

Do it Yourself

Guide for Self-Publishing



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Getting Started

You have weighed the benefits and have opted to self-publish. If you have never published or been involved in the preparation of a manuscript, you may not know how to begin or where to find help with what may seem to be an overwhelming task. This guide has been developed to help you through the process of self-publishing.

A quality publication can be produced by following the advice contained in this guide. Getting off to the right start makes all the difference! Contact us as early as possible about your book project so we can discuss your needs and offer guidance, thus saving you needless work and expense.

To start, we would like to know the scope of your project, i.e., the approximate number of pages in your manuscript, the number of images in color and black & white, the book quantity. All of these factors will be discussed in our initial consultation. This information will give us a good understanding of how to direct the subsequent phases of your project.

This guide will cover most scenarios; however, not all the procedures contained in this publication may apply to you, and your project may require additional help that may not be outlined here. If so, give us a call and we will be happy to assist you.

We cannot stress enough, the importance of completion in the writing and thorough editing of your manuscript prior to submitting your files. Any changes that we would have to make will add to your cost. We recommend that you edit, rereading multiple times, on printed copies of your manuscript; many errors are easily overlooked when editing on a computer screen.

Once we receive your files, our graphic artist will begin preparing your files for printing. This process may take some time, depending on the complexity of your book. We will contact you during this period if questions or problems arise. When the preparation of your book is completed, you will receive a proof for your review. You will be required to examine the proof copy in its entirety to be certain that the book layout meets your approval (sometimes, a file saved on one computer will open differently on another, changing the text flow). If there are any changes required, please make appropriate notations and send the copy back to us along with instructions for the corrections. After the modifications are made, another proof copy will be sent to you for your final approval. YOU are responsible for the content of the final proof, so we urge you to take considerable time and carefully examine every detail. So, let's get started...



Copyright, LCCN, & ISBN

Before you publish your work, you might want to consider obtaining a copyright, LCCN, and/or ISBN. The following defines these.

Copyright

Copyright law gives the author of a creative effort the exclusive right to control who can make copies, or make works derived from the original work. To secure copyright of a publication, registration through the Copyright Office is not necessary. From the time the work is created in tangible form, copyright protection is immediate and automatic.

There are, however, certain advantages to registration: primarily, for documentation on public record, but also as a necessity for infringement suits and other legal matters.

Only the author, co-authors or those deriving their rights through the author, can rightfully claim copyright. Authors are responsible for registering for a copyright, if they choose to do so. An application form may be obtained through the Copyright Office website at www.copyright.gov/forms. A filing fee is required.



LOC or LCCN: Library of Congress Control Number

The **Library of Congress Control Number**, or as designated before the 1960s, the **Library of Congress Card Number** (LCCN, sometimes LOC), is a unique number associated with the bibliographic record created by the Library of Congress for a given book. Librarians use it to locate a specific record in the national databases and to order catalog cards from the Library of Congress or from commercial suppliers.

A **Preassigned Control Number** (PCN) is a Library of Congress Control Number which has been “preassigned” to a given work prior to the work’s publication. The publisher of an eligible work may obtain a PCN application form at <http://pcn.loc.gov/pcn006.html>. Although there is no charge for a PCN, participating publishers are obligated to send a complimentary copy of all books for which a PCN was provided immediately upon publication. Also, publishers are required to print the control number on the back of the title page in the books.

ISBN: International Standard Book Number

An ISBN is a 13 digit number (10 digits prior to 2007) that identifies and is unique to one title or edition from one specific publisher. It is not required for publication of a book or book-like product, but aids booksellers, libraries, universities, wholesalers, and distributors in more efficient marketing of that product. In particular, bookseller chains and distributors require ISBNs and barcodes on all book products to be entered into their databases.

In the United States, ISBNs must be obtained through the United States ISBN Agency, R.R. Bowker. An application for a single ISBN can be found at: <http://www.selfpublishing.com/images/Single-ISBN-application.pdf>. The processing fee information is contained on the application. Processing can take up to 15 business days, depending on the turnaround category you choose.

ISBNs are also sold in blocks of 10, 100, 1000, and 10,000. Although you may have just one book at this time to release, it would be penny-wise to purchase a block of 10 if there is any chance of a second edition, hardcover/soft cover, or possibly another title. The cost of two single ISBNs is more than that of a block of ten.

Each ISBN you receive should be assigned to one title or product, and for each format, binding, or edition. Once assigned, an ISBN may never be reused. You then must report your title information with its assigned ISBN to R.R. Bowker to be recorded in their database. Register at: www.bowkerlink.com.

Mechling Bookbindery can generate and apply your compatible barcode to your book product.

Barcodes may also be requested through www.isbn.org or www.bowkerbarcode.com.



Document Setup

We accept manuscripts created in any one of the following programs: Microsoft Word, Microsoft Publisher, Adobe InDesign, and Adobe PageMaker.

The first step in creating your document pages is setting the margins. We suggest that you set minimum margins at $\frac{3}{4}$ "-1" on all sides.

Standard Book Sizes

5½ x 8½"

6 x 9"

7 x 10"

8½ x 11"

Then, select the font style and size; set line spacing, indents and tabs as desired. If you are planning to use multiple columns you may set them at this time.

Decide if you want to include headers and/or footers in your book. *Headers and footers are areas in the top and bottom margins of each page that often contain text or graphics; for example: book title, chapter titles, author's name, page numbers.* The font size used for headers and footers is usually smaller than the one used for the main text.

Next, decide which justification you would like to use; text and columns can be justified left, right, center, full or forced. Left justification means that the text begins on the left side and runs to the right margin (it continues on to the next line without hyphenating words that do not fit and has a jagged edge). Full justification means that the text will use the entire line from the left to the right margin, and has a straight edge. We recommend either left or full justification for most books. Center justification is often used for chapter headings, captions, poems, etc.

Page Numbers

Page numbers can be at the top or bottom of the page, right, left or center justified. If not centering the page numbers and headers, be sure to right-justify the odd-numbered pages and left-justify the even-numbered pages.

Next, decide which pages to include in your document. The book pages, listed below, are shown in the typical order used in most books, although not all pages are always used. Pages before the first chapter are typically numbered using lower case Roman numerals (the numerals are not shown on the title page or copyright page). The title page and the first page of each chapter, typically unnumbered, are located on the right side of the book (odd-numbered pages) as well as the glossary, table of contents, etc.

BOOK PAGES

Title page (Front side of page) - Full title of the book and full name of author

Copyright page (Back side of page) - Information explaining the cover or credits for its creation, the ISBN, the LCCN, and the copyright symbol, date and name of copyright holder (ex., copyright © 2008 John Smith)

Dedication (Front) - Inscription dedicating the book to a person, cause, etc.

Blank (Back)

Table of contents (Front)

Continuation of table of contents or blank (Back)

List of illustrations (Front)

Continuation of list of illustrations or blank (Back)

Foreword (Front) - Short introductory statement

Preface or blank - Statement setting forth the book's purpose (Back)

Acknowledgments (Front) - Author's statement of appreciation for assistance in preparation

Continuation of acknowledgments or blank (Back)

Chapter 1 of text - Chapters generally begin on the front (odd numbered page)

At the end of book text

(may or may not include all of the following):

Appendix (Front) - Supplemental material

Continuation of appendix or blank (Back)

References (Front) - Direction to another book, passage, etc.

Continuation of references or blank (Back)

Glossary (Front) - List of terms and definitions

Continuation of glossary or blank (Back)

Addendum (Front) - An addition to information

Continuation of addendum or blank (Back)

Bibliography (Front) - List of source materials

Continuation of bibliography or blank (Back)

Index (Front and back sides of pages) - Alphabetical listing of names, places, etc.

Title Page

Copyright page

Dedication

Table of Contents

Acknowledgements

Book Body

Bibliography

Index



Fonts

When selecting fonts for the body of your book, we recommend using easy-to-read fonts such as Times New Roman, Arial, Century Gothic, Schoolbook, or Bookman (see examples of different fonts on this page). You may use most fonts; however, it is absolutely crucial that you supply us with the fonts used in your book (if we do not have the fonts you used, they will automatically be substituted with another font causing your text to reflow).

You may use more than one font; however, you should be consistent in their placement (using the same font style and size for all headings, etc.). The best font sizes for body text are 9, 10, 11 or 12 point. Chapter headings are generally a larger point size. Captions are often smaller and italicized (see examples of sizes and styles on this page).

TYPE STYLES

normal - The quick brown fox jumps over the lazy dog.

bold - **The quick brown fox jumps over the lazy dog.**

italics - *The quick brown fox jumps over the lazy dog.*

ALL CAPS - THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

SMALL CAPS - THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

FONT POINT SIZES

9 point type The quick brown fox jumps over the lazy dog.

10 point type The quick brown fox jumps over the lazy dog.

11 point type The quick brown fox jumps over the lazy dog.

12 point type The quick brown fox jumps over the lazy dog.

14 point type The quick brown fox jumps over the lazy dog.

18 point type The quick brown fox jumps over the lazy dog.

24 point type The quick brown fox jumps over the lazy dog.

30 point type The quick brown fox jumps over

36 point type The quick brown fox jumps

48 point type The quick brown

FONT TYPES

Arial

Century Gothic

Century Schoolbook

Bookman

Book Antiqua

Brush Script MT

COPPERPLATE

Courier New

Edwardian Script IT

Franklin Gothic Book

Garamond

Georgia

Goudy Old Style

Times New Roman

Photographs

Adding photographs and line art is the most difficult part of creating a professional looking manuscript because of the complexities in working with scanners and file types. Although most scanner settings will produce sharp, clear images on your monitor, the printed copies are often disappointing.

To obtain quality images you must remember some important facts. The best reproductions are made from original photographs. Never attempt to scan photocopies or prints from previously scanned and printed photographs. Although the printed copy may be visually pleasing, it is impossible to be scanned and reproduced as clearly as the original copy. Also, most images downloaded from an internet site or sent by e-mail have reduced resolution for quick file transfer; they look fine on your monitor, but will not reproduce well. These images are usually saved with the file extension .jpg, .bmp, or .gif. Do not scan images into your text document. Images must be scanned into a photo program such as PhotoShop or the software that came with your scanner.



ORIGINAL FILE



IMAGE AS GRAYSCALE



IMAGE FROM THE WEB



SCAN OF A PHOTOCOPY



SCAN OF PRINTED COPY

HOW TO SCAN

Set the image type (if you want it to be grayscale, black and white, or color) and dpi (dots per inch)

- For line art or text, set to black and white with resolution at 600 dpi
- For color photographs or artwork, set to color with resolution 300 dpi
- For black and white photographs, set to grayscale and resolution to 300 dpi

If you are scanning photographs from printed media such as books, newspapers or magazines, you will need to set the “de-screen” option if available. Note: these images are often difficult to scan, and you must be sure that you are not violating any copyright laws.

Save your image using one of the following file extensions: .tiff, .eps, or .psd. Do not save as a .jpg, .bmp, or .gif, these file types are not intended for printing.

Cover Design

You can submit your own cover design for us to use. However, we realize that coming up with an original cover design can be a daunting task. That is why we offer a wide selection of cover templates for you to choose from. Or, if you have an idea in mind and need our help, we can create a cover for you.

COVER TEMPLATES



■ Preparing Files for Submission ■

As mentioned earlier, we will accept manuscripts created in any one of the following programs: Microsoft Word, Microsoft Publisher, Adobe InDesign, and Adobe PageMaker. All files submitted need to be packed (with the exception of Microsoft Word). Packing files groups all fonts and graphics/images together in one folder. This is important when transferring files from one computer to another. Please refer to the following instructions on how to properly pack your files.

Microsoft Word

Microsoft Word does not pack files, so it is important to supply us with all of the fonts used in your document to avoid automatic font substitutions. All images that are inserted into your document are embedded, therefore it is helpful, but not necessary, to supply us with those files. (Often, when we open a Word document on our computer, the text will reflow, therefore, affecting the layout.) We highly recommend inserting page breaks between your document pages to help prevent the text from reflowing.

Microsoft Publisher

After you have completed your document, use the **PACK AND GO WIZARD** to compress and compact the document.

1. Choose **FILE; PACK AND GO** and then **TAKE TO A COMMERCIAL PRINTING SERVICE**.
2. The next screen explains how **PACK AND GO WIZARD** will prepare your document for printing.
3. Click **NEXT**. Click on **BROWSE** to select the location for saving your files. Click **NEXT**.
4. The **INCLUDE FONTS AND GRAPHICS** window will show. Be sure the following boxes are checked:
 - Embed true type fonts
 - Include linked graphics
 - Create links for embedded graphics
5. Click **NEXT**. The next screen is a summary of what **PACK AND GO WIZARD** will do; click **FINISH**.
6. After a short period of time, a screen will verify that your publication was successfully packed. You have the option of printing your document before you finish; click **OK**.
7. **PACK AND GO WIZARD** will have created a folder for you, which will contain all art work and fonts used in your document. When sending your files, be sure to include all of the files that Microsoft Publisher has included in that folder.

Adobe InDesign

After you have completed the layout of your document, you will need to pack it to ensure that we receive all of the appropriate files.

1. To pack the files, choose **FILE; PACKAGE**. If an error message appears, you must fix any errors before continuing.
2. Fill in the printing instructions in the pop-up menu. Click **CONTINUE**.
3. Specify a location in which to save your files. Select the following, as needed:
 - Copy Fonts (except CJK)
 - Include Fonts and Links from Hidden Document Layers
 - Copy Linked Graphics
 - View Report
 - Update Graphic Links in Package
 - Use Document Hyphenation Exceptions Only
(In most cases we recommend checking all boxes.)
4. Click **OK** to continue packing. When finished, your folder will contain all artwork and fonts used in your document.

Adobe Pagemaker

After you have completed your document, you will need to pack it with the **FOR SERVICE PROVIDER** feature.

1. Select **UTILITIES; PLUG-INS; SAVE FOR SERVICE PROVIDER**. Click **PREFLIGHT PUB**.
2. After preflight has completed, the summary will give the status of the document. You must fix any errors before continuing. If the document has no errors, click on **PACKAGE**.
3. Create a folder to save the documents and other elements in the **PACKAGE** window. Make sure the **COPY FONTS** option is checked; click **SAVE**, then **CLOSE**.
4. When finished, your folder will contain all artwork and fonts used in your document.

Adobe Acrobat

Those who are experienced in book layout/design, and wish to supply us with print-ready files may do so. When generating a PDF file, be sure to choose **PRESS** or **PRINT QUALITY** setting, and to **EMBED ALL FONTS**.

Self-Promotional Tools

Media Kit

A media kit is a self-promotional tool designed to be used for more efficient marketing of your book. Suggested media kit recipients are newspapers, book stores, book sale/signing event coordinators, and book reviewers.



AUTHOR'S QUESTIONNAIRE FOR MEDIA KIT

1. Full title of book
2. Author's full legal name, and the name to appear on the cover/title page
3. Subject category; i.e., U.S. History
4. Descriptions of the contents of your book:
 - a. A brief 30-word description or "sales pitch"
 - b. A 100-word summary of your book
 - c. A full book description, up to 300 words
5. Author's biographical note (1-3 paragraphs), and how the book came to be, i.e., what inspired you.
6. Author's photo, to be used in book and media kit
7. Your favorite excerpts, identified by page numbers
8. ISBN and LCCN
9. Retail price of book
10. "Available from" information
11. Contact information, and business card if available
12. Number of media kits needed

Posters & Postcards

Posters and postcards are an effective and inexpensive way to jump-start your self-promotional journey. It is a great way to promote an upcoming book-signing or to let friends and family know that you have written a book. We offer templates for both; however, if you prefer an original design, we can create one for you.

The image displays three promotional templates for book signings. The top two are posters, and the bottom one is a postcard template.

Poster 1 (Left): Features a book cover image on the left and a list of book details on the right. The details include: Book Title Here, Author's Name, ISBN (000-0-00000-000-0), Number of Pages (195 pages), Number of Images or Photographs (25 photographs), Hard Cover Price (\$29.99), and Soft Cover Price (\$19.99). Below the details is a space for a promotional catch-phrase or slogan, followed by the text "BOOK SIGNING".

Poster 2 (Right): Features a book cover image on the left and a space for a promotional catch-phrase or slogan on the right, followed by the text "BOOK SIGNING".

Postcard Template (Bottom): Includes a date, time, and location field on the left. The main body contains the book title, subtitle, and author's name. Below this is a space for a descriptive paragraph of 150 words or less, followed by a space for additional information (number of pages, price, etc.). At the bottom, there is a space for a handwritten note and a small rectangular box for a postage stamp.

Submitting Your Work

You may submit your files on external media such as CDs, DVDs, Thumb/Jump Drives, or similar devices. You may send your files by e-mail, if the files are relatively small, i.e., 1-5 MB. Files that are 5 MB or larger can be uploaded to our FTP site. Contact us in advance for the user name and password.

Make sure to save text in the native file extensions from the programs you are using (i.e., Microsoft Word is .doc, Adobe InDesign is .indd, Adobe PageMaker is .pmd, Microsoft Publisher is .pub). Whenever possible please include a hard copy with your files.

If you do not have the ability or desire to do the layout/design work on your own, we will be happy to do that for you. With that in mind, we have created three affordable “from start to finish” self-publishing book packages: Basic, Premium, and Deluxe. We will guide you through the process of bringing your book from concept to reality. We offer a professional execution of design concepts that will benefit the novice as well as seasoned writer. Our designers will work one-on-one with you throughout the entire process. Our goal is to help make your experience a positive one. For more information on these packages, please contact us or visit our website, www.mechlingbooks.com, under “Publishing.”

Please feel free to call or e-mail us with any questions.

724-287-2120 or 800-941-3735
sales@mechlingbooks.com

Check List

My checklist:

- Final editing of manuscript completed
- Extra backup files made
- Copyright ordered
- ISBN obtained
- LCCN obtained

Send to us:

- Printed hard copy of manuscript
- All files, including fonts and images
- Any special instructions
- Contact information
- Required payment

What to expect

1. After receiving all your files and graphic/images, and your deposit has been submitted, we will begin to work on your project.
2. When your project is completed, you will receive a preliminary proof for your review, either a hard or a digital copy.
3. To this proof please make notations of any changes, and send it back to us with clear instructions for making the corrections. The time that it takes us to make these modifications is in addition to the estimate given during our initial consultation.
4. After we have completed this work, the proof copy will be sent to you for final approval.
5. Once we have received your final approval, it typically takes 2-4 weeks for the printing and binding process; however, this time frame depends on the size and complexity of your project.
6. We will contact you as soon as your project is completed. The final balance is due at the time of pick-up or prior to shipping.

Business Hours:

Monday–Friday 8:00 a.m.–4:30 p.m.

Saturdays by appointment

Closed major holidays

*We are located on Route 38 just 6 miles north
of Route 422 at Butler, Pennsylvania*

1124 Oneida Valley Road - Rte. 38

Chicora, PA 16025

1-800-941-3735

724-287-2120 Locally

724-285-9231 Fax

e-mail: sales@mechlingbooks.com

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BOOKBINDERY
PRINTING & BINDING