



Book Publishing 101: The Steps from Idea to Finished Product

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About me

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How does this



Get Turned Into This?



The Journey of a Thousand Miles Begins with a Single Step.





Assumptions

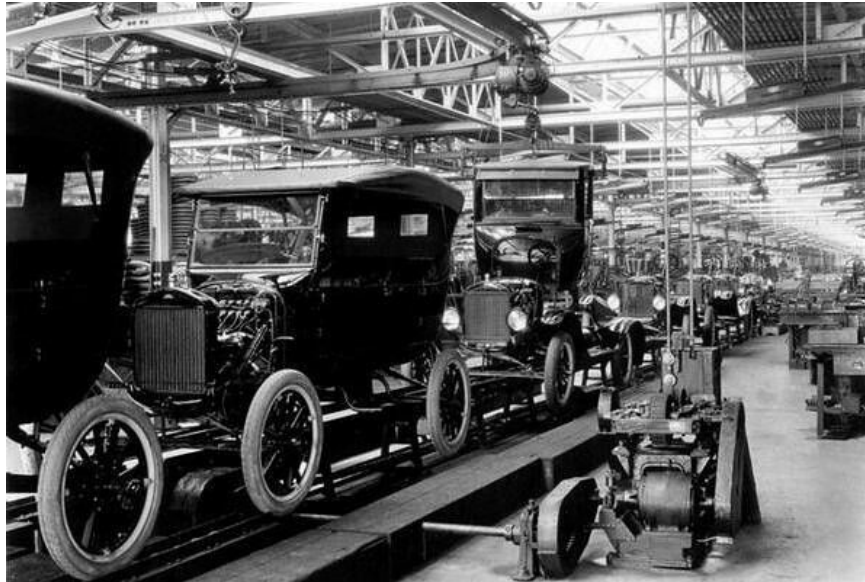
- * One or two authors writing the whole book, or an editor soliciting chapters from colleagues.
- * Project will be edited for continuity.
- * There will be reviewers prior to submission and then reviewed by the publisher.
- * The publisher will edit the work and do page makeup/typesetting.
- * The final product will be a print book, eBook, or some ePub format.
- * Available commercially through the publisher, Amazon etc.
- * The format might be a monograph, book, textbook for a professional audience, students, or perhaps a mass market work.



FAQs

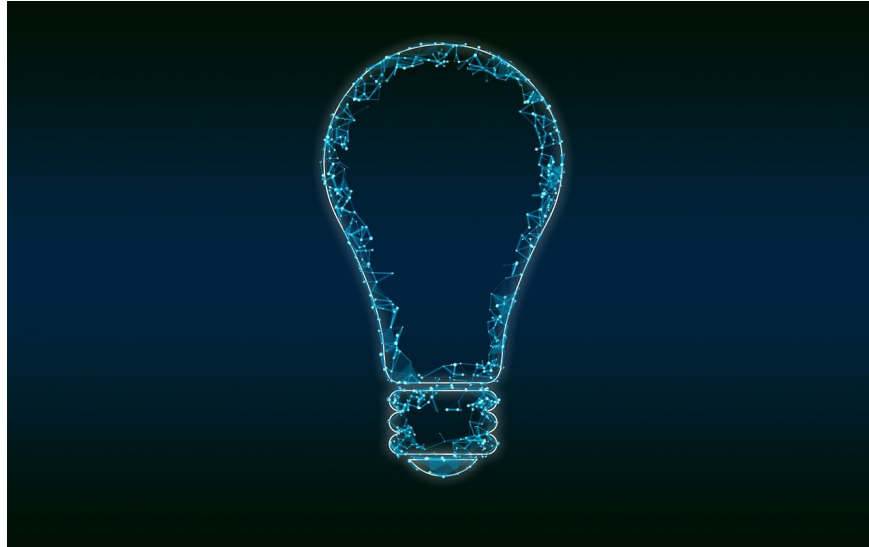
At the end. Save yours.

Strap in and let's go through the process step-by-step





It all starts with an idea



Or a desire to express yourself



Usually with one person, or perhaps two people.
The person sees an unmet need or a market
opportunity. Or a desire to share their work.





Step 1: The Idea

- * One sentence summary. Three to four paragraph description.
- * Working TOC. Then title and subtitle
- * Profile of customers and market.
- * Three competitive in-print books.
- * Alone or contributors or co-authors,
- * Marketing and promotion.
- * Realistic deadline.

Then let it all sit for a week



Step 2: Getting Feedback on the Idea

- * Gather your title, one sentence and multiparagraph description, TOC, competitive books, and customer/market description.
- * (Gulp) Share with a limited group of people. Have a discussion about your ideas and be open to feedback.
- * Most books are commercial endeavours. They must fulfill a market need.
- * Adjust, don't ignore.



Step 3: Finding a Publisher

- * Create a Book Proposal and Query Letter.
- * Research competitive books and then consider publishers.
- * Submit. Publishers will have idea reviewed.
- * Let's assume they offer a contract and you sign it. Congrats!
- * Another route is finding an agent. Less common.



Step 4: Writing and Editing

- * One path: write, edit, references, figures, feedback.
- * Expand the TOC in outline form. Write it all, then edit.
- * Add images, figures, tables. Captions and text mentions.
- * Finalize references format and list, and text call outs.
- * Edit. Edit. Edit. Read it aloud.
- * Follow publisher's guidelines and style manual.
- * Or as editor, send invites (give parameters), follow up, and then proceed as above.



Intermission 1: Getting Started with Marketing & Promotion

- * Can't leave it until after the book is written.
- * Start to develop your Author Promotional Platform.
- * Some efforts require time to develop (e.g., a social media presence, your personal website).
- * Have these efforts run in parallel to your content development efforts.
- * Also, your publisher will send you a Marketing Questionnaire about you and your book. From this, they will write the core copy for the book which you will sign off on.



Intermission 2: Self-Publishing Detour

- * If considering, still need to: create a book proposal, research the competition and publishers, write/find contributors/edit/get reviewers.
- * Be prepared to double up early on with marketing and promotion. It will all be on you.
- * Consider a self-publishing partner like Ingram Spark, Kindle Direct, Smashwords, or others. Also, start to dive into getting educated on the self-publishing process with books, websites, webinars, and talking to people who have successfully done it.



Step 5: Submitting the Manuscript, then Acceptance

- * Submit to the publisher.

- * The publisher will:

- Inventory what you supplied and query you about missing items.

- Find peer reviewers to review your work. After the review, they will accept the work; or ask for some revisions. All revisions from the publisher should be strongly considered, and addressed if they improve the work.

- After these changes, the publisher will consider the work “accepted” and the ball is their court.



Step 6: The Publisher Edits the Work

- * The publisher edits the work.
- * Likely just looking for grammar, spelling, punctuation, style, and consistency.
- * Will send a word document with track changes for you to see/approve. They may also send a query list of tiny to small to larger questions.
- * Focus and spend the necessary time on it to accept their changes and thoroughly answer all of their questions. Go through all the track changes, but don't overthink them.



Step 7: The Publisher Typesets the Work

- * The publisher will take the edited work and put their graphic design people to work. They will take the text and images and tables and bring them all together in an attractive package.
- * The publisher will send you electronic proofs/galleys for you to review. Go through them very carefully. Look for missing figures or tables.
- * The publisher will start on a cover design.



Intermission 3: More Marketing and Promotion

- * Through the steps of peer review, editing, and typesetting; your marketing and promotional efforts need to really ramp up. The day the book launches, you should be prepared to hold up your part of the Author Platform.
- * Be prepared with social media posts, emails to contacts, articles and guest posts on blogs and more, speaking engagements, and others. Coordinate these with the publisher and make sure you are sending your readers/customers/interested parties to the right website and more.
- * Start before the book even launches to get the buzz going. Don't be shy. You are the expert in this area and it is your baby!



Intermission 4: Self-Publishing in Full Swing

- * You should have found a self-publishing partner or be piecemealing the work of editing and typesetting your book. Whatever cover design you come up with, make sure you get neutral parties feedback on it. Don't fall in love with one idea. Also, you will still need peer reviewers, IMHO.
- * And the marketing and promotion needs to be in high gear! Have a full-fledged marketing plan with exact details and timelines.



Step 8: The Final Touches and Launch

* The book is reviewed, edited, and typeset. You have a great title and cover. The publisher added the index. They sent it to a printer and uploaded it to eBook platforms as ePub, Mobi files, or other eBook formats.

* You see it as “In Stock” at Amazon and other retailers. Then a UPS box arrives and there it is. Your advanced copies! Congrats. You did it.



Step 9: Keep it Going!

- * The day after the book arrives doesn't mean the project is past you. Promotion is a key.
- * If a book is published and nobody buys it or reads, does it exist?
- * And start to plan the follow up project!



FAQs 1

Is it easier to write it alone or with a co-author?

How much does it cost to self-publish a book?

Should I write the whole book first or should I go through the proposal process?

Can I negotiate my contract?

Why do I have to do marketing?



FAQs 2

I just want an eBook. Do physical books matter any more?

How much do I have to edit the manuscript? I am not good with grammar.

I don't agree with the book proposal reviewers. How do I let them know they are wrong?

I don't agree with the manuscript peer reviewers. How do I let them know they are wrong?

My nephew is in art school and came up with a cool cover idea. Can I ask the publisher to use it?



FAQs 3

What do I do about competitive books if there are none? My book is one-of-a-kind?

How can I predict the number of words or pages my manuscript will have?

I want to use copyrighted material from a third-party and the publisher wants me to pay for it. Is that common?

How do I find a list of publishers to submit my proposal to?

I don't like the way they edited my manuscript. What can I do?



FAQs 4

My co-author / chapter contributor is not doing what they promised / I asked them to. Can I kick them off the project?

Self-publishing? I don't want to have to store books in my garage and run to the post office. What other options are there?

My book is not at Amazon /is hard to find / is Out of Stock. Can I email Amazon?


Thoughts?

Questions?

What has been your experience?





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