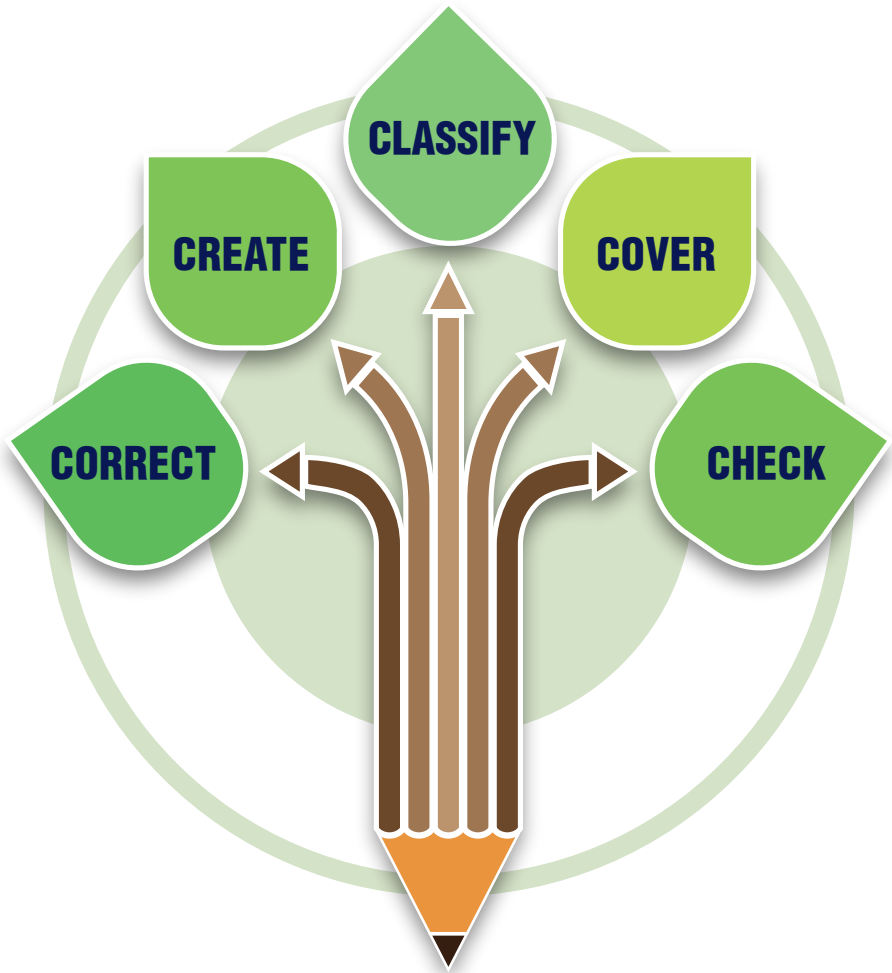


# PUBLISH YOUR BOOK

Let's Get Published Framework®



via our

**Let's Get Published Framework®**

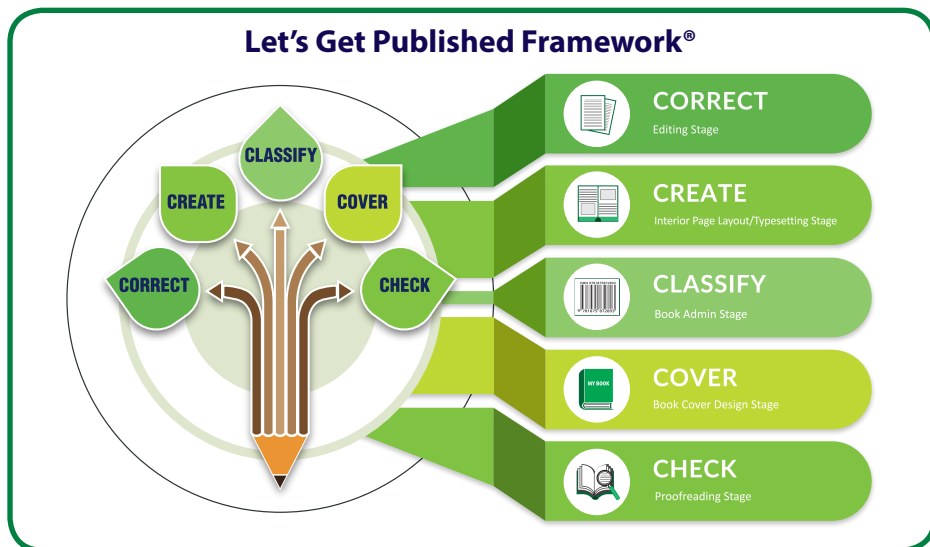
# HOW DO I SELF PUBLISH MY BOOK?

Congratulations! After having spent many hours slaving over your manuscript and refining your writing style, at last you're on the home stretch: poised to achieve your dream of becoming a published author. Now begins the exciting process of transforming your Word document into a printed book and/or ebook ...

## What should you be aware of before self-publishing your book?

At Brisbane Self Publishing Service, we recognise that self-publishing can be a daunting prospect for new writers. As a result, we've developed our **LET'S GET PUBLISHED FRAMEWORK®** to demystify book publication for authors.

Our proprietary 5-step publishing framework encompasses all the stages involved in book production. Using professional graphic design software tools, we format your Word manuscript according to industry book standards. We support you on your self-publishing journey – paying close attention to all the publication details so you're confident that your book will 'look and feel' identical to any title produced by traditional publishers. Our priority is to ensure you – as the author – receive a published book that you'll feel proud to share with your readers.



## First Step: CORRECT – Editing

### Manuscript Appraisal (or Assessment)

It can be helpful to get a manuscript appraisal done before deciding to hire a professional editor to review your book. A manuscript appraisal won't fix any problems with your written content. However, it will give you a yardstick for gauging the strengths and weakness of your writing. In addition, a manuscript assessment will help you to identify any areas of your book that you can work on yourself (and so save money on editing fees!) prior to submitting it for professional editing.

### Structural and Copy Editing

To ensure that your published book is the best it can be, your manuscript should be reviewed by a professional editor. An editor will correct any grammar, spelling and punctuation mistakes in your manuscript. They will also suggest improvements in word usage and indicate where a phrase, sentence, or paragraph is clumsy, out of place, ambiguous or repetitive. In addition, an editor will point out any factual or storyline discrepancies to ensure the information in your manuscript is correct, as well as checking for consistency and logical flow in your narrative.

Other ways in which a professional editor can help you is by alerting you to any legal issues (such as defamation) in your book and highlighting all permissions required to publish copyrighted material. In this way, an experienced editor can point out any key problems in the text you may have overlooked, as well as guiding you so that your author's voice is enhanced and your writing style is finessed.

If this ~~was~~*were* a sample ~~off~~*of* your work,  
this is how it ~~would~~*would* look after the  
suggestions were ~~made~~*made*.

Example of manuscript editing process using Microsoft Word Track Changes function

## Second Step: CREATE – Page formatting & typesetting

### Page Layout Design (Formatting)

The design and layout of your written (and graphic) content should reflect the style of your writing and your book's genre. Page layout formatting involves using professional design software (e.g. Adobe InDesign) to create a harmonious combination of different fonts, graphics, and other book elements (including chapter headings, footnotes, running heads and page folios) within the sections and pages of your book.

### Typesetting

Typesetting involves formatting the text using the optimal font (or typeface), font size, line leading and hyphenation settings. Fonts should be selected for their readability. Serif fonts are traditionally used for body text in fiction and non-fiction books, whereas sans serif fonts are often used for headings, as well as for text in children's books. The combination of fonts used throughout the book should complement one another in order to create an attractive interior page design.



## Third Step: CLASSIFY – Administrative process

### International Standard Book Number (ISBN)

As a self-publishing author of your book, you require an ISBN for it. An ISBN is a thirteen-digit number assigned to every book before publication. Furthermore, you need to use a different ISBN for every format (i.e. paperback, hardback, ebook) of your book. In Australia, ISBNs are available for purchase as a single identification number or in blocks of ten from Thorpe-Bowker Identifier Services (MyIdentifiers).

After adding your book's metadata (including its ISBN) to your MyIdentifier account, it will appear in the Books in Print database.

### Prepublication Data Service

Prepublication Data Service (formerly Cataloguing in Publication or CiP) is a free bibliographic service provided by the National Library of Australia. A record for each book is added to the Australian National Bibliographic Database (as well as being listed in NLA online search service – 'Trove'), which notifies libraries, booksellers and the general public about newly published books. This prepublication record is upgraded to a full catalogue entry after you send a printed copy of your book (in accordance with your legal deposit obligations) to the NLA.

### Legal Deposit

According to the *Copyright Act 1968*, all Australian publishers (including self-publishing authors) have a legal obligation to deposit copies of their newly published book(s) in the National Library of Australia, plus their relevant state deposit libraries.



Explanation of parts of an ISBN (International Standard Book Number)

## Fourth Step: COVER – Book cover design

### Book Cover Design

A book's cover isn't just a visual picture – it's the marketing packaging for a book. An effective book cover should reach out and grab your readers' attention, creating an emotional response and encouraging them to want to engage with your book's content. To do this, your book cover design should be creative, eye-catching and, most importantly, give book buyers a glimpse of what's inside.

There are three key aspects of a book's cover: the front cover, the spine and the back cover. The front cover contains the primary graphic image, as well as the book title, sub-title (if applicable) and the author's name. The back cover usually includes the book blurb, plus ISBN barcode (and possibly author bio and website URL details).

### Book Trim Size and Paper Stock

As well as the cover design, the final appearance of your published book is influenced by trim size, the number of pages, and the type of paper stock (expressed as gsm). Likewise, the spine measurement (or thickness of your book) is determined by the total number of pages and the paper stock used. For offset printing, you can select from a range of paper stock. Print on Demand (POD) is more restrictive in terms of available paper and binding styles.

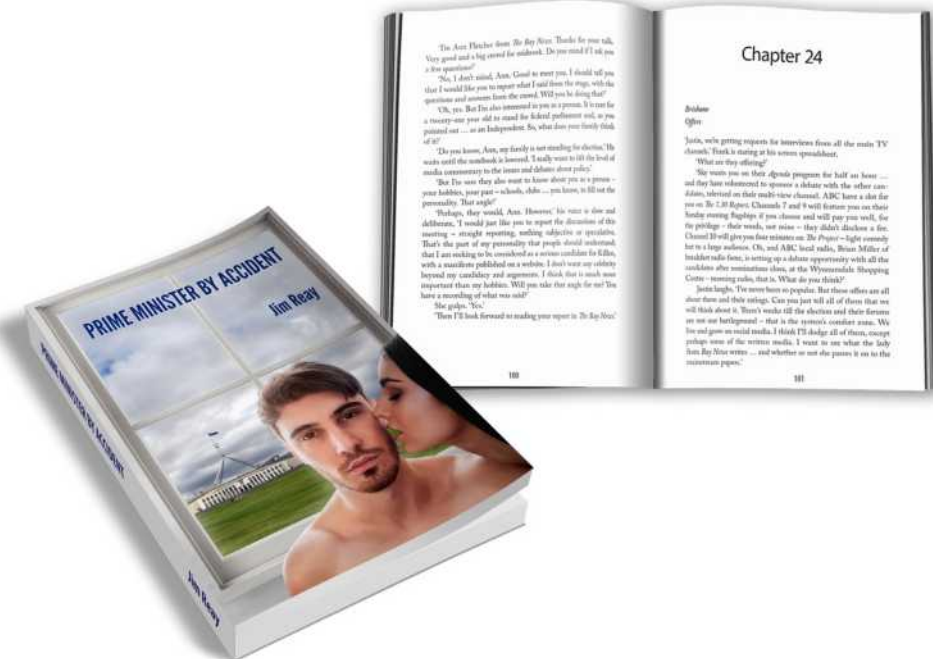


## Fifth Step: CHECK – Proofreading

### Final Editorial Review

Proofreading is the final polishing stage involved in preparing your book for publication. It involves meticulously checking your book for any remaining grammar, punctuation, and spelling errors, as well as any formatting issues or typographical mistakes. Proofreading is often undertaken twice to ensure the published book is free from errors: (1) after a manuscript has been formatted and typeset, and (2) after a hard-copy or electronic PDF proof has been created and prior to the book being printed.

In contrast to the relatively 'fluid' state of the original Word manuscript where changes and revisions to the text can be made easily, at the proofing stage, the book publication process is well underway and the written content is now relatively 'fixed'. For this reason, there may be price and/or time restrictions involved with adjusting a book so major updates are not usually appropriate at this point.



# TYPES OF BOOKS WE HAVE WORKED ON

We have helped our clients to self publish a range of different book genres including:

- Novels (such as fantasy, romance, crime, mystery, thrillers, sci-fi, historical, literary fiction)
- Short stories
- Children's books
- Memoirs and family histories
- Business books
- Self help
- Spiritual/religious
- Hobbies, sports and specialised interests
- Travel books
- Educational/textbooks





## PRAISE FROM AUTHOR CLIENTS



I had the pleasure of working with Kirsty when publishing my book. Her knowledge of the publishing industry and process was invaluable and she helped to guide me seamlessly from start to finish. If you've ever thought of publishing a book, I strongly suggest you contact Kirsty.

*Blake Repine*  
*Author of 'Soldier to Executive'*



It was absolutely wonderful working with Kirsty on my book as she really goes beyond the call of duty. I felt she was as committed as I was to my book, and that's a very special thing. I would absolutely recommend Kirsty.

*Cathy Burke*  
*CEO, The Hunger Project & author of 'Unlikely Leaders'*



Kirsty took the time to clarify each step of the self-publishing process and carefully guided me through the maze of networks and requirements involved in the book publishing trade.

*Jim Reay*  
*Author of eight self-published books*



Kirsty's expertise in book design has allowed me to self-publish books of much higher quality than I'd previously achieved with a small traditional publisher. Beyond the actual book itself, she supported me in all other aspects of the self-publishing process. She is professional, patient and meticulous.

*Sarah Fisher*  
*Author of Dragonscale series for young adults*



Working with Kirsty on the design of my book was a pleasure from start to finish. She has a very professional approach: listening closely to my viewpoint for the cover and offering great ideas for my book's layout design.

*Lindy Hardie*  
*Author of 'Beyond the Dust: A Gardening Journal'*



Kirsty was very approachable and happy to answer (and re-answer in some instances!) any questions I had about self-publishing my novel. She provided an outline of all the publication steps, with the associated fees. Needless to say, I highly recommend Kirsty and her team to any aspiring author.

*Dani McDonnell*  
*Author of 'Nowhere Else to Go'*



As my first book was traditionally published, I had some trepidation about self-publishing my second book. I needn't have worried because Kirsty's service was first-class. During the project, I felt in control as I was given all the information I required, clearly laid out, at every step.

*Dr Malcolm Linsell*  
*Author of 'I Love My Kids But I Want My Body Back'*



Kirsty and her team are friendly, knowledgeable, patient, respectful and very professional. I was extremely nervous about entrusting my big idea of publishing a book with anyone. But I am so glad I took the plunge and worked with Kirsty and the Brisbane Self Publishing Service team.

*Frances Cahill*  
*Author of 'Your Kitchen Olympics'*



I didn't know what to expect when I started on my book publishing journey, but what I did receive was top-quality service and support that exceeded anything I could have hoped for. Responsive, talented and thorough spring to mind as descriptors for Kirsty's publishing services, and all for less expense than I'd anticipated.

*Sharon Schoneveld*  
*Author of 'Wait Till Your Father Gets Home'*



Commissioning Kirsty and her team to help me publish my maths textbook was one of the smartest things I've ever done in my career. An outstanding outcome!

*Paul McNamara*  
*Author of 'The Derivation of Mathematics'*

# LET'S GET PUBLISHED book

In 2022, we launched *Let's Get Published: The Self-Publishing Playbook*.

Focusing on our 5-step Let's Get Published Framework® (which streamlines the publication process for indie authors), the following topics are discussed in the book:

- **Develop a plan:** Set clear goals for your book and create a timeline for completing each step of the initial writing process.
- **Editing and proofreading:** Ensure that your book is clearly structured and well-written so it engages your readers.
- **Design and formatting:** Commission a professional book design that reflects the tone and style of your content.
- **Publish and distribution:** Use print-on-demand services or local digital printing to get your book into readers' hands.
- **Marketing and promotion:** Use social media, email marketing and other tactics to spread the word about your book so you reach your target audience.

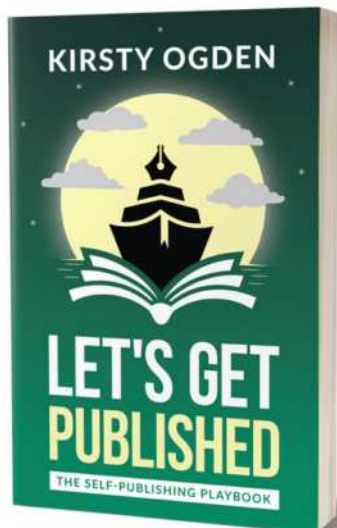


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Available from Amazon and other online book retailers



Brisbane Self Publishing Service

## Keen to get started on your self-publishing journey?

Our **LET'S GET PUBLISHED FRAMEWORK®** demystifies book publishing and supports you on your journey to becoming a published author.



Phone Kirsty on  
**0403 790 620**  
to find out more

**Website:** [www.brisbaneselfpublishing.com.au](http://www.brisbaneselfpublishing.com.au)

**Email:** [info@brisbaneselfpublishing.com.au](mailto:info@brisbaneselfpublishing.com.au)

*This ebook was written and designed by Kirsty Ogden*