

Self Publish with Polish

This workshop will cover:

- CreateSpace
- DIY Book Formatting
- Sourcing Cover Art

CreateSpace

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Not sure where to start? Our **Publishing Advisor Tool** can help!

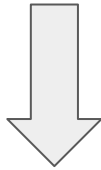
Should you pay CreateSpace for design?

I have plenty of money to spare.

I don't understand computers.

I have no design skills.

I just want it to be easy.



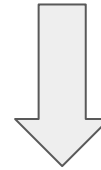
Sure, pay CreateSpace.

I have a tight budget.

I am okay with computers.

I am willing to learn design skills.

I'm willing to put some work in to save money.



There are better options.

So you're formatting alone.

Here's what you're gonna need:

- An ISBN.
- Your manuscript, completed and formatted.
- Cover art.

Let's talk International Standard Book Numbers.

- An ISBN is a 13-digit number that is assigned by the ISBN Agency to be used to identify books.
- Each ISBN is unique not only to the book, but the to edition and variation.
- CreateSpace provides ISBNs as part of their guided process, but you'll need to go back and add it to your manuscript once they assign it.
- This ISBN cannot be used with other editions of the book.
- You can buy them yourself, if you want to, but it's not necessary through CreateSpace.

How about that manuscript?

- Book Size
- Margins
- White space
- Typography
- ISBN
- Table of Contents
- Chapter Breaks

And finally, the cover.

- Layout
- Title
- Series Title
- Author Name
- Imprint Logo
- Spine Readability
- Reviews
- Bios
- Barcode
- Artwork
- Number of pages (spine width)

Art is a specialized skill.

How skilled are you with design?

- Great typography can be better than bad art.
- Manipulation of open source/public domain images is an option.
- Abstract art is another road to consider.

If you've got skills with photo editing / design software, you can do a lot with a little imagination.

A note on image licensing:

It's complicated. Be vigilant.

- Do you have permission to use it?
- Can you manipulate it however you wish?
- Can you use it to make money?
- Do you have exclusive use of it?

If you can't verify that you can do what you want to do with it, assume the answer is "no." Copyright infringement is illegal, expensive, and ill-mannered, so go out of your way to avoid it.

What's your art budget?

- Custom art (\$500+)
- Exclusive license of pre-made art (\$250+)
- Non-exclusive license of art (\$100+)
- Pre-made covers (\$50+)

These price estimates are for front cover art that may not include the back and spine, and which don't include layout of the other design elements on a cover.

What does your artist/designer need to know?

- Design specs from CreateSpace
- What elements will need to be placed on the art, and where?
- Color palette
- Subject matter and composition

The more revisions you want, the more you'll pay, so be very clear in the design brief if you're commissioning custom art.

Your checklist is complete.

Publish.

Follow each step in the CreateSpace guided process.

DO review the PDF proof when they send it to you.

DO order one physical proof copy.

If you're happy with the physical proof, follow their instructions for publishing through Amazon, or order copies for your own sales.



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Create

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