



YOUR GUIDE TO SELF-PUBLISHING

Celebrating over 17 years



WE'D LOVE TO HEAR FROM YOU...

CALL US @ 877.782.5550

Praise for Jazzy Kitty Publications

“The staff at Jazzy Kitty Publications is simply the best! They are professional, knowledgeable, understanding, very patient, and most of all, they will walk you through your publishing experience step-by-step.”

—ROBIN JOHNSON, AUTHOR OF I’M STILL STANDING;
GONE THROUGH THE STORMS OF LIFE TO THE RAINBOW OF VICTORIES

“The entire process was first-class from start to finish. The staff was always helpful, and everyone had a professional attitude. I really could not be happier with my choice to go with Jazzy Kitty Publications to get my book published!”

—MARVIN GRAYSON, AUTHOR OF LESSONS LEARNED

“I received my book, I’m Pressing On, and it was simply beautiful. It is better than I ever expected, and all this time and effort was totally worth it. Most importantly, it was well edited, and it was finished on time with no revisions.”

—LIZ SCOTT, AUTHOR OF I’M PRESSING ON

“Jazzy Kitty Publications brought my poetry books to life! I appreciate the one-on-one support. Thank you so much!!!”

—JOSEPH ALLEN ASHE SR., AUTHOR OF PSALMS AND PRAYERS
OF JOSEPH, ANOINTED MESSAGES, MY MIND ON JESUS,
NO LONGER THE MAN THAT I WAS, AND USE ME JESUS
(INSPIRATIONAL POETRY)

“This will be my fourth book published, and I cannot say enough about Jazzy Kitty Publications. They typed all my manuscripts and made the process easy and fun as well. They will be my publisher for life!”

—JERZ TOSTON, AUTHOR OF STREET DREAMZ,
WHO CAN U TRUST? BETRAYAL & DECEIT AND COMPROMISED
URBAN FICTION AT ITS BEST!

“I love their process and team approach; Jazzy Kitty Publications is a superior company and in a class by themselves!”

LILLIAN C. GATTIS -WYSE, AUTHOR OF MOTHERLY POMES OF WISDOM

“This was my first experience in getting a book published, and it has been a pleasure working with everyone at Jazzy Kitty Publications. I’ve learned a lot about the self-publishing process. Each person I worked with was efficient, professional, and responsive.”

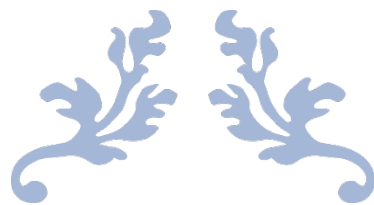
—STACEY BARLOW, AUTHOR OF PRECIOUS JEWELS

“I love this company. When I hear the horror stories about authors working with publishing companies, I only smile and tell them to go to Jazzy Kitty Publications! They are professional, and I love my book cover! My book is doing well and touching many lives. My book has given me many opportunities for speaking engagements, and my testimony is making a difference.”

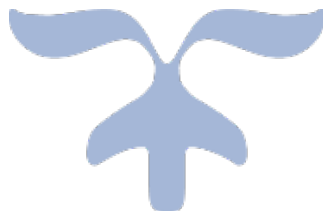
—EDWINA BELL, M.H.S, AUTHOR OF AS IT WAS WRITTEN
A JOURNAL OF A RECOVERING PERSON
FROM CRACK TO CHRIST

TABLE OF CONTENTS

Self-Publishing Doesn't Mean You Have to Do It By Yourself.....	01
Basic Questions to Ask Yourself BEFORE Publishing.....	03
Where Am I?.....	04
What Are the Next Steps?.....	05
Your Expectations.....	05
Your Timeline.....	05
Your Budget.....	06
What Are the Big Publishing Decisions.....	08
Editing.....	08
Cover Design.....	09
Interior Layout.....	11
Print Distribution.....	11
eBook Publishing Distribution.....	13
Marketing.....	13
Hard Truths: What No One Will Tell You.....	15
Take Action.....	19
Acknowledgments.....	20
Notes.....	21



**DISCOVER YOUR VOICE,
WRITE IT,
AND PUT IT INTO A BOOK!**



Self-Publishing Doesn't Mean You Have to Do It by Yourself

Although it's called self-publishing, you don't have to do it alone. Consider the help of professionals who know the ropes.

The market is flooded with books—and not just self-published books. Your book must be as good as (or better than) the ones you see on bookstore shelves to stand out in a crowded market.

Hiring experts in editing, book cover design, formatting, and printing are going to help you produce a book that can be competitive in the marketplace.

At Jazzy Kitty Publications, we're trained to understand the industry. Our developmental editors know what your text needs to do to engage readers. Our copyeditors know how to clean up your manuscript, and at the same time, they can keep your voice. Our design team knows how to create a cover that'll look good in any size, an eBook, and print, which is harder than you might think.

Your best friend, the voracious reader who “loves” your book and just “knows” it will sell, may not be qualified to give you optimal marketing advice. Your next-door neighbor who teaches English may not be able to correct your manuscript while preserving your voice—that special thing that makes your book yours. Your kid might be great at illustrating but may not excel at typography, which can make or break a cover.

All of these situations mentioned thus far can lead to an unprofessional-looking book.

Whether traditionally published or self-published, all books must go through the same basic steps in the book publishing process. The difference? There doesn't have to be one. Traditional publishers employ professionals to produce books, and so can you.

Basic Questions to Ask Yourself BEFORE Publishing

The best way to start is by answering some basic questions. Your answers will help determine the types of publishing services that might be right for you.

1. Have you completed at least a first draft of your manuscript?
2. What are your publishing expectations and goals?
3. What's your publishing timeline?
4. Have you determined your budget for both publishing and marketing?
5. What audience can benefit from your book?
6. Have you thought about how you'd like your cover and interior to look?
7. What types of distribution options are right for you?
8. What types of marketing will help you achieve your goals?

Where Am I?

Where are you in the vast expanse of the publishing landscape? Feeling a bit overwhelmed with all the publishing information out there? Wonder what you should do next?

First, answer this question: Have you finished your manuscript?

HERE'S WHAT YOU CAN DO NEXT:

- Keep writing until you can answer “Yes!”
- Call us for support and guidance during this publishing process.
- Connect with us on Facebook at facebook.com/jazzykitty.net and Twitter at [twitter.com@\)jazzykittygreet](https://twitter.com/jazzykittygreet).

IF YOU'VE FINISHED WRITING...

CONGRATULATIONS!

TAKE A MOMENT TO CELEBRATE 

What Are the Next Steps?

Now that you've written "The End," make sure you take a moment to celebrate your accomplishment. It's one that few people ever achieve. Then get ready to take the big leap forward and move from writing to publishing.

If that seems overwhelming, that's because it can be. But we're here to help you through the process. After working with many authors since 2005, we've found that there are three major considerations that you should think about before you start the publishing process at this early stage.

YOUR EXPECTATIONS

What are your expectations for this project? Do you want a book just for family and friends? Is your book part of a larger business strategy? Do you expect to make a living off your book? Are you looking to establish yourself as a bestselling author? Your expectations and mindset influence everything you do and how you feel about the process.

Begin setting your expectations by doing as much research on publishing as you can. The more you understand the process and what it takes to be successful, the better prepared you'll be down the line.

YOUR TIMELINE

We get asked the most common question is, "When will my book be done?" Though we'd love to give everyone a definitive date, it isn't easy to do so.

However, if you have a special need for your book, please let us know during the publishing process. We get asked the most common question is, “When will my book be done?” Though we’d love to give everyone a definitive date, it isn’t easy to do so. However, if you have a special need for your book, please let us know during the initial process, and we will try our best to make it happen. Although we know how long each of the processes will take on our end (e.g., cover design or editing), we don’t know how much time you may need to review our work or the extent of the revisions you may want at any given stage of the process. However, even after your book is published, you can still submit revisions if needed.

Should you choose to publish with us, you’ll be provided with professionally created files that require your review, approval, or changes throughout the process. Take each step at your own pace. Don’t race through them just to get them done. You likely didn’t take that approach while writing, so why take it now? Some authors choose to complete these steps the day they receive them, while others may wait a week. Likewise, some steps, like reviewing the edits to your manuscript, may require more time.

We never rush any of our authors, but you need to know that most of your publishing timeline is dependent on your level of engagement and commitment to completing these steps. Once you know how much time you can devote to publishing, you’ll better understand how long the entire process will take.

YOUR BUDGET

There is no right or wrong answer as to what you should spend on publishing

your book. Set a realistic budget that considers your lifestyle and current financial obligations. Then start working backward to determine what book publishing essentials you need.

Just like anything else, you get what you pay for. If you skimp on hiring professionals, in the end, you'll wish you hadn't. Going back to correct editing and design issues in an already published book will cost you more than hiring pros at the outset.

HERE'S A LIST OF EXPENSES YOU'LL WANT TO BUDGET FOR:

- Book Publishing Cost (Editing, Cover Design, and the Interior Layout)
- Printing and Distribution
- eBook Production and Distribution
- Marketing

Once you know your budget, you can figure out what options are right for you.

We offer packages that will simplify the publishing process for you. You can also create your package, which we call our "a la carte" services, individual services that fit your needs.

What Are the Big Publishing Decisions?

Once you have determined your budget, you must decide how best to allocate those funds for your publishing project. This is the first of many important decisions you will make as you publish your book.

The big publishing decisions fall into six categories: editing, cover design, interior layout, print distribution, eBook production and distribution, and marketing.

EDITING

Editing can be an intimidating process. After laboring over your book for months—maybe even years—it’s difficult to let your manuscript go and admit it still needs work. But you must. That’s right. Not should—must. A professional edit may not “make” your book, but a poorly edited book is dead on arrival.

Editing is so important; if you plan to compete with other books, yours must be the best it can be. To do that, you need a professional editor to edit your manuscript.

When it comes to editing, your decision shouldn’t be whether to get editing; it should be what kind of editing to get. Yes, there’s more than one kind of editing—professionals typically offer three types: developmental editing, copyediting, and proofreading.

Developmental edits cover big-picture items. With nonfiction, those might be

developmental edits cover big-picture items. Those might be suggestions to improve clarity, structure, or the soundness of your book’s argument with nonfiction. A developmental edit focuses on characterization, dialogue, and plot development for fiction.

When you think of copyediting, think grammar. A copyeditor analyzes how you’re saying what you’re saying. Your editor will correct your spelling, grammar, and punctuation during a copyedit. They will even point out inconsistencies and errors in language use.

A proofread typically happens after all the editing is completed and your book is in PDF form. By this point, you and your editors have caught as many typos or mistakes as possible already. This is not the time to make a lot of changes—it’s an opportunity to catch lingering mistakes before your book is finalized for printing.

If you’re not sure what type of editing is best for your book, consider getting a manuscript evaluation to help you through the process. A manuscript evaluation will cover editorial concerns and include a recommended editing level, but it’ll also include feedback on how to present your book and yourself to the reading public to effectively grab the attention of buyers.

COVER DESIGN

How important is cover design? Well, despite the old adage to never judge a book by its cover, the fact is readers do. Think of yourself when you go to a bookstore. And if you’re looking to get your book in a brick-and-mortar store, an excellent

cover is even more important. One of the major reasons retailers pass on carrying certain books is “unappealing cover design.” (That’s the actual language they use.)

When you get to the cover design process, here’s what you’ll want to think about:

1. Is your designer a good match for your book? Different designers specialize in different genres, so you’ll want to be matched with the designer best suited for your book.
2. Is he or she someone who can transform a stock photo into a unique cover works a little differently than an artist who illustrates a one-of-a-kind cover?
3. Does the cover you envision speak to your target audience? Not everything in your book needs to be represented on your cover. Instead of thinking of the cover as a way to summarize the book, focus on creating intrigue.

Will your cover compete with other books in your genre?

Research what other authors in your genre are doing. Your goal is to stand out from the competition, but readers need to know what they’re getting into at the end of the day.

Your cover’s quality is one of the most exciting parts of the publishing process. Working with your designer to create your cover is the first moment your book truly feels real. There’s little else like it. (Except holding your book in your hands.)

INTERIOR LAYOUT

To many authors, a book's interior design is an afterthought. It shouldn't be. Part of what gives a book that polished look is the style elements like the margin size, font choice, and header placement.

This part of the process is so important to us that we're the only provider we know of that creates a sample chapter before laying out the rest of your book. We do this to ensure that your vision for your book is reflected in our work. To look at some of the fabulous books we've published, please visit our website to view our Authors Gallery at www.jazzykittypublications.com.

PRINT DISTRIBUTION

Print distribution is about getting your physical book from the printer to the reader. Print-on-demand (POD) distribution is a popular choice for many self-published. Our POD and distribution channels are handled by the world-renowned Ingram Book Group and can be shipped anywhere in the world.

What's my budget? Can I afford to print a larger run of books (500+ copies) before publication to reduce my cost per unit, thus increasing my royalties on each sale?

How important is printing quality?

Do I want my book to have features such as picture insertions, a color interior, a dust jacket, a hardback cover, or a staple fold? As you can guess, most authors choose a standard paperback. Most children's books are printed as a hardback. However, libraries prefer paperback for children's books, and consumers prefer hardback.

Print-on-demand (POD) distribution means books are printed to order; there's no physical inventory of your book.

The following questions will guide your decision-making process:

Pros:

- Lower investment. There is no need to spend money to print books ahead of time or store them in a warehouse.
- Less risk. You don't have to worry about selling through an inventory.

Cons:

- Inconsistent print quality. POD books can have toner variance from book to book or even page to page.
- Higher per-book print cost.
- Not as viable for children's books due to lower-quality color printing and expensive hardcovers.
- Less likely to get your book into brick-and-mortar stores.

At this time, we only offer POD (Print-On-Demand) and Worldwide Online Distribution. Your title will be available on all brick-and-mortar databases. There is no additional cost for worldwide distribution. The option must be selected at set up.

The costs to print your books can't be determined until your final page count, paper quality, trim size, and cover features have been decided, and we'll help you determine them all.

eBook PUBLISHING AND DISTRIBUTION

Given that 20 percent of readers exclusively read on a tablet or eBook reader, eBook publishing and distribution is a must for almost every type of book.

When eBooks first burst onto the publishing scene, we worked hard to develop the complete eBook publishing and distribution services available. Our proprietary eBook conversion software is designed to take both simple and complex print books and format them for all of the most popular devices people use to read eBooks.

MARKETING

Marketing is about getting your book in front of potential readers and creating so much interest in your book that people want to buy a copy. That means marketing is vital to your success; if people don't know about your book, they can't want it, and if they don't want it, you won't sell copies.

The question should you do it on your own or do you should hire a professional to do it for you. That's why you need a solid marketing plan and an idea of how much of the marketing you want to handle yourself. That's why you need a solid marketing plan and an idea of how much of the marketing you want for yourself. You don't have to handle it all on your many efforts are done by a professional who can get your book in front of the right people. A publicist can help you determine how to most effectively promote your book and which efforts you make. But connecting with other people is only a small part of well as which efforts you But connecting with other people is only a small part of what you have. We are constantly tweaking how, when, and where we market

books based on our knowledge of the industry and each book's specific needs and goals that we help market.

Because marketing is vital to your success, you should begin as early as possible before your book is published. How can you market a book that hasn't been published? By marketing yourself and making lasting connections.

Our Marketing liaison is Bryant Vickers of Vickers Marketing Group; feel free to contact him by email at vickersmarketinggroup@gmail.com to answer any marketing questions that you may have.

Hard Truths: What No One Will Tell You

If you've spent any time researching self-publishing, you've come across your fair share of sites that have said something similar.

Plenty of sites will spit out a "book" after you've uploaded your manuscript, but if your goal is to have a professional publication that can compete with the market, you must take your time and put in some real effort. We're not saying that to scare you off but rather to set expectations on modern publishing.

What follows are the hard truths most companies won't tell you. But we will. Because preparing you for what publishing is really like is one of the most important services we provide.

WHAT YOU'LL HEAR: "SELF-PUBLISHING IS EASY!"

TRUTH: SELF-PUBLISHING IS TECHNICAL.

Self-publishing requires technology. There's no way around it. You need a computer to type your manuscript, word processing software to edit, a way to view your finished interior, and Internet access to check your sales numbers.

WHAT YOU'LL HEAR: "SELF-PUBLISHING IN A FEW EASY STEPS!"

TRUTH: PUBLISHING IS A LONG PROCESS WITH MANY STEPS AND DECISIONS.

If you want to publish a book the right way—by hiring professional editors and designers—it will take longer than you think. It's not days or weeks; it's months. Each round of editing, for example, not only requires factoring in your editor's time to edit but also the time it'll take you to revise based on the suggested edits.

Editing isn't a step you want to skip, either; just imagine the horror of having a reader point out an error on your first page.

After editing, you're barely halfway through the process. Designing your book cover comes next, with decisions about your cover and what you want your interior to look like. What are your book specs? What do you want your chapter headings to look like? Do you want drop caps? Where should the page numbers go?

Then comes printing. Are you on decision overload yet? And remember that each of these decisions comes with a timeline. Oh, and did we mention that marketing is something you should be doing throughout this entire process?

Yeah. We totally get it. It's a lot. But we've worked with enough authors to know each step and decision you must make along the way. Not only do we have a robust project management platform to help you with the publishing process, but we also have experts ready and willing to guide you through whichever stage

you're in.

WHAT YOU'LL HEAR: "CHILDREN'S BOOKS ARE EASY TO PUBLISH!"

TRUTH: CHILDREN'S BOOKS ARE ONE OF THE MOST DIFFICULT TYPES TO PUBLISH.

Just because children's books are short and "simple" doesn't mean the publishing process is, too. The first thing you must know about publishing a children's book is that the success of your book depends entirely on the quality of the illustrations. If you're not an illustrator, you must hire one. They're not cheap and can add time to the process. But have you seen custom illustrations? They're worth every penny. Between illustrations and color printing—which is more expensive than black and white—the budget for a children's book can hit five figures.

WHAT YOU'LL HEAR: "YOU DON'T HAVE TO WORRY ABOUT MARKETING UNTIL AFTER YOUR BOOK IS PUBLISHED."

TRUTH: YOU HAVE TO START MARKETING NOW.

Yes, really. Even if having a book in your hands is months away, book marketing is really author marketing. It's all about getting your book (or you, if your book isn't published yet) in front of potential readers and creating the desire for your book. It's about reaching an audience.

Please understand this one simple fact: If no one knows about your book, who will buy it?

So, while you can attempt to build an audience after your book is published, the best time to start is now. Before publishing, begin building an audience, connecting with people, and creating a fan base. If you want to pitch to large media outlets, such as newspapers, magazines, and radio or TV shows, you (or your publicist) will have to contact them months before your book's released.

Take Action

We could write a lot more about the publishing process, but we didn't want to write a book. We'll leave that to you. That doesn't mean we don't have more information for you, though. You can continue your publishing journey by connecting with us.

Get your questions answered by one of our publishing consultants through our informational website at www.jazzykittypublications.com "Under Contact" to get more information. Or call Jazzy Kitty Publications at 877.782.5550 x100, Monday thru Friday from 11:00 am to 7 pm. We would love to hear from you.

Follow us on Twitter at [twitter@jazzykittygreet](https://twitter.com/jazzykittygreet) and like us on Facebook at facebook.com/jazzykittypublishing.

Thank you for your interest in Jazzy Kitty Publications.

Acknowledgments

Jazzy Kitty Publications Presents Your Guide to Self-Publishing wouldn't be complete without an acknowledgments section, and Jazzy Kitty Publications wouldn't be what it is without the efforts of many people.

Our Jazzy Kitty Publications team because everyone who works here is integral to who we are and what we offer. You won't find a more dedicated team of publishing professionals who work hard every day to help our authors produce their best books.

Our authors. How can we forget the authors? We've worked with some amazing writers over the years and have helped publish some awesome books. Our interactions with these writers have shaped how we can assist new authors.

Thank you to Bryant Vickers for his assistance with this self-publishing guide. And to our 120 plus authors' Thank you!

