

# NEXT STEPS TO PUBLISHING

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**ACTIONABLE EBOOK**



**ANDREA LARD**



# INTRODUCTION

So, you have written your book. You dutifully hired an editor and proofreader to examine your final manuscript, made necessary edits and have finally breathed a sigh of relief.

You feel the hard part is done.

Now what?

I often get asked what a new author should do once their book editing and proofreading is complete.

So many clients have asked that I felt it was appropriate to give a quick run down.

You are so close to realizing your dream of being a published author. I want to help get you over the finish line!

# STEP 1

Before publishing you need to have:

- Your book cover designed.
- Your book interior formatted/typeset and then saved in the proper file formats.
- Create your author bio and have an author headshot ready (if wanted).
- Have an idea of what price you want to sell your book for.

Step 1 is to hire a book cover and layout designer/typesetter/formatter. Get estimates and be sure they will give you the source files. Even if it is extra, it is worth it. You want the source files so you can make changes later if needed. Ask what program(s) they use for formatting and design. Some use Word but also listen for them to mention other programs like Atticus, Vellum, Illustrator, InDesign, etc.

**If you have completed the above,  
carry on!**

# STEP 2

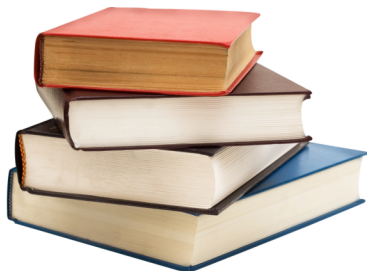
Make sure you have your title/subtitle as you want it and some ideas for your book cover. Colors, image ideas, interior design elements, an author headshot, etc.

**ALL IMAGES NEED TO BE AT LEAST 300 DPI BUT NOT MORE THAN 600 DPI IF YOU USE INGRAMSPARK.**

Also, consider the layout of your title and if it will be easily searchable. If you can, work to incorporate keywords in nonfiction titles.

**You can use this site to “grade” your title:**  
**<https://www.viralml.com/title-analyzer>**.

You can compare your title against the bestselling titles on Amazon.





# STEP 3

Go to

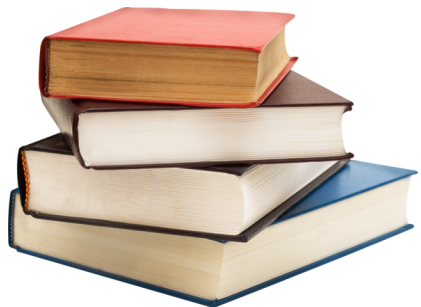
<https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn>

and secure (pay for) your ISBNs. Bowker is the only official agent to sell ISBN numbers in the United States. If you buy from anyone else, they are reselling what they bought through Bowker. You will need a different ISBN for each book format. So, if you want paperback, hardcover, eBook you will need 3 ISBNs. If you are considering doing an Audible version, it would be a good idea to also have an ISBN for that.

Amazon offers free ISBNs but if you do that, then you are stuck with Amazon. If you ever want to move your book to another platform, they own the ISBN as the publisher.

# STEP 3 CONT'D

You want to maintain control. When you pay for it at Bowker, you own it, then inquiries will come direct to you because you are the publisher of record. You will also need barcodes. If you have your own ISBN#, when Amazon preps your covers, they will insert a barcode. IngramSpark includes the barcode on the cover template they email you. Other publishers I am not sure about. HOWEVER, having your own barcodes are almost as important as having your own ISBNs.



# STEP 4

## RESEARCH!

Go on Amazon and research books similar to yours. You want to see what categories they are in. Look for good keywords. You want keywords in your title, subtitle, book description, categories, etc. This is called “meta data” and if you want to be found, you live by categories and keywords.

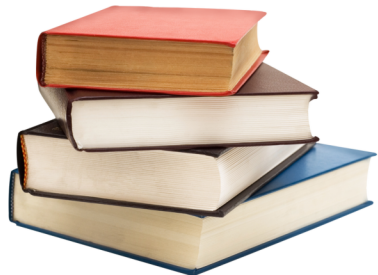
It is a good idea to create a document to track all your keywords and categories so you can remember them when working across several publishing platforms.

Put your book description and author bio in this document along with your ISBNs, etc.

# STEP 5

Create a KDP account. You will need your bank and tax identifier information. It is a good idea to create a separate author account and not tie your book to your personal Amazon account.

On KDP, you will go to “create book” and follow the steps. However, when it comes to choosing categories, they let you choose only 3 from a drop down menu and predetermined categories and keywords. If you did the research earlier, you will be surprised to find many of the other categories don’t exist in the drop down menu.



# STEP 5 CONT'D

You will have to go through some hoops to get the other categories. There used to be an option to click “help” and then scroll to “contact us” and click on “update Amazon categories.” Then follow the instructions. However, this has changed!

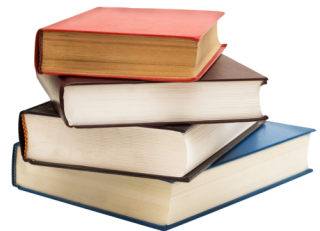
Amazon has switched to using browsing categories (the ones you use in Amazon when looking for particular items). In Help section, KDP states: You can now choose three Amazon Store categories for each book based on primary marketplace during setup. Since you can now choose your own categories, we are no longer accepting requests to add or update categories. Contact us if you're experiencing an issue with your categories, and we can help troubleshoot.

# STEP 6

If you want to offer your book to other retailers, I recommend not using Amazon’s “expanded distribution.” I would create an IngramSparks account and use them. They are the most used and trusted source of retailers like Barnes & Noble, Target, Walmart, etc. Retailers use IngramSpark because Amazon is their competition. PUBLISH TO AMAZON FIRST, THEN INGRAM to avoid issues between the platforms.

FYI: You never should use Amazon’s expanded distribution if you plan on selling your book in other places. Amazon is the largest book distributor in the world; IngramSpark caters to bookstores, libraries, and other outlets that Amazon does not. So, if you publish on both platforms, you get more coverage than just using one of them.

Andrea Lard



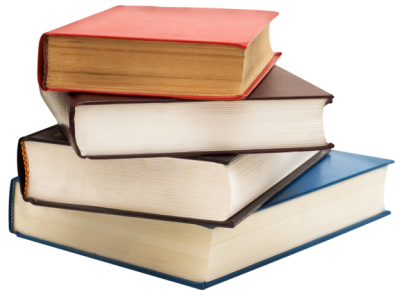
# STEP 6 CONT'D

If you publish on both Amazon and Ingram, here are a few things to note:

- When getting your book file converted for Kindle, have it converted to an ePub file instead of a KPF file. You can then use the ePub file on both Amazon and Ingram for your eBook upload.
- The front/back covers of your eBook need to be .jpg files and can be used on both platforms for uploading.
- The Amazon paperback and hardback covers are NOT the same dimensions as what IngramSpark requires on their paperback and hardback covers; therefore, you must have paperback and hardback covers for Amazon and another set of paperback and hardback covers for Ingram. Both platforms have templates to assist in the cover creation.

# DISCLAIMER

**This information is for guidance only as terms or service, requirements, etc. of the sources referenced could change at any time. It is up to you to do your due diligence and ensure that the information is accurate at the time of publication.**





# STILL NEED HELP?

If self-publishing seems like too much to take on, I am here to help with that too! My menu of services include:

- Ghostwriting
- Editing
- Coaching
- Book Cover Design
- Interior Layout and Formatting (typesetting)
- Image and Illustrations
- Publishing Assistance
- Bestseller Book Launch and Marketing

**MESSAGE ME FOR DETAILS!**

**<https://www.fiverr.com/alard001>**



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**I AM YOUR  
BIGGEST FAN!**

**HAPPY  
PUBLISHING**