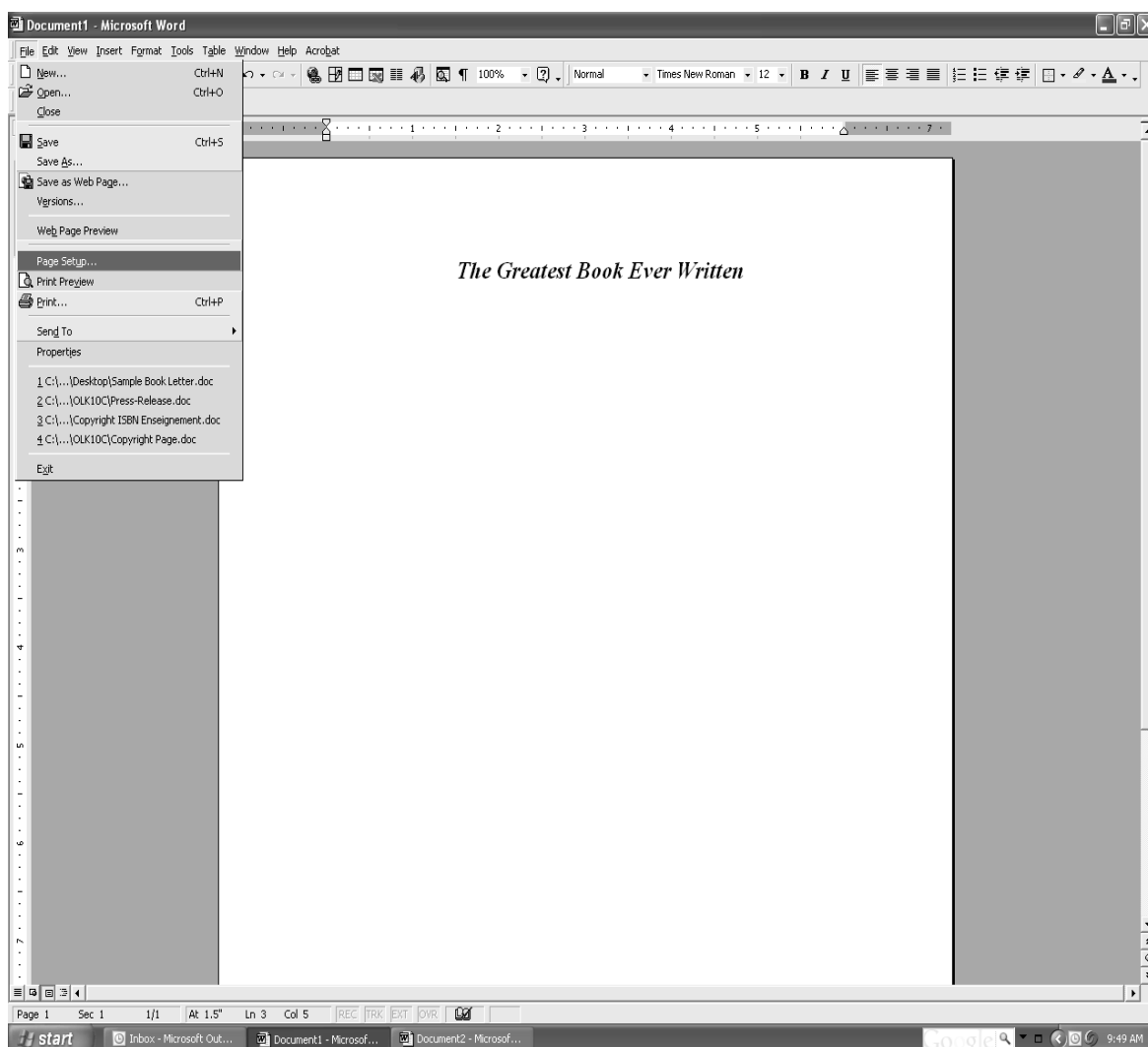
To Exit eBook
press ESC key



**Please note, different versions of Microsoft Word may have slight variations in the graphics presented below, but you can still easily follow the instructions.*

Formatting Book Size

Step 1: Click on **File** on the top left of the page, and then click **Page Setup** as highlighted below:

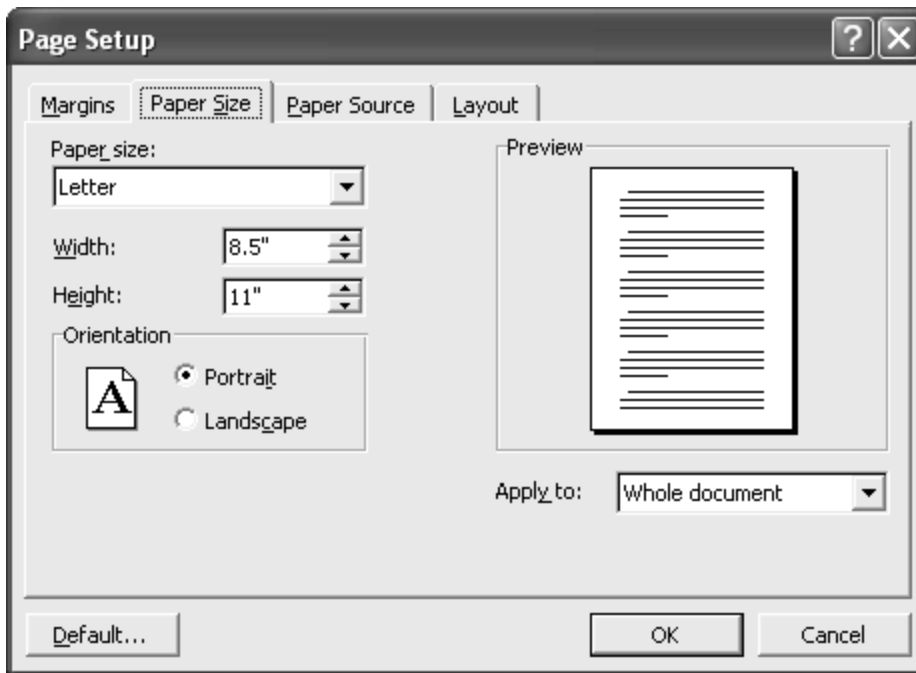


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To Exit eBook
press ESC key

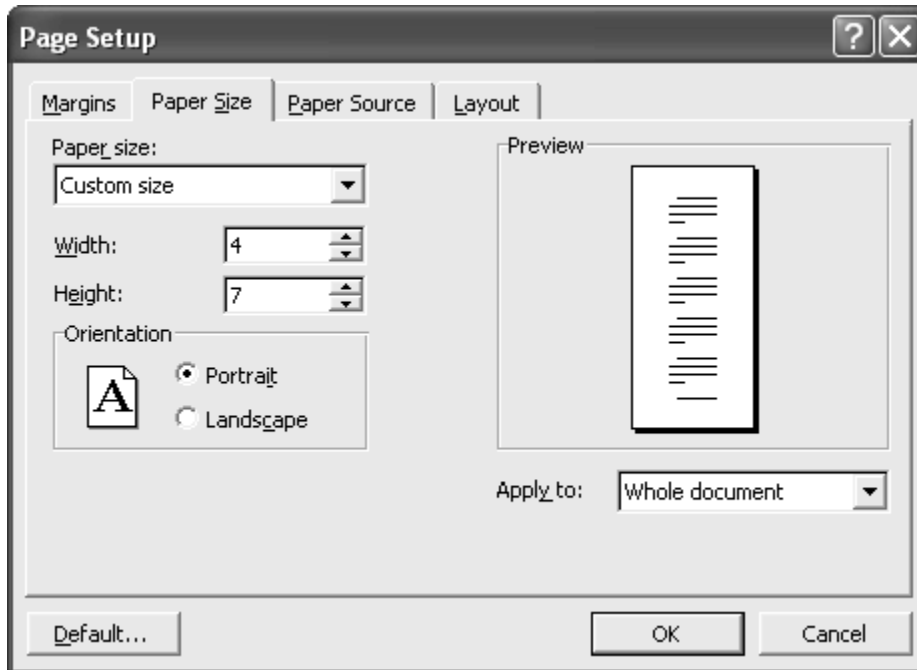


Step 2: Click on **Paper Size**, which will be started at 8.5 x 11. If you want the finished book size to be 8.5 x 11, you will not need to do anything further. If you want your finished book size to be anything else, proceed to the next page.

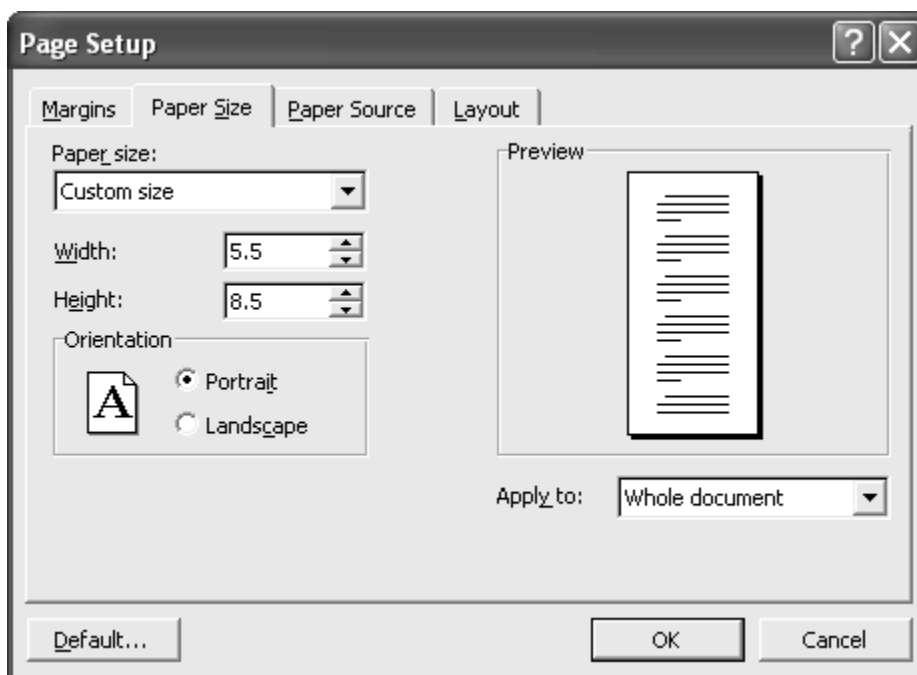


Note: This is the most important part of the process, and will make your life a lot easier down the road when going to print your books. If you have already written your book in the 8.5 x 11 size, either you or a formatter will need to go back through the document and change the page sizes as shown above. If you have not completely finished writing or have yet to begin, this step of setting the page size is very important. The key is to know what you would like the finished size of the book to be when completed and to be sitting on the bookstore shelf. Once you decide on that, you can now set your paper size as shown in the next step.





If you wanted the book size to be 4x7 in finished size, you would set the width and height as shown above.

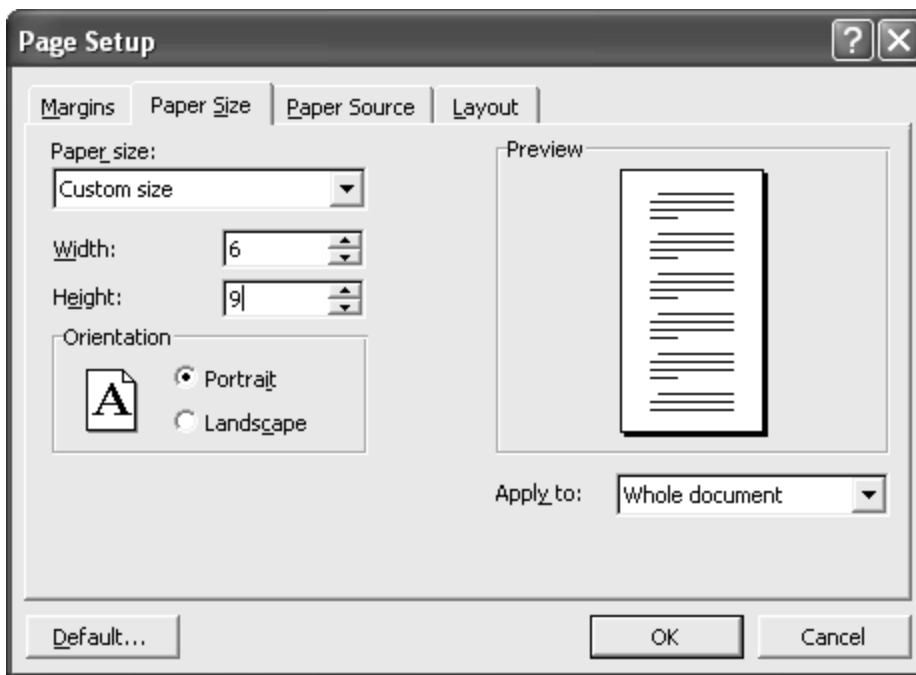


If you want the book to be more of a traditional size, you would set the width and height to 5.5 x 8.5. Most authors chose this size. It has become pretty much the standard size for book printing. Not only does it make the book easier to travel with, but also it is the most economical to



print, and thus gives you the opportunity to maximize the quantity and price per book cost. The less you spend per book, the more you can make per sale. At least 70% of the books we print are 5.5 x 8.5 in size. This seems to be the most popular. Again as mentioned before, once you get into larger runs after having some success with your book, cost becomes very important. If you printed 1,000 5.5 x 8.5 books and have around 100 numbered pages, it would cost you about \$1.75 per book. If you sell your book for \$19.99, you would make around \$18.00 per sale of each book. If you were to produce the same book but instead printed it as an 8.5 x 11, you would be spending closer to \$2.50 per book and your profit would not be as high.

The size of the book is generally dictated by the type of book it is and the audience. Most 8.5 x 11 books are used for history, course material, guides, cookbooks and real estate. Most novels, fiction and non-fiction, How-To books, motivational books, coaching and success stories, and everything in between is either 5.5 x 8.5 or 6 x 9 in size.



This final size would be a 6x9. Many authors like this size because it is a little bit bigger and stands out more on the shelf. The best way to make your decision on which size may work best for you is to look at similar books on the bookshelf and online. I always tell authors that are debating which size to print to go to the bookstore and see what other books look like that are of similar genres. Not only will you be able to see what size

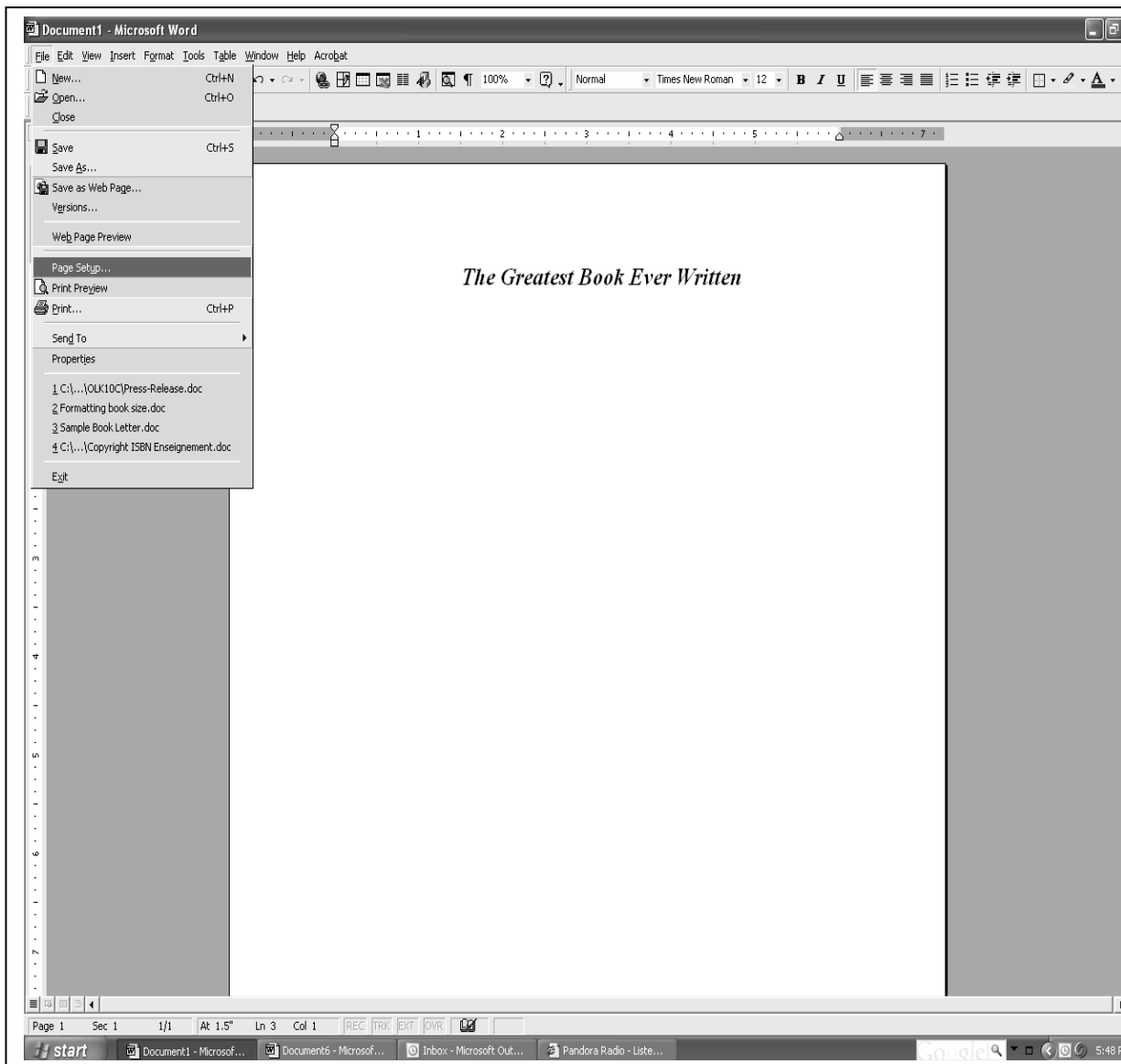


the books are, but you will also get to see what they are selling for. If every book on the subject you are writing about is 5.5 x 8.5 in size and sells for \$19.95, maybe you would consider producing a 6x9 book and selling it for \$16.95. The main thing to remember is that there are 3 standard sizes in book printing: 5.5 x 8.5, 6 x 9, and 8.5 x 11. Anything under or in between any of those sizes can be printed just as well, but it is very important to realize this before committing to your book project. If you really want your book to be a 7x10 for some reason, it is important to first understand that a 7x10 book is really just basically an 8.5 x 11 book cut down to that size. As a matter of fact, some printers, (not us), would actually charge you more for all the cutting and waste. In this case of wanting a 7x10, you may actually want to consider giving up an inch on both sides and producing a 6x9 book. Not only would this now become a standard size, but it will also be less expensive for you to have printed. Many authors don't know these things to begin with, but that is again the benefit of purchasing a workbook from an author that has sold 2.3 million copies of his books and a printer with 30 years of experience in book printing.

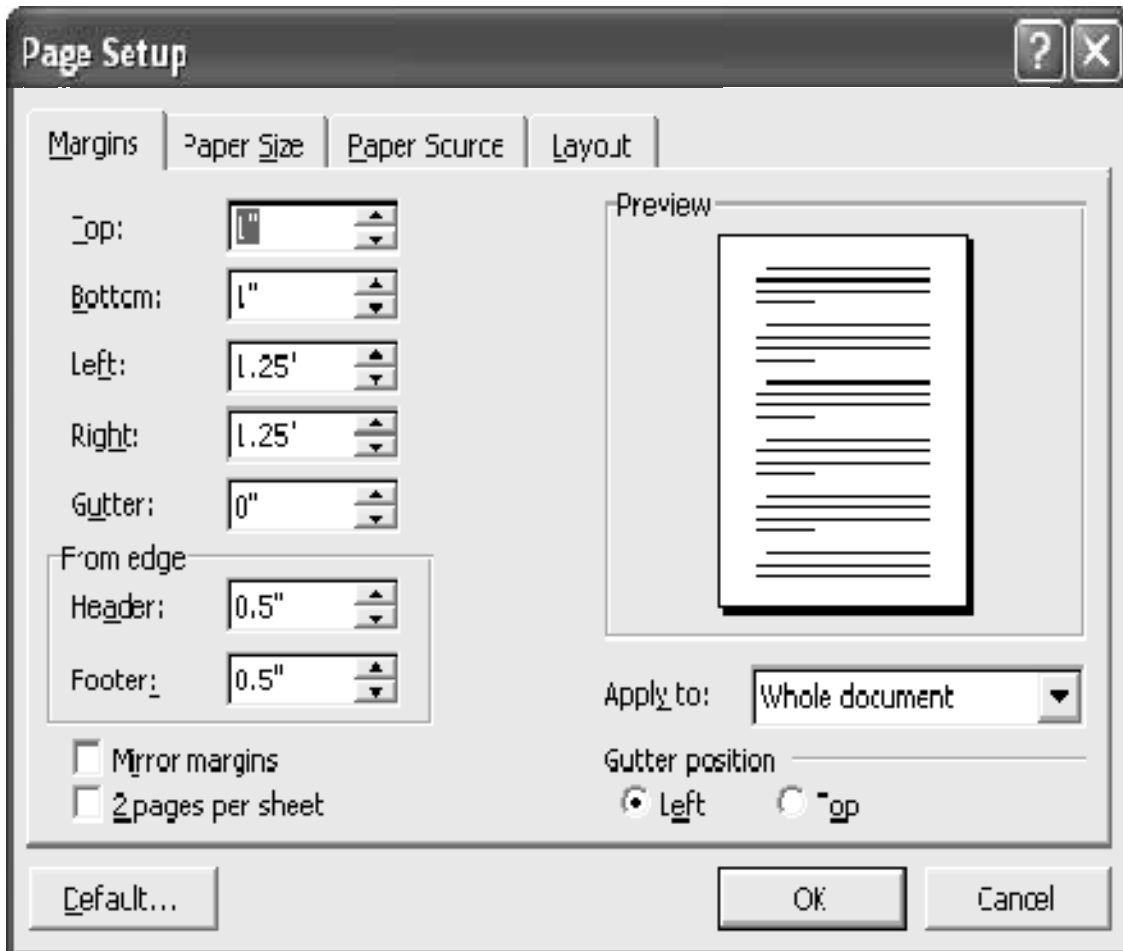


Setting Your Margins

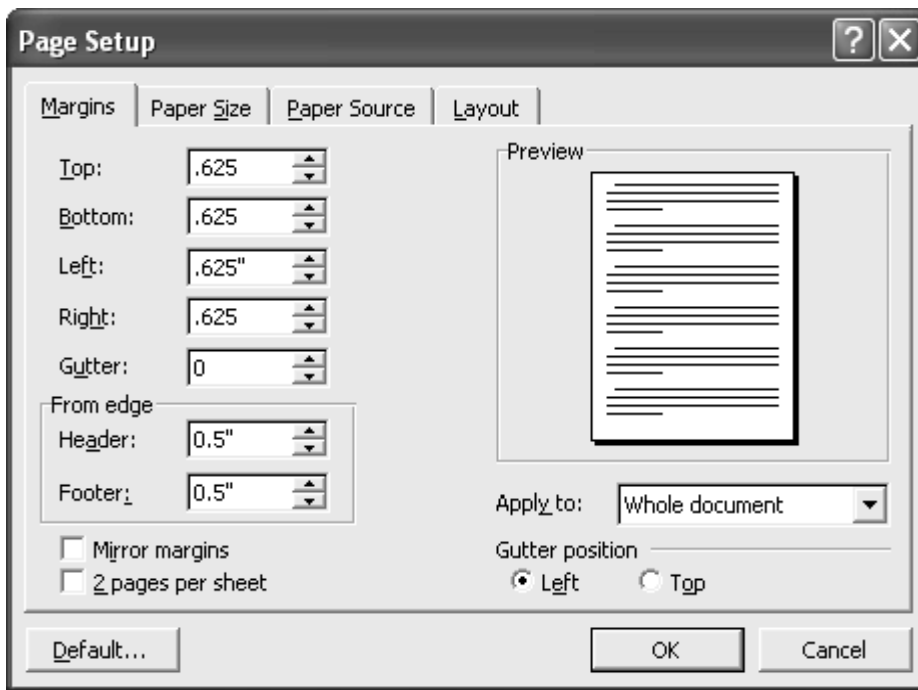
Step 1 : Click File, Page Setup as shown below



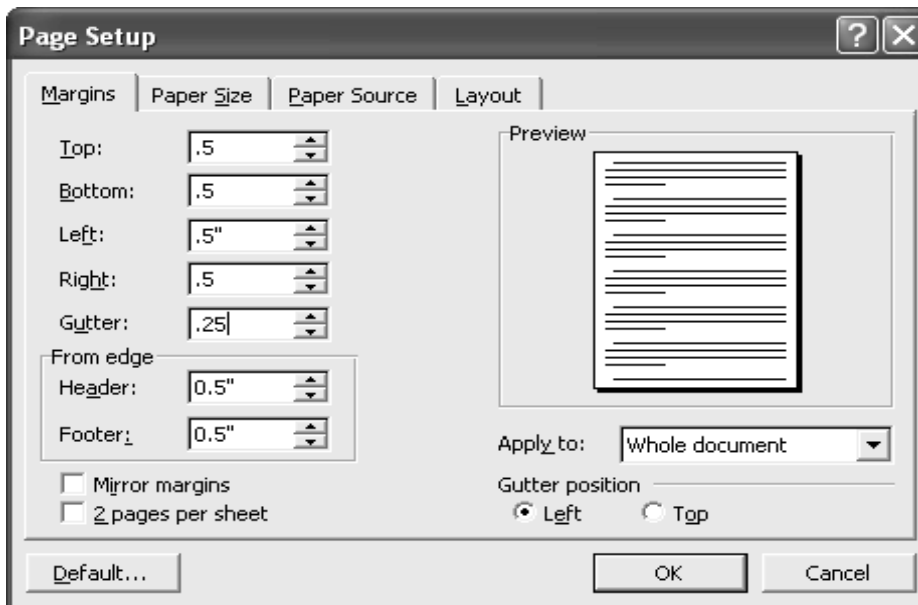
Step 2: Click on the **Margins** tab on the far left of the **Page Setup** options. These measurements may be set from another project or default measurements in Word, but you definitely will want to change these. These will all need to be changed so your book is formatted correctly and will look good when printed. Without the proper spacing and layout your book not only runs the risk of looking unprofessional but words and images may also get trimmed off. Following the steps below will ensure that the book looks proportional and symmetrical.



Step 3: Set your margins as shown below. This will allow you to have the book printed correctly and less work for your printer.

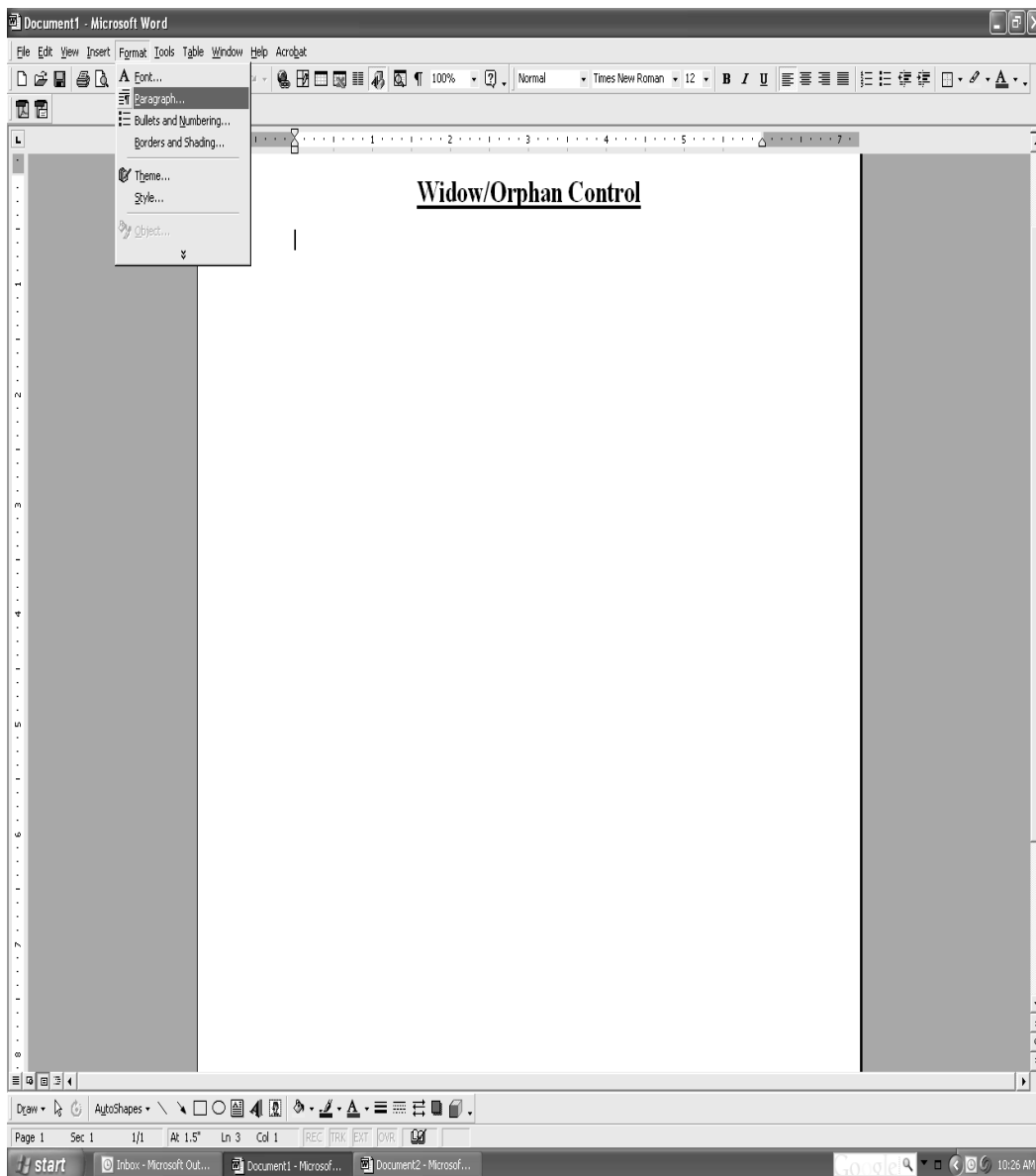


The “gutter” setting refers to the inside margins between two facing pages. This extra space allows for binding, and varies depending on the binding method used. If you want to set the gutters yourself and have some knowledge of layout, you can create your Margins as shown below:



Widow/Orphan Control

Step 1: Click **Format**, then **Paragraph** as shown above.



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Widow

- A paragraph-ending line that falls at the beginning of the following page/column, thus separated from the remainder of the text.

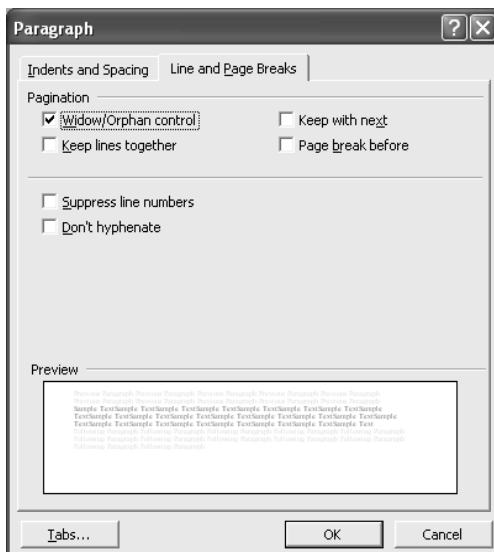
Orphan

- A paragraph-opening line that appears by itself at the bottom of a page/column.
- A word, part of a word or very short line that appears by itself at the end of a paragraph. Orphans result in too much white space between paragraphs or at the bottom of a page

Page 1	Page 2
xxxxx xxx xxxxx. Xxx x xxxxxx xxx	a widowed line.
xxxx xx xxxxx xx xxxxxxxxxxx, xxx xx	
xxxxx, x xxxx xxxxxxxxxxx xxx xxxxxx. Xxx xxxx xx xxxxx x xxxxx xxxxx xx x	
Xxxx xx xx xxxx xxxx xxxxxxxx xx xx xxxxx, x xxxx xxxxx. Xxxx xxxxxx xxx	

As you can see, having these can greatly affect the look and flow of your document. It is important to adjust the setting in word to prevent this from happening and causing you major work later re-formatting. Below is the setting designed to prevent this.

Step 2: Click on the **Line and Page Breaks Tab** and then check the box labeled **Widow/Orphan control** as shown above.



Inserting Page Breaks

Step 1: Click On **Insert, Break** as shown below:

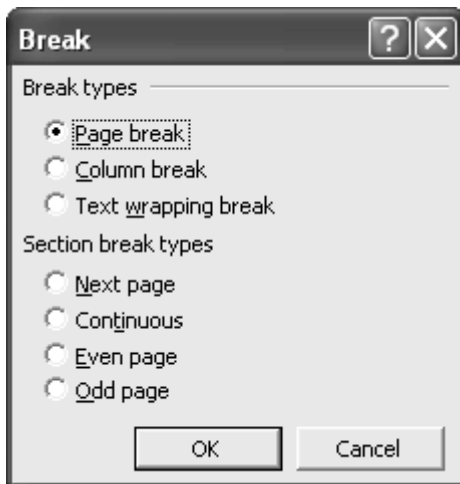


Click to View
Table of Contents

To Exit eBook
press ESC key

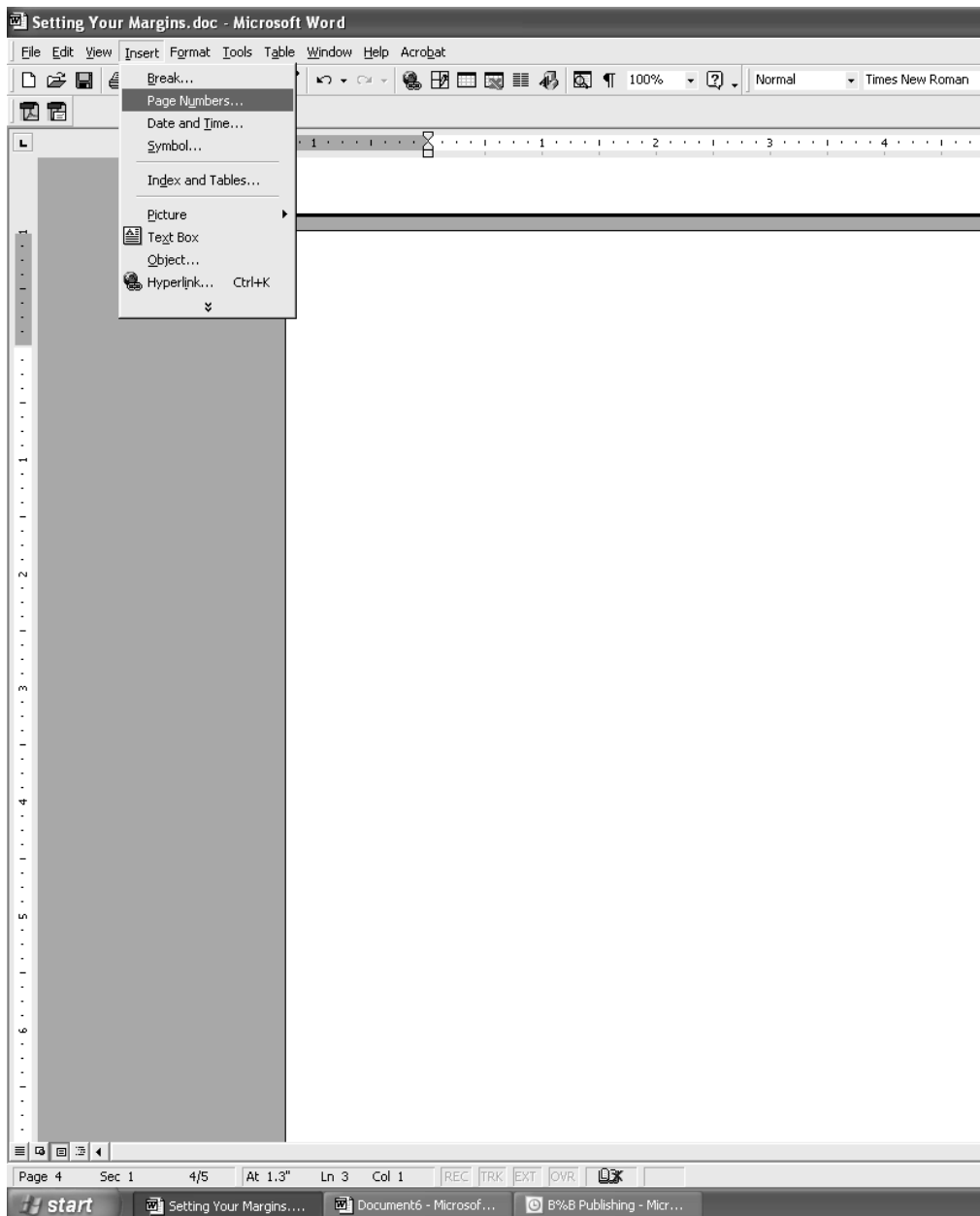


Step 2: Click **Page break, OK**. This step is very important to your book. When you are writing from page to page typically it will just take you from the bottom of a page to the top of a next page automatically. Page Breaks should be inserted when you have not filled up an entire page and are moving to the next page. For instance, if a page only had the Chapter heading or maybe just a picture by itself, it is very important to follow this step when going to the next page. Instead of just hitting the space bar or Enter to get to the next page, just simply move the cursor underneath whatever is on that page and insert page breaks. This will prevent your book from re-flowing and turning into a big mess later in the book. Once text starts moving from one page to the next, you will have a major problem on your hands.



Inserting Page Numbers

Step 1: Click on **Insert**, then click on **Page Numbers**

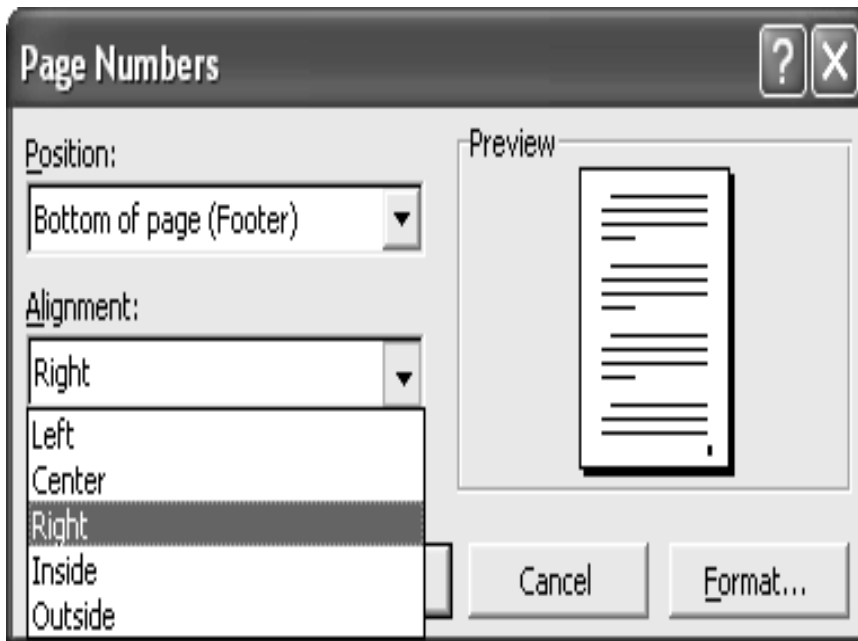


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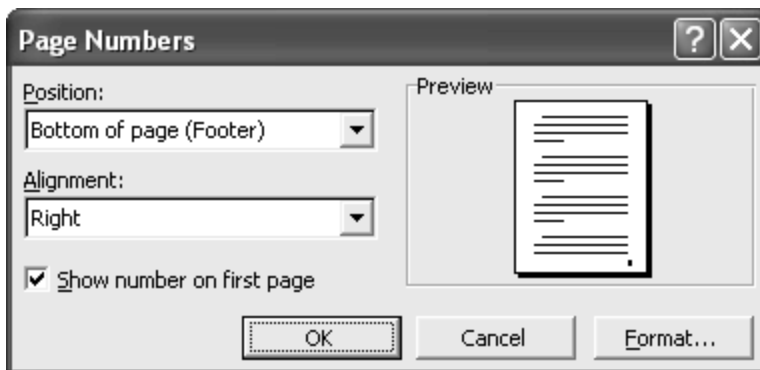
To Exit eBook
press ESC key



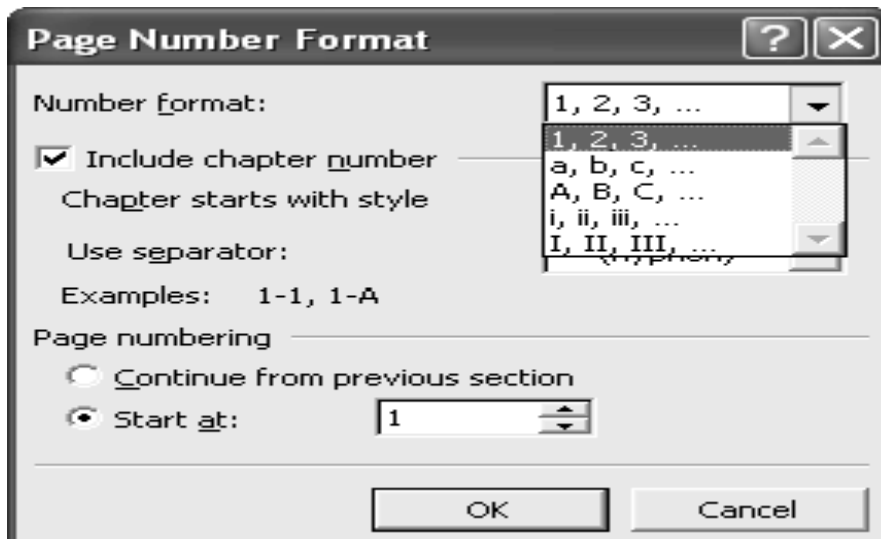
Step 2: Here you can either place the page numbers on the top or bottom of page in the **Position** section, and you can determine whether you want the page numbers to be on the left, right, or center of the top or bottom of the page.



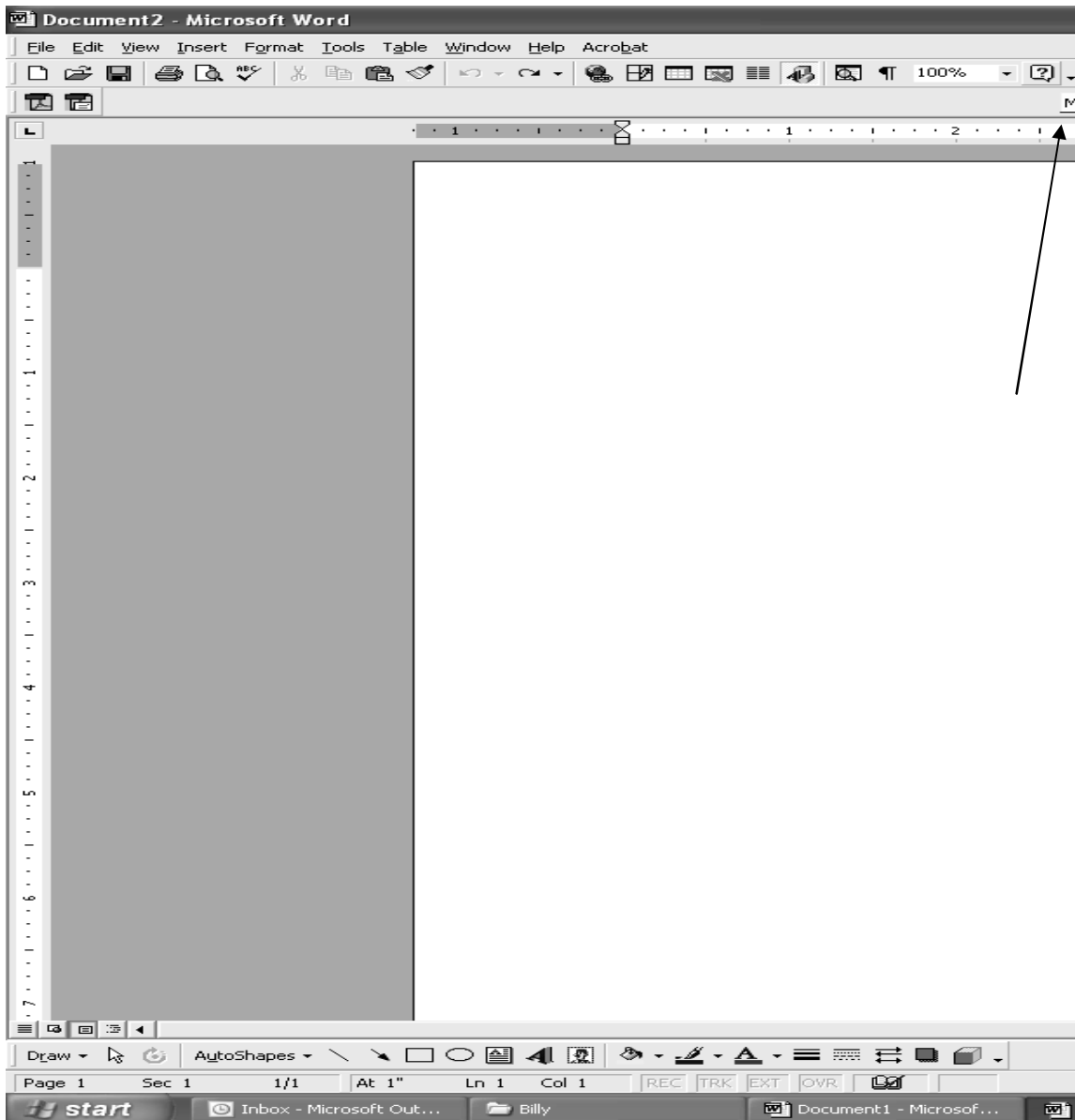
Step 3: Click on **Format** at bottom right



Step 4: As you can see below, you can choose to number you pages any way you want. Traditionally authors use 1,2,3, but many times authors also want to have Roman numerals in the beginning sections of their book. What I recommend for this is to break your Word files into 2 sections, or at least as many as you have different page numbers. If you want the first 15 pages to have Roman numerals, simply create those pages and click on which **Number Format** you would like. Once you have completed that section, save those pages and put them on your desktop or wherever you are storing your files. Now start writing from page 1 and number those pages using the 1,2,3 format option. When you are done, you can save both Word files or however many you have into a single PDF, or have somebody convert it for you. Remember it is always best to give your printer a single PDF files as opposed to many Word files. Not only will your process go faster but you may save some money as well.



Microsoft Word Helper



The question mark the arrow is pointing to is the Microsoft Word Helper. This can answer many questions that you may have and also details many in and outs of the Word program. From Headers and Footers to creating a Table of Contents, this can be an invaluable resource that many people using Word don't know exists.





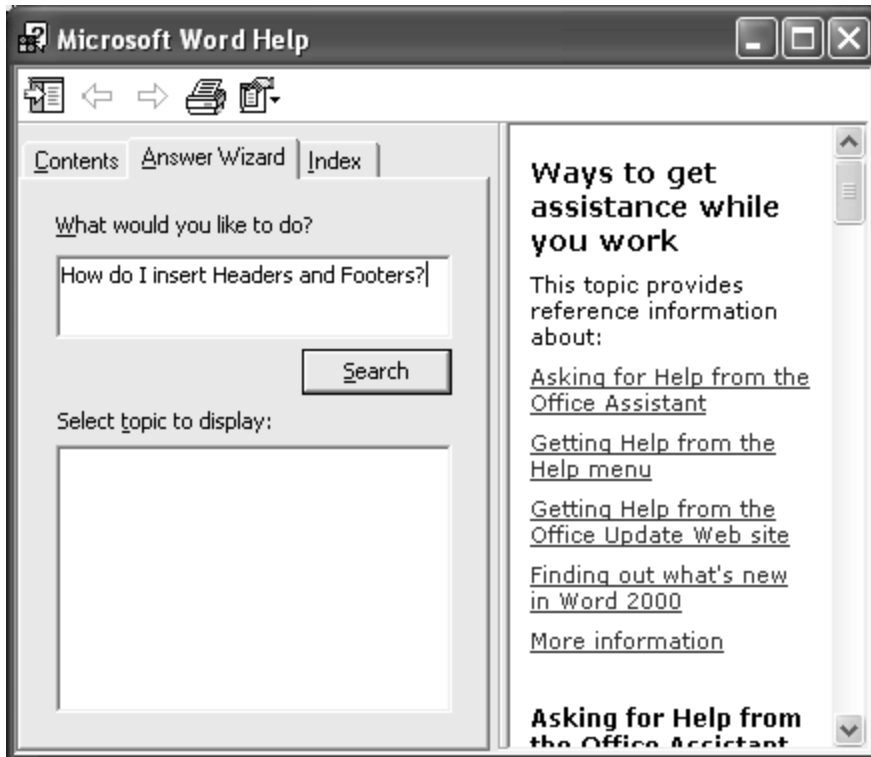
This part of Word helper is the **Contents** tab. Everything that you possibly would want to know is detailed here and can be very helpful if you get stuck on something.



Click to View
Table of Contents

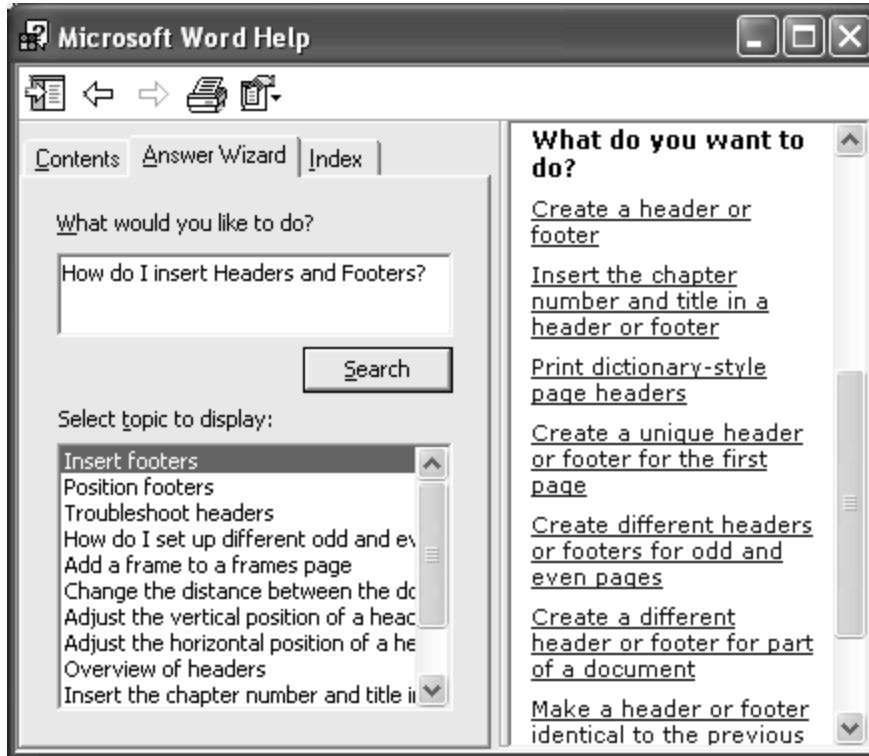
To Exit eBook
press ESC key





By clicking on the **Answer Wizard** tab, you can ask any question that you may need answered. As shown above, maybe you want to insert Header and Footers into the document but are unsure how to find that information. Simply type a question into the box and then click **Search**.





As you can see, the Word Helper lists all the information you will need on the subject and even shows you how to do it. A very helpful and comprehensive tool for authors.

