

How To

Self-Publish

Your Book



(before)

(after)

Tiffany M. Schlichter

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How to Self-Publish Your Book
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Every effort has been made to ensure accuracy of printed information.

Discovered errors will be corrected in subsequent volumes.

*Readers are encouraged to do their own research to discover the
most up-to-date knowledge about self-publishing.*

All websites listed have not been previewed by author.

Please exercise caution when using the Internet.

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Why Self-Publish?

At twelve years old, I had a burning desire to write a book—and an even greater desire to publish one. I remember envisioning a bound paperback that spelled my name across the cover. But was it feasible? Would a publishing house accept my work? How much would it cost? Flipping through our local telephone directory didn't provide any answers or reasonable help. Questions filled my and my parents' minds.

Ten years and three books later, I reflect in amusement. The process of becoming a “published author” has been exhilarating, but certainly not what I initially imagined. Looking back, however, I have no regrets about the decision our family made to self-publish my books.

You are reading this booklet because of an interest in seeing your work in book format. You have probably written a book or have an idea of one you would like to author in the future. Congratulations on your interest! This is definitely a catalyst for success.

Publishing a book is a *long* process—but it is well worth your efforts! While there is an array of options, the most ideal for new authors is self-publishing. Yes, the word “self” means just what it says. Most of the work falls back on you, the author. However, it eliminates publishing houses that are often wary of new authors. It eliminates months or even years of waiting. It eliminates minute royalties, loss of rights to, and lost control of, your work.

Are there benefits to using a publishing house? Definitely. Most publishers will finance an entire project, but the negative side to this is that you will likely receive only a 5% to 15% royalty. Another advantage is the sphere of a publishing

house—they generally do an excellent job at marketing their products! Yet reality sinks in when you think about this: what if interest in your work dwindled? In most cases, you would be unable to re-publish your own book without permission from the company (since they buy the rights to your book upon publication).

A publishing house is helpful to those who can use it. Unless you are a distinguished writer, however, it is unlikely that a publishing house will accept your manuscript—regardless of how appealing it is. They understandably avoid any work that they are not willing to take a risk on.

Self-publishing has been a profitable experience for me. I plan to continue publishing my books in this fashion. Although it is definitely *not* a get-rich-quick system, there are many other benefits that make the process worth every minute. Listed below are just a few:

1. **Save time.** We called a local publishing house to ask approximately how long they would take to read over my manuscript. One or two years! By self-publishing, once my manuscript was 100% press-ready, I had published books delivered to my home within a few weeks.

2. **Control your work.** What does an author want more than control of his own writings? Because I self-published, I had the opportunity to design the inside pages and even the cover of my book. I was my own editor. None of my original statements were altered or deleted without my knowledge. I made the final decision regarding every aspect of my book.

3. **Own the rights.** Nothing could be more disheartening than to spend years of your life on a work and then lose the rights to it. As the author *and* publisher of my books, I oversee who reproduces portions of them and for what purposes. If I desire to publish again or through a different company, I can.

4. Make money. This has not been a huge aspect of self-publishing in my personal experience, but that does not mean that it is impossible. Authors can make as much as four times the amount they invest. For writers who self-publish a book that is suddenly popular, publishing houses may actually come to on their own initiative! This gives the author an advantage in negotiations.

5. Print as many copies as you need. By self-publishing, I had the option to print a minimum of only 25 books! This is an asset to authors who are unsure if they will be able to successfully market their book. It is also accommodating to authors whose main objective is to share a story/testimony locally or within their church or family. (Note: The more copies you purchase, the less money *per copy* you pay and vice versa.)

6. It doesn't have to be perfect. A publishing house would have never accepted my first manuscript. It was written by a child, to a child, however, and proved to be appealing to home schooling families. Anyone (of any age) can self-publish a book.

7. Be a published author. Many people dream of having their notebook-paper manuscript in print, but they never pursue it. Take your dream a step further. Finish what you began. Even if your book doesn't reach the major retail stores or the hands of our President, you succeeded in a goal. Your book can be passed down to future generations.

Note!! Throughout this booklet I use the word *printer* in reference to a self-publishing company. (See explanation on page 36.)

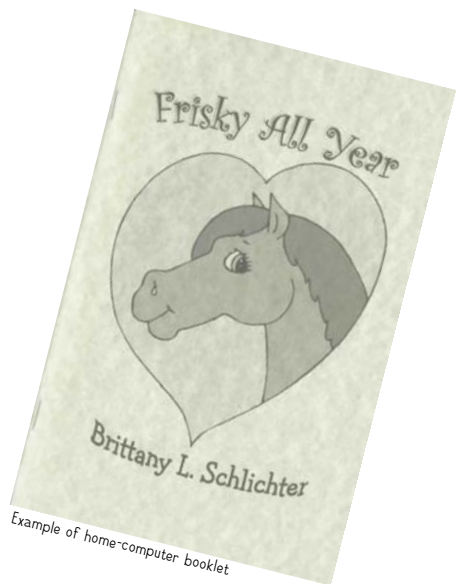
Alternate Method—

Do the previous thoughts excite you, but perhaps the prices and work involved are still a little overwhelming? (Especially when it pertains to your six-year-old daughter's book about Woof's first bone.) Do not lose heart! There is hope yet!

When my sister was seven years old, she published her first book, *Frisky All Year*. Because we “published” it on our home computer, the cost per book was insignificant. We simply typed the book, designed a cardstock cover, and used staples for binding. Print shops such as Kinko's give the books an even more professional appearance.

This method of publishing is actually becoming popular. Instead of a book, you've published a booklet. In fact, the booklet you hold in your hands was designed at home and printed at my local copy store. It's a great way to get your work in print without the serious side of time, money, and labor.

Booklets retain many of the same features as a regular book. For example, they can be copyrighted. They may not produce immense profits, but they are definitely a great start! My sister sold several of her first book and I know of one woman whose home-based business sells booklets on a regular basis.



Step #1: Research

What do you long to write about? Do you prefer biography, devotional, fiction, information? Who is your targeted audience? Thoroughly research the topics you wish to convey.

Remember that as Christians our life purpose is to bring glory and honor to God (Matthew 5:16). This does not mean that we are barred from writing fun stories, nor does it mean that we must make each of our books purely devotional.

However, we must set the standard high. Worldliness should not infiltrate our writings. Our books should be seasoned with Christian morals and principles. Every book (even fiction or information) should involve prayer and guidance from the Lord. He is most important!

Step #2: Write Your Book

Writing a book will involve many (*rough*) rough drafts, so be patient! Begin with a thorough outline and then scribble your initial thoughts without considering grammar or compositions. When your thoughts are in decent order is the time to backtrack, making the words flow easily.

From the time I began page one of my books to the day I wrote the last page, was approximately one year. That was only the *writing* process. (Editing took another year.) But every author is different. Some people take several years to get their thoughts onto paper. Others, such as my sister, can write a book in just a few months.

Be patient. The writing process will probably take you awhile, but stick with it. The best is yet to come!

Step #3: Edit Your Book

Read your manuscript, read it, and then read it again! Every time you read you will locate additional errors, but it is vital to find them *before* publication. My second book, *Noble Girlhood*, is the product of over five rough drafts! With each editing session, improvement was obvious.

One suggestion I have found useful is to take advantage of your friends' love for reading. I have recruited my mother, sister, and at least two friends to edit and critique my books for me. I sought their overall opinion by asking them: what sounded out of place, confusing, or wonderful? What would you change, or what would you keep the same? What did you especially like, or what did you think was out of place?

Following are some editing tips that could make a phenomenal difference in your book:

Consider eliminating contractions. Depending on your tone (formal or casual), these may or may not be appropriate.

Attempt to delete hyphenation. Most word-processing programs include a setting to automatically hyphenate (or not hyphenate) words on the far right margin. I prefer the latter.

Do the words *and* or *but* begin many of your sentences? This is a major no-no, one that I am often guilty of. At least be aware of it.

Read back all Scriptures, quotes, and excerpts. Any material that was quoted should be double-checked for accuracy.

Confirm phone numbers and addresses.

Are you comfortable sharing what you wrote with the public? A published book has the potential to be marketed around the globe. When I realized that people in New Zealand appreciated my book, I began to ponder what sort of

stories and personal anecdotes I had included!

Are the margins compatible with the printer? (See “Prepare for Publication.”)

Exclude the phrase “etc.” *Et cetera* is a Latin phrase that means “and others.” It should be avoided in formal writings. Never use the word *and* directly before *et cetera*.

Are the headers and footers in their rightful places? Headers and footers add style to any book, but some pages should be exclusive of them. (See “Prepare for Publication.”)

Avoid abbreviations. Examples include: *ad* for *advertisement*, *exam* for *examination*, *phone* for *telephone*. (This rule is mainly for formal writings.)

Get the right word. Many people mix up words such as *adverse* and *averse*, *affect* and *effect*, *allude* and *elude*, *anxious* and *eager*, *continual* and *continuous*, *disinterested* and *uninterested*.

Clarify definitions of questionable words. Have you checked out the definition of *aggravate*? To insinuate your brother made you angry by *aggravating* you is an informal statement. Other words to watch for include *a lot*, *fix*, *funny*, *swell*.

Replace overused words. The meaning becomes stale of words like *pretty*, *good*, *great*, *very*, *really*.

Know your number rules. In most cases, all one- or two-worded numbers should be spelled out. In sentences where several numbers are used, use figures for all (except for numbers that begin a sentence).

Do not use & for *and* in sentences.

Know your capitalization, punctuation, and grammar rules. These are imperative to a good book!

Read it aloud and silently. Also read it on the computer and on paper.

Don't be dependent on the computer spell-checker. It doesn't catch everything!

Be sure to edit the table of contents one final time. Shortly before I submitted a book for publication, my mom remembered we had added a page. Everything on the contents page was incorrect because of that addition. I was grateful she remembered *before* we sent my manuscript to the printer!

Explore your options: Some word processing programs have desktop publication checklists and helps. I especially appreciate the word count feature and (my favorite) word search. When I want to see if I overused the word *very* or *really*, I simply begin a search. The search will tell me how many times the word was used and locate each place where it was used so that I can replace it if I wish.

Inexpensive Draft Printing: Although copying stores can print a rough draft of your book quickly, you may want to consider doing the job on your own home printer. Since I typically end up with *several* rough drafts, this has been the best method for me. It is also more convenient.

To save ink, I choose the “fast draft” option on my printer’s setup window. Although the graphics are blurry and the type is fainter than normal, it works well for rough drafts. It saves a lot of ink and is also much faster than the “normal” setting.

When it’s time to print what I hope is my last draft, I usually take it to the print shop for a more accurate picture of what I’ll be getting in the finished product.

Step #4: Prepare for Publication

This is the part you've been waiting for! Here I'll discuss foreign terminology of desktop publishing. Because step #4 is such a technical and extensive section, I'll break it up.

Typing the Manuscript

Important: You are completely responsible for the typing, designing, and editing of your manuscript—a self-publishing company will *not* inform you of or correct your errors. Whatever you submit to the printer, you will receive in book form.

Order of pages: The first page when someone opens your book should be blank. The second page (right) is the *title page*. This page typically includes the title and author of the book. Remember to keep the title page neat and attractive. The next page (left) will be the *copyright page*. The copyright page must include the following: book title and copyright (year and person claiming right to book). If you are filing for an ISBN or Library of Congress Control Number, these numbers must also appear on the copyright page. Other details and acknowledgements are often included. For example, I added a permission for reproduction note, the version of Bible that Scriptures were quoted from, publisher, editor, designer, and “other books by this author.” Furthermore, consider adding the following pages: *dedication, table of contents, foreword, preface, [text body comes next] acknowledgements, appendices, glossary, bibliography, index, order form, and author biography*. Be sure to account for blank pages by leaving them blank in your manuscript. (The printer *will* charge per page, including the blank ones.)

Page Margins: Get this information straight *before* you begin typing your book. With my first two books, I set the margins extremely narrow, which resulted in hours of unexpected labor and a delay in production. Different printers have different guidelines, but here is a general rule that most printers should accept. (Find out to be sure, though!)

5½ x 8½: Top: 0.5" Bottom: 0.5" Outside: 0.75" Inside: 1"
These margins must include headers and footers, and again, they are just to give you an idea.

Headers & Footers: A header is wording at the top of a page. It might be the book and/or chapter titles. A footer is wording at the bottom of a page. It is usually the page number. There are some pages that should be exclusive of the header and footer. They include the following: title page, copyright page, dedication page, and *all* blank pages. Some pages (contents, first page of each chapter, author biography, and similar pages) should *only* include the page number. Look at other books to get an idea of how you want to lay out your headers and footers.

Typesetting: Today there are innumerable fonts to choose from on any computer, but that is no reason to use them all! Select a maximum of three fonts and stick with those alone. Avoid sans serif fonts for the body, and be sure that each chapter title is at least twice the size of the body text. Underlining text is an old-fashioned way to emphasize points; instead use boldface or italics. Body text should be set in 11 to 13 point type. For a precise, professional look, justify the body text.

The following fonts are excellent for body text: *Garamond*, *Perpetua*, *Times New Roman*, *Goudy Old Style*, *Californian FB*. There are many books on working with type. Remember: don't use too many fonts. This will give your book a confused,

jumbled appearance.

Artwork/Photographs: Although clip art and pictures add an exciting touch to any book, they can be difficult to work with. If you decide to insert graphics in your manuscript, keep the dpi (dots per inch) as low as possible, use grayscale (some printers will *not* charge extra for grayscale press-ready photos or clip art), and be sure they have a neat appearance. If your document contains too many images, it may not print well, resulting in hours of additional labor. (I could tell you *all* about it!)

Printing to Adobe PDF: Most self-publishing companies will request a pdf document to print your book. Printing from your word processing program will save your document *exactly* as you typed and designed it. Adobe PDF is an expensive program, but depending on your needs, it may be a wise investment. If you do not think you will get your money's worth, some companies permit authors to submit their books hardcopy (press-ready) or they may even offer a free program comparable to Adobe Acrobat to use explicitly for your manuscript.

Remember: It is *vital* to keep in mind that a self-publishing company will not locate or correct your mistakes (typographical, grammatical, page number errors—anything!). Be sure to edit your document *several times* before submitting the file to your printer.

Designing the Cover

You have a choice: Self-publishing companies usually offer full-color stock covers. Some printers charge for this option; others do it for free. This is an ideal route for someone who does not have the desire to design their own cover. However, it is not as personal as an author-designed cover, which is



usually not too expensive.

With my first book, I opted for the stock cover. It was convenient and worked well for my situation, but my creativity was limited. I could only fit so many words on the front cover (my font selection was limited) and had to secure special permission to have type on the back cover. When I prepared

my second book for publication, my parents suggested that I attempt to design my own cover. It was a nervous beginning, but the end result was rewarding. The sky was the limit as I coordinated fonts, added a full-color photograph, and chose an old-fashioned background. (See page 19 for example of custom cover.)

For those deciding on a custom cover, you will be given specific instructions for margins and paper size. (Your spine width will depend on the number of pages.) Typically, a book over 90 pages can include wording on the perfect-bound spine.

It has been said that you can't judge a book by its cover, but the fact is, many people do. If you plan to sell your book in stores or online (where there will be a photograph of the book on the website), an attractive cover is paramount.

Type of Binding: Most self-publishing offer several binding options. Following are a few: comb, coil, 3-ring, and perfect. Perfect binding is by far the most popular for regular books. Consider coil or comb if you are publishing a cookbook or journal-type book.

Book Title: It has been said that the catchiest titles are those

that are six or fewer words, preferably no more than four. Giving a synopsis of your book in just a few words is a great title idea. Subtitles are usually basic explanations of the title, and come in a smaller font size above or below the main title.

Consider the following titles: *The Patriot's Handbook*; *Daughters of Destiny*; *The Pursuit of God*; *If, So Much More*; *Least Said, Soonest Mended*; *Twenty Minutes Late*; *Abide in Christ*. Titles such as *I Kissed Dating Goodbye* are not easily forgotten.

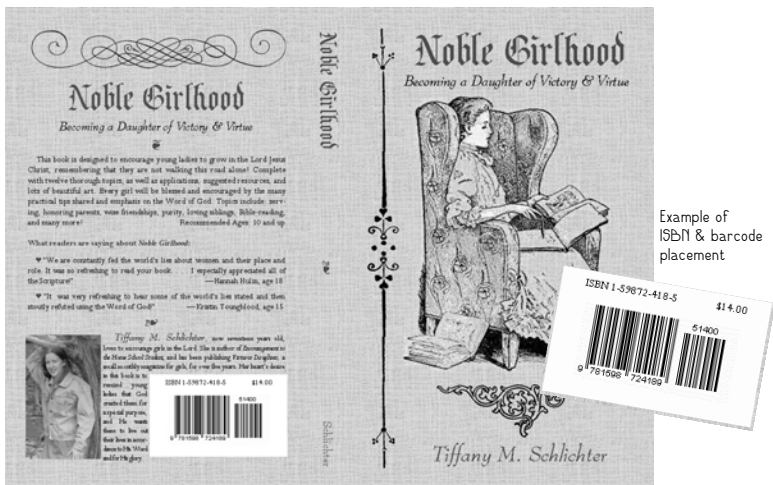
Back Cover Information: The back cover design should correspond with the front and generally includes the following highlights: *a short synopsis of the book* and *author information*. Remember to keep the overview brief and to the point—preferably under 125 words. The author biography should also be short. Avoid listing hobbies, birthday, or other unnecessary information. Instead include your writing background and specific goal in the book. This gives readers confidence that your message is worth paying for.

Remember: When someone picks up a book at a bookstore, it is because the front cover caught their attention. They will then flip it over to read the back cover. If the book is still appealing, they will proceed to read the contents and perhaps flip through the pages.

The Technical Side

Most authors printing under 1,000 copies of their book who plan to sell within a small circle do not need to concern themselves with such words as *ISBN*, *bar code*, or *Library of Congress number*. However, it is helpful to have a basic knowledge of these technicalities so that you can make an informed decision about what “extras” to include in your book.

ISBN: Glance at your bookshelf and you will likely find that



many of the books have a ten (now thirteen) digit number on the back cover. This is the International Standard Book Number (ISBN). The ISBN is used mainly by retailers to track your book information and inventory.

Do you need an ISBN? It depends on your goals for the book. The good news about securing an ISBN is that you can purchase ten numbers at one time, so they will last you for ten publications. For those who are serious about writing books, an ISBN is a wise investment.

If you do choose to buy an ISBN, it must appear (legibly, in 9-point type or larger) on the copyright page and back cover. The acronym ISBN should precede the digits and their appropriate dashes. For example: **ISBN 0-12345-678-9**

If after further investigation into ISBNs you find that they are a little pricey, consider purchasing a single ISBN through a self-publishing company. Although this route is not *as secure* as working through the ISBN agency, I can vouch for my printer's excellent price. (I paid \$75 for a single ISBN *and* a barcode; the ISBN agency sells 10 ISBNs for \$275.)

If you decide that an ISBN fits the needs of your book, be sure to file early as the process can take few weeks, delaying

production. **Note:** An ISBN is good for one edition of a book. If you need to reprint your book, you may use the same ISBN *as long as you do not alter the book.*

EAN Bar Code: To secure a bar code for your book incurs an additional charge with the ISBN agency. But most self-publishers can do this for you at a nominal fee. As I mentioned earlier, my bar code was included with my ISBN cost. Again, you only need a bar code if you are serious about marketing your book. Once you have purchased your bar code, it will be sent to you as a file (for example, .jpg) that can be inserted onto your cover. A bar code appears in the lower right-hand corner on the back cover of your book. It should be set on a white background. (If your book has a colored background, simply create a white-filled textbox of the appropriate size *behind* your bar code.)

Library of Congress Control Number: This number is necessary if you plan to distribute your book to libraries. It can only be secured if the book is being published for the first time and is over 50 pages (many books are not accepted; call for information).

Copyright: You have every right to your “original works of authorship.” Although a book title cannot be copyrighted, you may copyright your work as a whole. It is not necessary to *file* for copyright; your book is automatically copyrighted when you use the words and symbol *on the second page*. However, if you desire to make your copyright more secure, you should register with the Copyright Office. (If you do not, you are unable to file an infringement suit.) Be sure when using graphics that are not your own creation or other authors’ works in your book that you are not infringing on *their* copyright. Most clip art programs come with a manual that has their terms of agreement concerning reproduction.

A copyright notice should appear on the copyright page:

Any author has the right to copyright his work, even if he does not choose to file with the Copyright Office. Just be sure to use the copyright symbol (©) and include the above information. If you *do* choose to file, be sure to do so ahead of time—it may take sixteen weeks to receive the certification.

Using excerpts from other sources: This adds magnitude to your book, but it is additional work. When you begin the editing process is an ideal time to write to the companies/individuals that you need to secure permission to reproduce. They may take several weeks or months to reply.

In your typed letter, state the title of your book, what excerpt you want to include, and where it will be located in your book. It is also helpful to give the number of words you will be copying. I include complimentary copies of the pages that excerpts will be included on.

Some books have a permission for reproduction notice on their copyright. Be sure to see if your copying qualifies before you spend the time and money seeking permission.

Pricing

Obviously the cost of self-publishing will effect your decision. As mentioned earlier, this is no get-rich-quick process. Some authors may invest hundreds of dollars without ever turning a monetary profit. Yet the rewards of publishing the book far surpass the financial aspect.

What you pay: I'll give you a general idea of what it costs to publish a basic book with no "extras." My first book, *Encouragement to the Home School Student*, was 90 pages and included a stock cover (my printer charged \$.25 per book for

a stock cover). I ordered 100 copies. With shipping, the price came to around \$3 per book. (Shipping is estimated at 10% of the book cost.)

Different self-publishing companies have different minimums on the number of books you can order. A company with comparable prices (per book) does not permit orders below 200 books. However, someone just starting out may want to order as few as 25 copies which can be done through my printer. Of course, the fewer books you order, the costlier they are per book. I have noticed a significant price break at 100 and 500 books.

Base prices typically include 60# standard paper, a glossy laminated cover, and black ink on the inside pages. Some companies offer a free proof. Others consider your pdf file a proof; therefore a printed proof incurs an additional charge.

How to price your book: It can be difficult to accurately attach a retail price to a book. The following figures offer some guidance:

A 2004 book price chart stated that a 105–124 page trade paperback's retail price was \$10.99. Similarly, a 250–299 page trade paperback was retailing at \$15.99. However, you cannot base your retail solely on this price chart because it is largely dependant on what you paid for your book. Take into account any future expenses and, if you will be marketing the book, the significant discount you will be offering to retailers.

When I scanned catalogs and bookstores, I found that there is no solid basis for a retail price. Some 90 page paperbacks were priced higher than 250 page hardbacks. There are many factors that contribute to the final price.

Step #5: Market Your Book

Marketing a book is fun, but it takes courage and endurance. Don't give up when your book is not readily accepted—continue trying!

Where to market: This depends on the type of book you are marketing. If it is something that will appeal to home educators, begin collecting home school catalogs, magazines, and telephone numbers. If it is a Christian fiction, there are many local bookstores and online stores that would likely be eager to see your work. Accurate and well-written biographies are probably accepted by many stores and companies.

How to market: When offering your book to local stores, I recommend that you schedule a personal meeting with the manager. Remember that this is a business trip—maintain a professional appearance and be prepared. To stores, I provided a sample copy of my book for the manger to preview along with my price per book. (Do not charge tax when selling to retailers.) Because I live locally, I agreed to deliver the books to the store at no charge.

It is different (and more difficult) to market to out-of-state companies. However, it is worth the efforts! Although I have written to at least fifteen large businesses that did not respond, my book was accepted by Christian Book Distributors. Their sales have compensated for all the time and money invested into the other companies.

Draft a professional letter (preferably typed) with a brief (one or two sentences) synopsis of your book, what you will sell the book for, and any other important information that should be included. Enclose a complimentary copy of your book. (The company will not return it.) Following is a sample letter that may be worth modifying to suit your needs.

P.O. Box 98
Willis, TX 77378
-15 May 2008

Christian Book Distributors
P.O. Box 0000
A City, MA 00000

To Whom It May Concern:

My name is Tiffany Schlichter. I recently published my second book, *Noble Girlhood*. After viewing your catalog, I felt that you may be interested in carrying my book which is geared to young ladies, encouraging them to grow in Christ.

Enclosed is a copy of *Noble Girlhood*. If your company is interested in carrying my book, I will gladly offer it to you at a discounted rate. The retail is \$0; at 0% off, your price would be \$0.00 per book.

If you would like to carry *Noble Girlhood*, or if you have any questions, you may reach me at (000)-000-0000. Thank you for considering this matter.

Because He Lives,

[signature]

Tiffany M. Schlichter
P.O. Box 98
Willis, TX 77378

Note: I do not claim any perfect method or form letter for my “success” with Christian Book Distributors. I honestly believe that their acceptance of *Noble Girlhood* was purely the grace of God. Although our best efforts are important, His sovereign will is always ultimately carried out!

Be sure to check with the company to find out who to direct your letter to and at what address. Usually it must be sent to a specific person!

How do you know which companies to write to? I put in a request to numerous businesses for a copy of their catalog. Seeing what type of products they sold gave me an idea of whether or not they would be interested in my book. Some catalogs carried many titles, but nothing comparable to mine. I realized these companies would probably not be interested in my book.

Discount: Most companies will only accept a significant discount off the cover price. I give a standard 40% off to every retailer I sell to. I was involved in a consignment with two local bookstores and their agreement was also 40/60. (They receive 40%; I receive 60%.) This is widely accepted in the business world.

Because I knew very little about publishing/marketing when I published my first book, I *lost* money when I sold to retailers. Be sure to value your book high enough that you can give a 40% discount and still turn a profit.

Selling to individuals: I have seized many opportunities to set up an exhibitor booth for my book at fairs, end-of-school sales, conferences, and back-to-school meetings. I have also taken advantage of home school newsletters, e-loops, and organizations. Many groups are happy to assist fellow home schoolers in marketing their Christian products.

I also consider the “business end” of my book publishing to be a ministry. As the Lord leads, I distribute free copies of my book. There have been several times when a customer “forgot” to pay me; I take these situations case by case. Remember that we Christians should be the salt and light of the earth. Be cheerful and generous in your business dealings.

If you are selling to individuals, you are likely required to file for a user sales tax permit and charge sales tax (percentage is based on the location of the sale) for each book. You will

file a return with the money on a quarterly or annual basis.

Record keeping: Most people do not care for a receipt, but keep track of sales for your own records. This will serve as a handy future reference and will be extremely helpful if you earn enough money to file taxes.

I purchase small receipt books to literally record every sale. When the company/individual has paid me for the book, I mark the total as PAID. Flipping through these receipts is a convenient way to quickly see who owes me money.

Below is a sample of the receipts and payments chart that I track every month. I also keep close tabs on check numbers, bank transactions and tithing amounts. Tracking your financial records is a cinch if you simply stay organized.

Cash Receipts Records

For Noble Girlhood

May 2008

<i>Description:</i>	<i>Amount:</i>
CBD—Purchase Order #123	X.XX
Smith—3 books (check #123)	X.XX
Jackson—1 book (check #123)	X.XX
<i>Total Receipts for May 2008</i>	<i>X.XX</i>

Cash Payments Records

For Noble Girlhood

May 2008

<i>Description:</i>	<i>Amount:</i>
Post Office—stamps for shipping	X.XX
UPS—box for book shipping	X.XX
Kinkos—advertising bookmarks (100 copies)	X.XX
<i>Total Payments for May 2008</i>	<i>X.XX</i>

Generally, the expenses after cost of publication are minimal. The main expense will be postage for shipping books and letters. You may also wish to print business cards, invoices, or advertising tools which will incur some cost. For the most part, however, the expense was paid the day you wrote the check for the printing of your books.

Shipping cost: Be sure to find out how much your book will cost to ship since you will be charging your customer this price. I generally lose on shipping since it costs me more to mail the book than what I charge for shipping.

The post office offers "Media Mail." This is a rate that is exclusively for books, magazines, and similar articles. It is significantly less than first-class mail. Currently a 13-ounce book can be mailed for under \$2.50 using the media mail rate. Although the shipment time is longer than other rates, it is well worth the savings. Under the media mail rate, nothing but the book (and invoice) can be in the package.

After weighing your book (in the envelope with whatever packaging you will normally use), call your post office for the exact amount and find out if you can mail the package from your home. (Any package over a certain weight must be taken to the post office.) I buy several sets of stamps and keep them on hand so that when I receive orders I can ship them without driving to the post office.

Contact information: I keep a notebook with the names, addresses, and telephone numbers of my regular retailers. This is helpful if I want to call a local store to check on the inventory of my book or if I need to inquire about an incorrect check amount. It is also convenient to sketch notes/reminders about customers whom I am in continual contact with.

Checking on the inventory: Major retailers will take

responsibility to contact you when their inventory is low. Smaller businesses and local stores may benefit from an occasional telephone call from you.

I call local stores every 4–6 months. This is probably not often enough, but I cringe at the thought of being an obnoxious salesperson. Every time I have checked on the inventory of my book, the store was either extremely low on or totally out of books. They often say something like “I’m glad you called—we didn’t notice that we ran out!”

The call should be handled something like this: (*In a friendly voice*) “Yes, this is [your name]. I wrote the book [title] that you sell in your store. I am calling to see if you need additional copies, or if you have a good supply right now.” Be sure to jot down the person’s name who tells you how many copies they would like to order. Occasionally this call should be directed to a certain individual; in that case, keep the information for future reference.

Advertising: Advertising is a must! As I mentioned earlier, I relied on home school newsletters and Christian websites for a good portion of my advertising. I also asked respected leaders in the home school community to spread the word about my book. Most people are willing to do this.

Another avenue is designing your own flyers, bookmarks, and business cards. Find a good quality program (such as Microsoft Publisher) and let your creativity soar! I designed “bookmarks” (they fit four to a page) that have been responsible for a large portion of my sales.

Contact people who know other people. Many times there is someone who already “has his foot in the door” who will happily help you out. By including their name in a letter to a company (I am sending this per ____’s instruction), you have an advantage in marketing.

All Glorious Within

Journeying as the King's Daughter

Young ladies who long to live for Christ are on a journey following the King of kings. What a privilege and joy! Yet even princesses need a dose of encouragement now and then. *All Glorious Within*, by home school graduate Tiffany Schlichter (author of *Noble Girlhood*), is written to do just that! In this book, Christian daughters will be motivated to rely on the strength and victory of their Savior as they explore various aspects of virtuous girlhood. Chapters include: "Just One Good Friend," "Saving My Heart," "Am I Ready?," "Daughter at Home," "Living with Myself," and more. 260 pages

Available from Christian Book Distributors: 1-800-CHRISTIAN or www.christianbook.com

Seize the opportunity to share your testimony/story. I have been asked to speak about my experience in book publishing. People are eager to hear how you did it—and then they would like a copy of the finished product themselves! The most effective advertising is word of mouth. Ask your friends and relatives to share flyers with their pen pals, home school group, and church members.

Resources & Contact Info.

Print-On-Demand Publishers

As I mentioned in the beginning, I do not necessarily recommend going through a publishing house. However, it works for some! Print-On-Demand (POD) companies are similar to self-publishing in that you usually retain the rights to your book and books are not printed until there is a demand. I have not found them to be as economical as self-publishing.

–RoseDog Books 1-800-695-9599
701 Smithfield St. Third Floor
Pittsburgh, PA 15222
rosedog@rosedogbooks.com

–Xulon Press 1-866-381-2665
www.xulonpress.com

(Xulon is a Christian POD company that has several excellent articles on their website, including “How to Write Killer Back Cover Copy” and “Create a Winning Book Title.”)

–Snowfall Press www.snowfallpress.com

(Although I have not personally used Snowfall to print my books, it is my understanding that the company is ideal for printing small quantities of books at a relatively inexpensive price.)

Self-Publishing Companies

*These companies are simply printers. You are your own publisher! They do not own the rights to your work, nor do they give you a royalty. Their only job is to **print** your book. You are responsible for marketing and re-orders.*

–Morris Publishing 1-800-650-7888

3212 E. Hwy 30

Kearney, NE 68847

www.morrispublishing.com

(Morris Publishing sends many helpful materials free of charge. You must order a minimum of 200 books to use Morris.)

–InstantPublisher 1-800-259-2592

P.O. Box 985

Collierville, TN 38027

www.instantpublisher.com

(We have used InstantPublisher for four publications and several re-orders. The people are wonderful to work with, the prices are exceptional, and they keep the publishing process simple. You may order a minimum of 25 books.)

Note: The following two printers have been recommended to me, but I have had no personal experience with either.

–LuLu www.lulu.com

Based in Raleigh, North Carolina

–Outskirts Press www.outskirtspress.com

Based in Parker, Colorado

Computer Software

Although you can publish a book without the latest software, some programs greatly reduce potential time and confusion. For most families, the following programs would provide benefits beyond book publication. You may find these to be a wise investment.

Microsoft Word—Good for typing professional letters and invoices. You can prepare a manuscript for publication in this program if your book is a basic, simple format. (Try to avoid many images or extensive graphic design.)

Microsoft Publisher—Publisher is ideal for complex books with a more sophisticated layout. (If you plan to add lines, images, photographs, captions, headers and footers, and similar “extras,” Publisher is for you!) It is also great for designing flyers, bookmarks, advertisements, and invoices.

Adobe Acrobat—This is your “printer.” When you print a document to your physical printer (such as HP Deskjet), the result is a piece of paper with type on it. The only difference with Adobe Acrobat is that the result is a file—a “proof” of your book. This is the file you will submit to your printer (self-publishing company). It is a substitute for press-ready pages. The company will literally send your pdf file to their physical printer and the end result will be your printed and bound book!

Microsoft Corporation—for Word and Publisher
www.microsoft.com

Adobe—for Adobe Acrobat
www.adobe.com

(You may download [for free] the acrobat reader. This allows you to view on your computer any pdf file. The website should also have information about purchasing Adobe Acrobat and other products.)

“Technical” Offices

Contact these offices for additional information.

U.S. ISBN Agency 1-877-310-7333

R.R. Bowker

630 Central Avenue

New Providence, NJ 07974

www.bowker.com

Library of Congress 202-707-6372

www.loc.org

Copyright Office 202-707-3000

www.loc.org/copyright

Texas State Comptroller 1-800-531-5441

www.window.state.tx.us

(Contact your state comptroller or taxing authority if not in Texas for information about user sales tax permit.)

United States Postal Service 1-800-275-8777

(This automated service has helpful information, including a zip code and postage rate finder.)

Print Shops/Office Supplies

- ◆ **FedEx Kinko's** is great at minor print jobs, such as booklets, advertisements, business cards, and even invoices if your home computer is unavailable.
1-800-2-KINKOS
- ◆ **Office Depot** is another option for getting copies made. The quality is not quite as exceptional as Kinko's, but the price may be better. **1-800-GO-DEPOT**
- ◆ **Wal-Mart** has been my best bet when it comes to *office supplies*. I purchase receipt books for about \$1, a large package of bubble wrap for around \$3, and a box of 9"x12" manila envelopes (for mailing my book) for approximately \$4. (These prices are not exact.) You could also buy mailing tape and other small necessities at Wal-Mart. Their prices are reasonable. **1-800-WALMART**
- ◆ **Dollar Tree**—as crazy as it sounds, I have found dollar stores to be helpful when it comes to some office supplies, envelopes in particular. For example, I can purchase two self-sticking bubble envelopes for only \$1. Not only does this eliminate the cost of bubble wrap and tape; it is also more convenient for me! www.dollartree.com
- ◆ **Sam's Club** has been another option for buying large boxes of bubble-wrap self-sealing mailing envelopes, at a better price than the dollar store. To shop at Sam's Club, you must first purchase a membership. samsclub.com/office

- ◆ **Uline** has everything your home office could need, from envelopes and boxes to tape and stretch wrap. The price per item is excellent (there are bubble mailers as low as 12¢ each), but you will need to purchase large quantities. 1-800-295-5510 or *uline.com*

Below are some additional tips that will save money and time:

- ☞ **Re-use boxes and packaging materials.** When possible, it's actually not a bad idea! As long as the boxes are still in good condition, they can be re-sent, and the packing paper and bubble wrap that was sent in them can also be re-used.
- ☞ **Keep postage and a postal scale on hand at home.** This comes in handy when you have to mail small packages or letters, so you don't have to make a run to the post office every other day! Just remember that anything over 13 ounces cannot be mailed from home.
- ☞ **Design and print postcards for business correspondence where this is a viable option.** Although you can't use a postcard for everything, it does save money in postage and paper and is a great way to "advertise" your product on the reverse side. Also consider designing custom letterhead.
- ☞ **Use re-writable CDs when backing up a book-in-the-works.** You can add to and overwrite on a re-writable disc multiple times before it is full, so be sure to invest in these when you are in the process of writing your book and keeping the file safely stored.

Frequently Asked Questions

Question. Who is the publisher if I am self-publishing?

Answer. You are. The self-publishing company is simply a printer. For example, if you go to Kinko's to get a copy made, who is the publisher? You. Kinko's is not responsible for sales, distribution, or the future of your product. They simply *print* the document. Self-publishing companies commonly refer to themselves as *printers* since that is basically what they are.

Question. If I am the publisher, what do I put on the copyright page for “published by . . .”?

Answer. Have a little fun. You could use *The [your last name] Family*. You could also develop your own publishing name; one family uses *Tomorrow's Forefathers*. Another lady uses the name of her home-based business, *Biblical Womanhood*. I use the name of my family's ministry, *Virtuous Daughters*. Welcome to the exciting world of self-publishing—where the sky is the limit!

Question. What if I do not feel confident designing my own book and/or cover?

Answer. There are many graphic design companies that would appreciate your business! However, little knowledge is needed to format an attractive interior layout. There are many books available and courses that cover the basics of graphic design and typography. With a good computer program and some creativity, you just might surprise yourself. Not only do you save money by doing this work yourself; you also make your book more personal. Self-publishing companies often offer professional covers inexpensively.

Question. What is the likelihood that I will be able to sell the books I purchase? How long does it take?

Answer. It really depends on what the book is and how seriously you market it. It took me almost 3 years to sell 100 copies of my first book, but within a matter of months I had sold over 300 copies of my second book. There were several factors that effected this rate. First of all, the first book was written by a 12-year old; the second was written by a 16-year old. Also, the marketing of my first book was limited to friends, local home school group meetings, and two bookstores. My second book has been widely distributed as a result of Christian Book Distributors' carrying it. I also sold over 80 copies at one conference alone!

It is hard to say how your book will sell. If you are uncertain and want to avoid financial risk, start with just 25 or 50 copies. But remember that these grueling decisions and investments is what entrepreneurship is all about.

Pray about it. God alone knows what His omniscient will is for your book. Seek His guidance and direction. Ask Him to take control of the book in every aspect—for only in His hands will it truly be blessed!

Question. Would the cost per book be less expensive if I used my local print shop?

Answer. It is highly unlikely, unless you plan to print a small number of books. When we investigated into this idea, the cost per book was significantly higher (approximately 100%) than the company we chose to self-publish. Also keep in mind that a print shop will not be able to render the same professional look that a self-publishing company does. (For example, their version of perfect binding is usually different from what you will receive from a self-publishing book.)

The Best Book of All

What Matters Most

We have been discussing how to write and publish a book. But have you ever read the most important message from the most important Book? Jesus said in *John 6:47*: “*Verily, verily, I say unto you, He that believeth on Me hath everlasting life.*”

Nothing is more serious and important to consider than our eternal destiny. Sadly, every one of us have fallen short of God’s perfect standard. In our sins, we are condemned to eternal death. “*As it is written, There is none righteous, no, not one . . . For all have sinned, and come short of the glory of God.*”—*Romans 3:10, 23*

However, we are by no means without hope! Jesus Christ became the perfect sacrifice by paying the penalty of our sins through death on the cross. Our punishment has been paid in full by Christ. If we accept His grace by believing in Him, then we are justified through faith and may have peace with God—and everlasting life!

“*For God so loved the world that He gave His only begotten Son, that whosoever believeth on Him should not perish but have everlasting life. For God sent not His Son into the world to condemn the world; but that the world through Him might be saved. He that believeth on Him is not condemned: but he that believeth not is condemned already, because he hath not believed in the name of the only begotten Son of God.*”—*John 3:16–18*

Give Your Book to God

When I wrote *Noble Girlhood*, I was excited. Yet a twinge of fear crept over me. What if girls thought my book was boring, dry, or too serious? What if I wrote it for the wrong reasons and the Lord did not bless it? What if people mocked my rather immature writing style?

My family and friends told me that *Noble Girlhood* was an excellent book, but I took their comments as kind remarks—not necessarily in earnest. When after its publication *Noble Girlhood* was accepted by Christian Book Distributors, I was floored.

Yes, God has blessed *Noble Girlhood*. I can't put a finger on it, really, but I know He is using my humble works. I simply put to paper what I felt urged to share with other Christian girls. How He uses the book is solely up to Him—I trust Him and accept His sovereign will.

When I was preparing *Noble Girlhood* for publication, I ran into countless brick walls. Sometimes I would retreat to my bedroom and sob, discouraged by failures and problems. Yet the Lord used this stressful season of my life to reveal His character and to teach me patience, endurance, and how to give my desires and plans to Him.

It seemed that every time I thought, “There. It's all together now. Everything's a go,” the entire project would crash. It took me hours to “put the pieces back together.” I felt exhausted.

God wants control over *every aspect* of our lives. Every aspect! I thought I was in control of *Noble Girlhood*, but the Lord made it very clear that I was not. He also revealed to me that I constantly referred to the project as “my book.” Whose book was *Noble Girlhood*, anyway? It belonged to the one Who had so graciously provided me the means of writing and publishing it.

I give God all the glory for the distribution of *Noble Girlhood*. I know that without Him, I am nothing. He gives me life, sustains me, guides me, and upholds me every day. When I think of God's righteousness, holiness, and justice, I am amazed that He is actually interested in the minute details of my life. We serve a mighty God! *"Thou art worthy, O Lord, to receive glory and honour and power: for Thou hast created all things, and for Thy pleasure they are and were created."*—Revelation 4:11

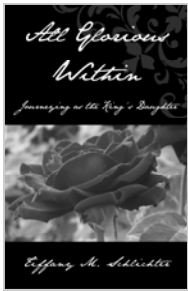
Give your book to God. Seek His will. Only then will He bless the fruit of your hands. Remember that it's not about being popular, rich, or accepted. It's about sharing a message to encourage other Christians in their personal walk with Jesus Christ.

My mother likes to remind me of Psalm 37:23-24. Although I am far from perfect, I know that it starts with the heart. If we *long* to follow the Lord's leading, He will reveal His will to us. He promises that those who hunger and thirst after righteousness are blessed. *"The steps of a good man are ordered by the LORD: and he delighteth in his way. Though he fall, he shall not be utterly cast down: for the LORD upholdeth him with his hand."*

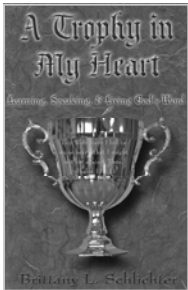
Also Available through Virtuous Daughters



Noble Girlhood—through thought-provoking quotes, encouraging insights, and inspiring Scriptures, Tiffany Schlichter challenges Christian daughters to live a victorious and noble life in Christ. Topics include: victory, purpose, honoring parents, loving siblings, wise friendships, beauty, and more. 229 pages



All Glorious Within—in Tiffany's latest book, daughters are encouraged to continue their journey following the King of kings! They will be motivated to rely on the strength and victory of their Savior as they explore various aspects of virtuous girlhood, such as: "living with myself," "saving my heart," "what to wear," and "am I ready?" 260 pages



A Trophy in My Heart—Brittany Schlichter, 4th place Finalist in the first-ever National Bible Bee, memorized 1,880 verses during a six-month time period. The wisdom she gained from this experience will inspire Christians, both young and old alike, to learn, speak, and live God's Word. Whether you compete in the National Bible Bee or not, you will walk away with a new-found inspiration to hide God's Word as a trophy in your heart.

Virtuous Daughters

www.virtuousdaughtersministry.com
virtuousdaughtersministry@gmail.com

A Simple Guide to Self-Publishing Your Book



Do you have notebooks filled with an awesome story, but you're unsure how to turn those scribbles into book form? Many people dream about being a "published author," but while reaching for the stars they hit a light post. Make your dreams a reality!

How to Self-Publish Your Book offers practical guidance and a wealth of information as you delve into the next step. Publishing a book does not have to be a daunting undertaking; instead it can be an organized and exhilarating process. Ultimately your labors will yield not only a professional and marketable product, but also a journey of cherished memories and lessons.

Stop wondering and start working. Tiffany Schlichter, author of three books, has answers to many of your questions and assurances to many of your fears. "I've made more than my share of mistakes," she says laughingly, "which is why I'm writing this booklet. I want to share what I've learned with those who are starting out. It may save you hours of unnecessary work and many miserable tears."

Retail: \$5.00



Tiffany M. Schlichter graduated home school high school in 2007. She resides in Montgomery, Texas, with her parents, six brothers, and sister. A free-lance author from her home, Tiffany has written and published three books: Encouragement to the Home School Student (2003), Noble Girlhood (2006), and All Glorious Within (2010). She also publishes a magazine (Virtuous Daughters). She desires to live a life pleasing to her Lord and Savior, Jesus Christ, while exhorting other Christians to live wholly for His glory.