

Self-Publishing Guide

So you've got an idea for a book but you're not sure how to realise your ambition? Then read on because our handy step by step self-publishing guide will get you on the right track.

Idea

First of all, you take your great idea and clarify it making sure it's focused and not muddled by multiple spin-off ideas. Once you have a clear notion of what you want to say move on to the next step.

Draft

Next put a draft together of your book thinking about the title, which images you want to use, how many pages, how much text and the text to image ratio. Make sure you uncheck the hyphen option as this can be a real headache if you have to correct it later on.

Design

Now is the time to put your book together. If you feel confident in this area there are many design programs to choose from, such as those listed below if not get a designer to help you.

Adobe InDesign – is the gold standard but might be a little hard for absolute beginners.

Microsoft Publisher is an entry level programme suitable for all users.

iStudio is an easy to use DTP programme that comes at a reasonable price.

Joomag is an online publishing platform which requires a monthly subscription.

Scribus is an open source DTP platform which is not only free but accessible to all users.

Cover Art

The cover art for any book is of paramount importance because this is the first thing people engage with. Think carefully about both the title and the content, what's the best-selling point or the quality that will draw people in? Use this as the starting point. Again you can create your own artwork however if you want a polished look hire a professional.

Proof Your Work

Don't forget the most important part of the process, proofing your work. Be scrupulous in checking for mistakes and small errors especially in the text. Look out for extra spaces between words, jumbled text and make sure the blocks of text are orderly without any gaps.

Create a PDF

Once you are happy with your work create a PDF and print it on your home computer. This way you can see how the work will look when printed, check for errors and make any necessary adjustments.

ISBN Number

While it is not a requirement to have an ISBN (International Standard Book Number) it is used as a unique product identifier for books and related material by libraries and booksellers. So if you intend to print a large quantity or sell the books through different outlets you will need to purchase an ISBN from Nielsen Uk.

Printer

If you don't have a printer now is the time to find one. Local printers are often the best because you can discuss the project with them face to face and work through any problems that might occur. However, if you are on a budget these online options are worth a try.

[Book Printing UK](#)

[Mixam](#)

Dummy

If your printer is agreeable you can print a 'dummy' or sample of your book. The other option is to opt for a very small print run. This enables further editing and allows you to get feedback if you need to send the book to the press or libraries

Final Print

When you are truly satisfied it is time to do a full print run of your book which is the cheapest option if they are going to be widely distributed. However, if you do not think this is in your interest you can stick with small print runs or POD if you only have a small network.

That's it! Now you have a finished product you are proud of and the last but most important part is to distribute it. If you would like to put your book forward for sale on the Maiden shop or need any assistance please, contact us at info@maidenpublishing.co.uk

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