

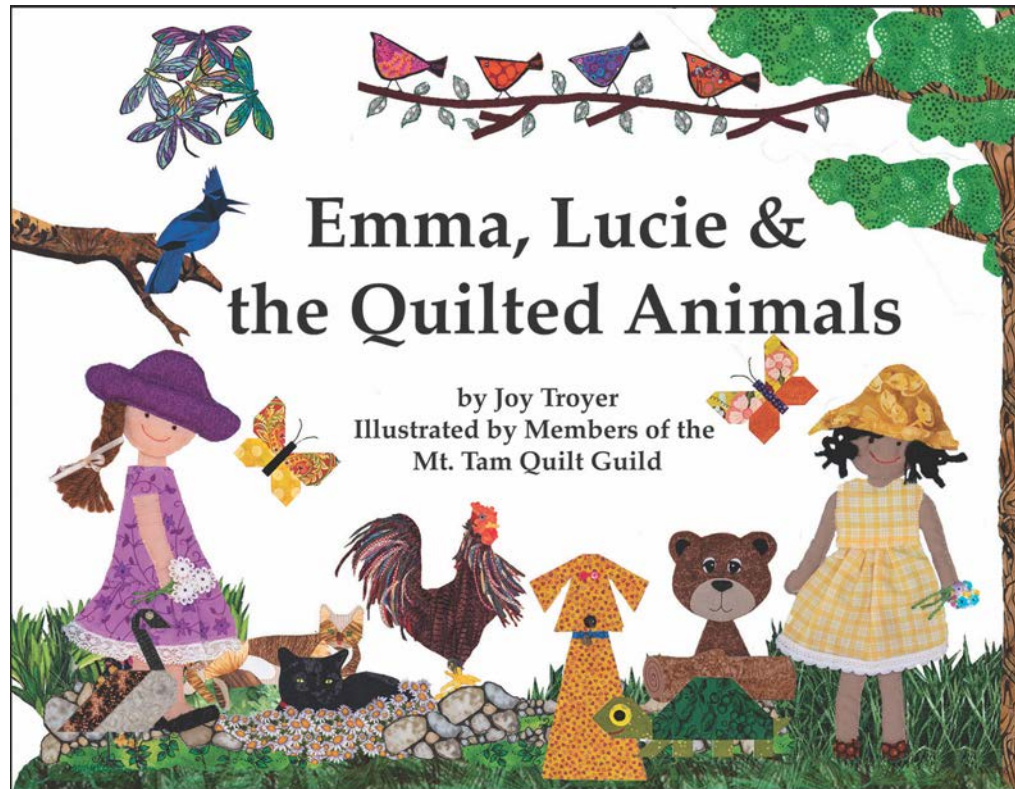
# Publishing a Book

Joy Troyer

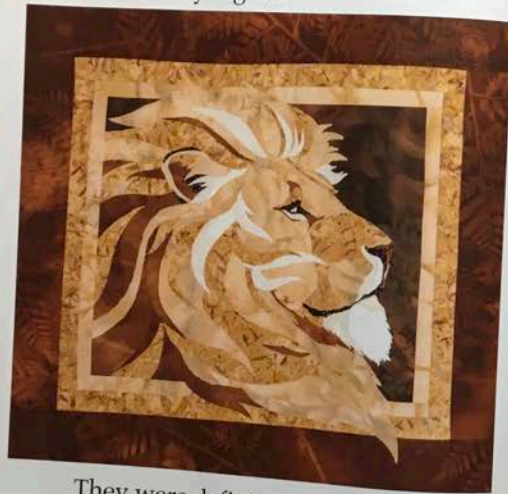
Mt Tam Quilt Guild

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# Emma, Lucie & the Quilted Animals



In their living room was a picture of a lion,  
which is a very big cat.



*This quilt  
is to hang  
on a wall.*

They were definitely cat people!

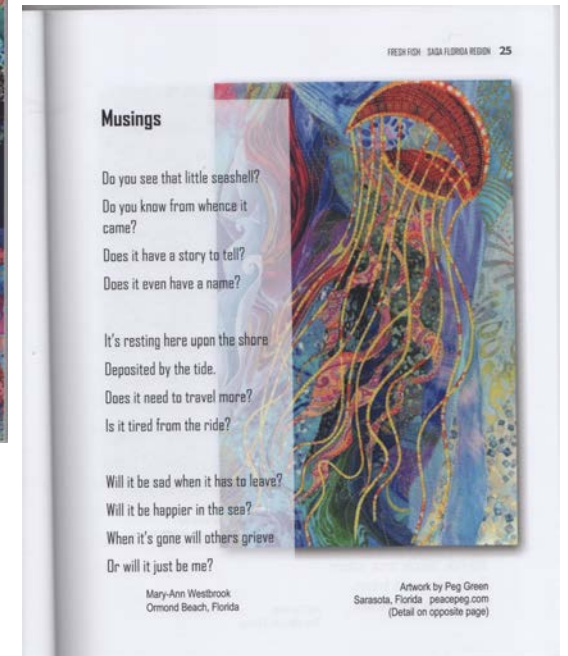
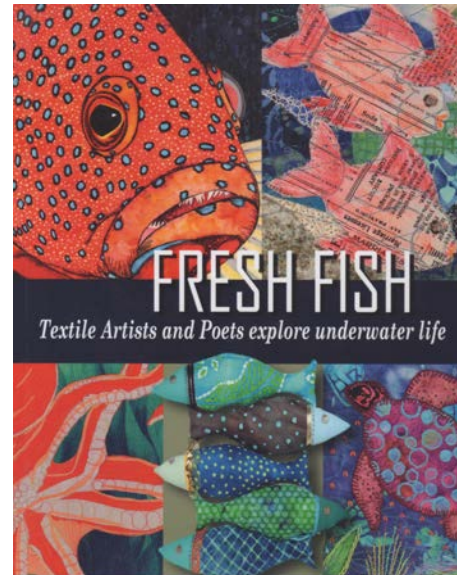
Emma's mom was a quilter. She made the cat quilt  
and the lion picture. Emma looked into her mom's  
sewing room to see what she was working on now.



*A sewing  
machine is  
what Emma's  
mom uses  
to make quilts.  
Some people sew  
quilts by hand  
using just a  
needle and thread.*

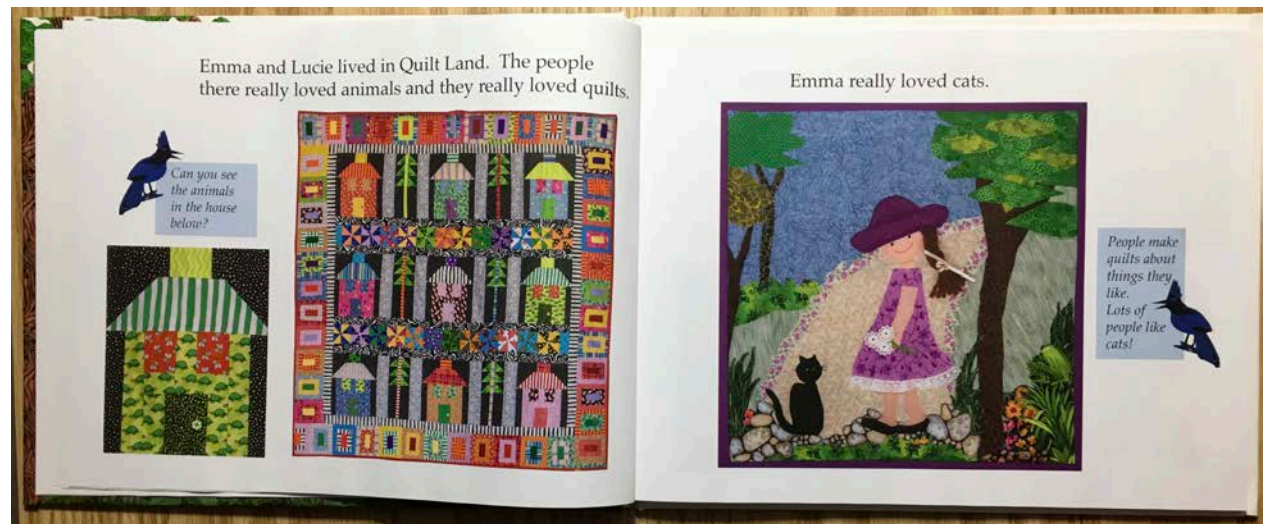
# Steps - Preliminary

- Decide on the type of book
- Pick a publisher
  - IngramSpark
  - Print on Demand
- Select a topic



# Steps – The Quilts

- Solicit quilts
- Write text that goes with the quilts
  - Used at least one quilt by every member who submitted a quilt.
  - Solicit or make quilts to fill in needs.





# Steps - Permissions

- Get permissions
  - From Members
  - From Designers

*We gave away 23 books to designers.*

## Thanks to our Quilters and Pattern Designers:



"Stellar's Jay" by Nancy Reck  
Pattern: "Wee Stellar's Jay" by  
Linda Hibbert, Silverliningsoriginals.com

"Animal House" by Pat Burnham  
Pattern by Freddy Moran, Orinda, CA



"Emma" by Joy Troyer  
Inspired by ChuriChuly,  
<https://www.facebook.com/ChuriChulyGallery>

"Max, the Cat, in the Daisy Bed",  
an original by Iva Baker



"Cat in the Sink",  
an original by Erleen Leinsteiner

"Content Kitty" by Nancy Sumner  
Pattern by Nancy Brown,  
[www.nancybrownquilts.com](http://www.nancybrownquilts.com)



"Kali", an original  
by Joy Troyer

"Tic Tac Toe, 3 Mice in a Row",  
an original by Iva Baker



"Birds of a Feather" by Kathy Norwood  
Pattern: "Ingrid" from book "3 Times the  
Charm" by Me and My Sisters Designs,  
[LeisureArts.com](http://LeisureArts.com)



"Blue Cat" by Lorraine Poon,  
sampler of traditional patterns



"Serengeti" by Shirley Tyson, Pattern by  
Toni Whitney Design, [toniwhitney.com](http://toniwhitney.com)



"My Best Face", an original by Donna Noble

"Arizona Lone Star" by  
Debbie Bellings-Kee, Traditional pattern



"Birds Lone Star" by Cathy Schuster  
Traditional pattern

"Lucie", by Joy Troyer, Inspired by ChuriChuly,  
<https://www.facebook.com/ChuriChulyGallery>



"Sophie", an original by Marie Rice

"Dazzling Dogs" by Pat Guzzardo  
Pattern by Amy Bradley Designs  
<https://www.amybradleydesigns.com>



"My Dog Bella" by Shirley Twitchell  
Traditional 9-patch pattern

"Pet Friend Critters" & "Forest Critters"  
by Pat Guzzardo,

Patterns by Vanilla House Designs  
[VanillaHouseDesigns.com](http://VanillaHouseDesigns.com)



"Flora's Quilt" original squares by  
members of the Mt Tam Quilt Guild

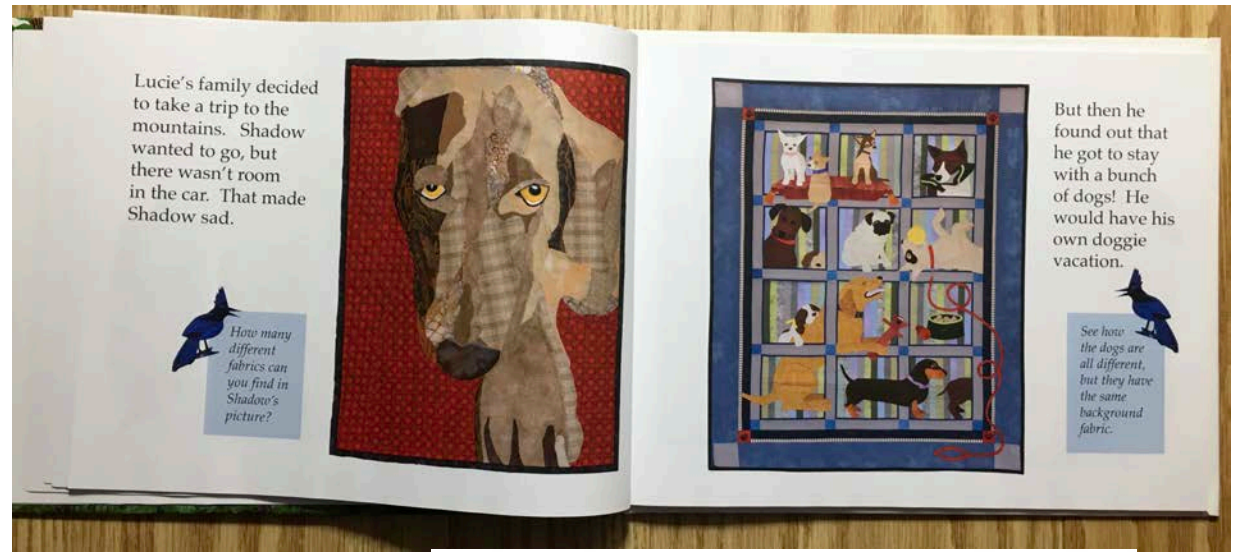
# Steps - Photograph

- Photograph quilts with high resolution.



# Steps - Design

- Layout the pages, cover, legal pages



- Set a price/discounts
- Get proof

*Our book cost \$11.20/book plus shipping  
We priced the book at \$25 retail.  
We gave a 30% discount to Amazon and stores.  
We get \$6.36/book from Amazon.*

## Emma, Lucie & the Quilted Animals

Printed in the U.S. by IngramSpark.  
[www.ingramspark.com](http://www.ingramspark.com)

ISBN 978-0-9817244-6-1

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Photographs by Allen Schuster

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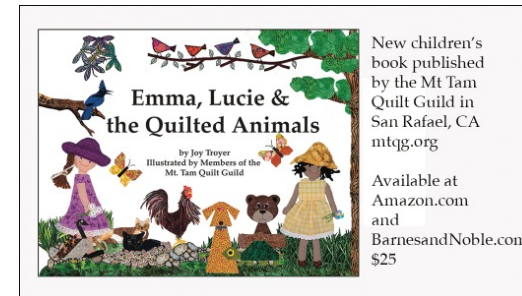


# Steps – Sales

- Order books
- Market books
  - Magazines
  - Quilt shops
  - Word of mouth
  - Reviews



*We gave away 9 books for marketing.*



# Results - \$3,414 so far

## From October 2020 – June 2021

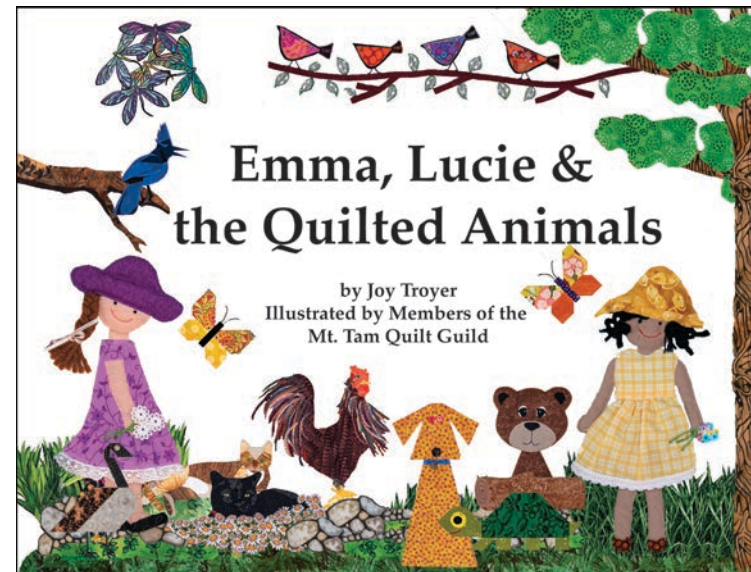
- \* 125 books sold to members/friends
- \* 363 books sold online (Amazon/B&N)
- \* 8 books sold through stores
- \* 32 books given out free (designers, marketing)

Net income = \$2,630

## From June 2021 – December 2022

- \* 21 books sold at craft fairs
- \* 31 books sold through online vendors
- \* 23 books sold through stores/shows
- \* 1 book donated

Net income = \$784



604 books out in the world!  
Sales in US, UK and Germany

# Skills Required

- Project management
- Photographer
- Writer(s)
- Graphics designer
- Computer Search
- Marketing

# Other Needs

- Upfront cash to pay for publishing (\$150) and to purchase books
- Lots of good and diverse quilts by your members
- Advocates
- Enthusiasm!