

Book Publishing Terms

Advance. A sum of money a publisher pays a writer prior to the publication of a book usually paid in installments, such as one-half on signing contract; one-half on delivery of a complete and satisfactory manuscript.

Agent. A liaison between a writer and editor or publisher who advocates for their client (writer). Agents usually take a 10-15% commission from the advance and royalties.

ARC or Advance reader copy. An early version of the book sent out to media outlets or other well-known authors/authorities for possible reviews and interviews.

Blurb. An endorsement that appears on book covers or dust jackets. A testimonial from book reviewers, well-known people in the book's field, or well-known authors in the book's genre.

Copy editing. The review of grammar, punctuation, syntax, word choice and consistency

Copyright. A legal means to protect an author's work

Developmental Editing. The process that evaluates the development of characters, plot, settings, and overall story arc.

eBook. A digital file that requires an electronic device to display the contents of the book.

Editing. There are different types of book editing—proofreading, copyediting, line editing, and developmental editing—for different stages of a book.

Interior Formatting [Book]. The design and layout of a print book's interior, including the font and text size, formatting the headers and footers, adding page numbers, determining the number and width of columns, setting margins, and designing chapter icons.

ISBN. International Standard Book Number (ISBN) is a numeric commercial book identifier that is intended to be unique to each book format. The same manuscript can have many different ISBN's (i.e., one for hardback, one for soft cover, and one for digital. Also, some marketing entities require their own unique identifying number (i.e., Amazon assigns an ASIN number which is unique to them.)

Line editing. The process that looks at the flow of ideas, transition, tone, style, and sentence/paragraph structure.

Metadata. Important and crucial information about your book that helps it to be discovered. It includes the title and subtitle, author's name, any contributors such as illustrators, keywords, search terms, book description, the ISBN, and price.

Platform. An author's presence that allows them to market their book and/or expertise directly to their audience. Examples include a website, a broad-reaching social media network (Twitter, Facebook), speaking engagements and more.

Pre-sale Period. The period prior to when books are ready to be shipped to readers—usually 60 to 90 days for print books. During this period, books can be ordered, but are generally not shipped until the release date.

Pre-sale Promotion Period. The period of time prior to the release date when authors should be promoting their upcoming books. Promoting heavily, and selling, during this period lets the retailers and wholesalers know how much interest there is in your book so they can order copies in advance.

Print On Demand. Digital printing of small quantities of books, even a single one, as needed. Alleviates the need to stock books that were printed on offset presses.

Proofreading. Last phase of editing—looking for typos and spelling mistakes.

Proposal. A detailed package used to pitch a nonfiction book; includes a table of contents, a market analysis, fully written sample chapters, author's bio, and more.

Publishing. Producing your book and making it available for sale. (See Self-Publishing & Traditional Publishing)

Publishing Service Firms or Printer/Marketer. Companies which enable someone to self-publish by providing basic printing and distribution and some aspects of marketing. Ex: Amazon, Ingram Spark, BookBaby.

Query. Letter that sells an idea to an editor or agent.

Release Date. The date your book is available to be delivered to customers and available for sale in brick-and-mortar bookstores.

Royalties. A percentage of money that an author receives from a publisher, or publishing service firm based off sales terms stipulated within a contract.

Self-Publishing. When the author controls all aspects of the publishing process and keeps all profits.

Submission Guidelines. Formatting of a book, story, poem or article in the manner required by the publisher.

Traditional Publisher. A company which contracts with an author to take complete control over the manuscript from submission to sales, then pays the author a percentage of the profits. (Royalties)

Trim Size. The term for the size of a print book. For example, a 6" x 9" trim size means the book and its pages are six inches wide and nine inches tall.

For additional terms: 100 Common Publishing Terms from Writer's Digest:

<https://www.writersdigest.com/publishing-insights/common-publishing-terms>

PROS AND CONS OF TRADITIONAL VS SELF-PUBLISHING BOOKS

(Thanks to RMK publications <https://www.rmkipublications.com/pros-and-cons-of-traditional-vs-self-publishing-books/>)

Traditional Publishing Pros

- *Wide distribution and more exposure*
- *Most offer an advance, sometimes a large one*
- *They do the editing, formatting, cover art*
- *More marketing power*

Traditional Publishing Cons

- *Take six months to respond to a query or submission*
- *Take another six to eighteen months before publication if accepted*
- *They have power over cover art and title*
- *Don't use the marketing power they wield effectively*
- *Pay royalties twice a year*
- *Don't involve you in many of the decisions regarding your book*
- *Difficult to implement changes*
- *Lousy royalty rates, between 6% and 25%*
- *Very hard to break into*

Self Publishing Pros

- *Paid once a month*
- *You control price and cover*
- *Publication is almost instant*
- *Easy to implement changes*
- *Every decision is yours*
- *Great royalty rates*
- *Anyone can do it*

Self Publishing Cons

- *No free professional editing, formatting, or cover art*
- *Usually Fewer sales unless author works at it*
- *Less than 10% of current book market*
- *Greater potential to publish crappy books*
- *All costs are upfront to the author*
- *Author must do their own marketing*

See Also: Jane Friedman The Key Book Publishing Paths: 2023–2024

<https://janefriedman.com/key-book-publishing-path/>

Target Audience: Example

<table><tr><th>Careers/Jobs/Education</th></tr><tr><td>Aviation/Air Traffic</td></tr><tr><td>University Instructor</td></tr><tr><td>Non-Profit Manager</td></tr><tr><td>Store Clerk</td></tr><tr><td>Theater/Music</td></tr><tr><td>PR/Media Specialist</td></tr></table>	Careers/Jobs/Education	Aviation/Air Traffic	University Instructor	Non-Profit Manager	Store Clerk	Theater/Music	PR/Media Specialist		<table><tr><th>Avocation</th></tr><tr><td>Writing</td></tr><tr><td>Performing</td></tr></table>	Avocation	Writing	Performing																		
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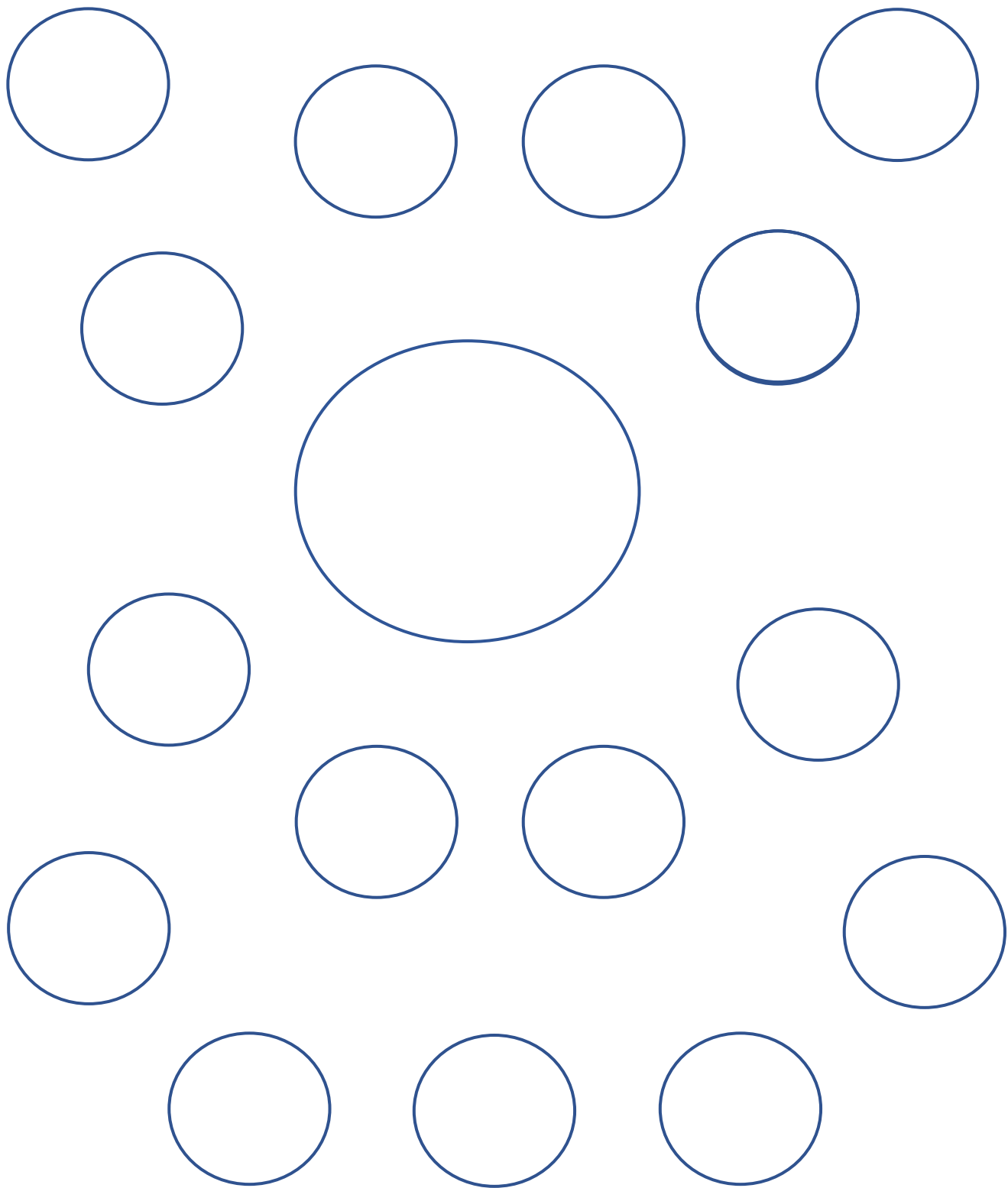
Identifying Your Audience



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NonfictionAuthorsAssociation.com | NonfictionWritersConference.com

Identify Your Audience



Ways to Grow an Audience

- Create lead magnets to grow your mailing list, such as reports, checklists, webinars, first two chapters.
- Create a list of personal contacts you can ask for support: friends, family, fellow writers, current and past coworkers, past school mates, current and past clients, business connections.
- Build a list of influencers you can ask for support: peers in your industry/profession, bloggers, podcasters, social media leaders, authors in your genre.
- Ask your contacts for support: promoting the book, getting you speaking gigs, connecting you with key influencers, posting reviews, sharing via social media, acquiring bulk sales.
- Speak at events where your audience spends time. Always bring a handout.
- Get in the habit of *asking* for reviews. Ask in your book, via email, in person, etc.
- Pick one or two social media platforms and do those well. You don't have to do them all!
- Participate in online groups (Facebook, LinkedIn) or *start your own*. Also, in-person: Meetup.com.
- Write blog posts that offer value to your audience.
- Invite guest contributors to your blog and ask them to promote posts to their own audience.
- Write guest blogs for others and promote them on your social platforms.
- Give away copies of your book to media pros, influencers, bloggers, podcasters.
- Be a guest on other people's podcasts. Promote their podcasts on your social platforms.

Nonfiction Authors

- Join associations and/or industry groups where your target audience spends time.
- Contribute to blogs, newsletters, and publications that reach your audience.
- Write a regular column or individual pieces for associations and/or industry group publications.
- Speak at events related to your topic.
- Participate in activities of related interest groups.
- Have booth sales and signings at conventions/events

Typical Business Expenses for Authors

This list is not necessarily all inclusive.

- Home Office Expenses including office supplies, utilities, phone, internet, maid service, maintenance
- Postage
- Technology/Equipment: e.g. computer, printers, devices (Purchase and maintenance)
- Technology subscriptions: e.g. Zoom account; website host
- Professional development: Conferences, events, webinars, workshops, memberships
- Travel, local and long-distance, to conferences, events; for research, for meetings with other authors and publishing partners
- Publication subscriptions and books
- Cost of your physical books (your inventory)
- Marketing material and collateral: flyers, bookmarks, business cards, headshots
- Advertising expenses (cost of ads, e.g. Amazon or Facebook ads)
- Lunches/meals with other authors
- Fees for professional services of others (e.g. editors, administrative assistant services, publicist support; accounting & legal services)
- Contest entry fees

Consult with your accountant who can advise if it's a deductible expense.

Keep ALL receipts. When in doubt, track it and ask for professional advice.

Resources for Authors

- Writer's Digest (writersdigest.com)
 - Paper magazine, on-line articles, daily emails
- Build Book Buzz (buildbookbuzz.com) – Sandra Beckwith
 - Blogs & newsletters about book marketing
- BookBaby (blog.bookbaby.com)
 - Blogs about all things publishing
- The Writer's Market Book (ebook or paper)
- Author's Publish (authorspublish.com)
- Jane Friedman (janefriedman.com)

Sage Newsletter - 30 years of writing advice

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- April 2023 – The Search for an Editor
- May 2023 – Website Decoder – Hosting & Domains
- June 2023 – Website Decoder – Architecture
- July 2023 – Website Decoder – Content

BOOK LAUNCH CHECKLIST

Courtesy of CARLA KING: www.SelfPubBootCamp.com

Up to 1 Year Before Launch

- Work on your metadata-rich book descriptions, author bio and all the messaging you have about your book (metadata)
- Determine your goals for the launch.
- Identify influencers: book bloggers, podcasters, and media. Start building relationships by following them on social media. Go slow on this!
- Build your community and your email list to build relationships with readers. Use a tool like MailChimp to add an email signup form to your website.
- Participate in online and in-person groups, forums, and places where your readers and influencers hang out.
- Submit stories and articles to publications in exchange for promotions such as a bio box with author photo, bio, website, and book launch date.
- Contact your local libraries and bookstores about talks, signings and launch parties. You may also want to ask them where they might shelve your book, and advice on cover design and titling.
- Start working on your brand identity and apply it across media (website, social media, printed materials).
- Prepare a timeline document that details what content you will release and where.

Four to Five Months Before Launch

- Create an ARC (Advance Reading Copy).
- Submit your book to review services with a professionally created ARC.
- Solicit book reviews and blurbs from influencers.
- Announce your release date.
- Prep your website and book landing page, including media reviews and blurbs as they come in.
- Get help for your book description. (I like Best Page Forward but there are many others.)

12 Weeks Before Launch

- Post the pre-order for your book if you have your cover and book description available.
- Plan a pre-order campaign (e.g. develop memes to post on social media platforms)
- Claim your book on Author Central after the sales page posts on Amazon.
- Send beta books to your beta readers and book launch team. Ask them to prepare an Amazon review to post on the day the book comes out. Send them reminder emails as launch day approaches.

6 Weeks Before Launch

- Pre-order campaign: set up Amazon pay-per-click ads.
 - Consider doing the same with Facebook ads.
 - Post notices on social media platforms.
- Send out press releases to media contacts
 - Begin scheduling interviews

3 Weeks Before Launch

- Email your regular list to tease the book cover and your personal story about writing the book.

7 Days Before Launch

- Email your launch team to remind them about your book coming out in one week.
- Email your regular list to tease the description and any early reviews.

2 Days Before Launch

- Consider using a free or discounted price for the first 2-7 days.

1 Day Before Launch

- Claim your book on Amazon Author Central.

Launch Day

- Email your launch team and ask them to post their reviews.
- Kick back with a cold, relaxing drink and remember to enjoy the ride.

1 Day After Launch

- Post about your book launch on your social media pages.
- Update your website with links to your book.

2 Days After Launch

- Email your regular list to let them know about the book.
- Email your launch team and remind them to post their reviews.

7 Days After Launch

- Assess which of your ads have a positive return on investment.
- Double down on the ads that work and cut on the ads that are not.
- If you discounted your launch price, increase it now.

9 Days After Launch

- Email your list and let them know how the book is doing (sales and reviews).
- If it's going well, brag about it on social media. You've earned it