

# Why Do You Want To Write A Book?

- What would you like your book to do for you?
- How can your book help your business?
- How will your book help others?
- What other goals do you have for your book?



# Genres and Categories

Fate's Hand

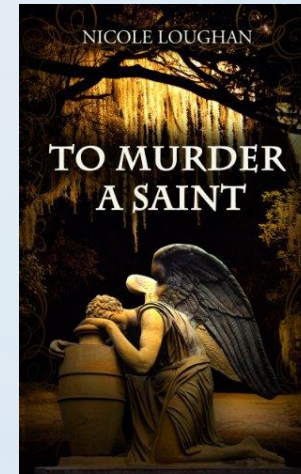
Genre Fantasy

Categories:



- #236 in [Books](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Magical Realism](#)
- #2168 in [Kindle Store](#) > [Kindle eBooks](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Paranormal & Urban](#)
- #3301 in [Books](#) > [Science Fiction & Fantasy](#) > [Fantasy](#) > [Paranormal & Urban](#)

# Rank

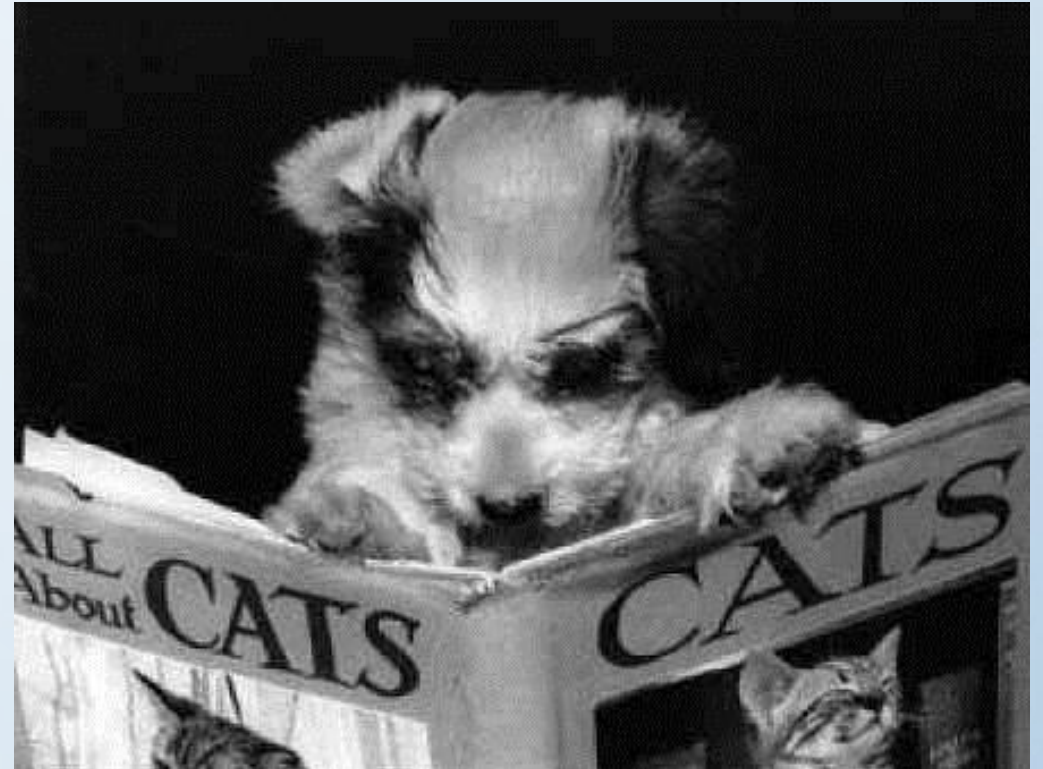


## To Murder a Saint

- **Amazon Best Sellers Rank:** #69,073 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#)) #219 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > **[Mystery, Thriller & Suspense](#)**
- #644 in [Kindle Store](#) > [Kindle Short Reads](#) > [Two hours or more \(65-100 pages\)](#) > **[Literature & Fiction](#)**
- #2389 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Women's Fiction](#) > [Mystery, Thriller & Suspense](#) > **[Women Sleuths](#)**

# Who Are Your Readers?

- What is their gender?
- What is their age?
- What is their income level?
- What are their hobbies?
- What other books do they read?
- How much do they know about the subject of my book; i.e., is this written as a book for beginners or for experts?



# What Keywords Describe Your Book?

1.

2.

3.

4.

5.

6.

7.







# What Comes Next?

Getting Your Book Ready for  
Production

# Decisions, Decisions

## Your Creative Team

Unless you are expert in every aspect of book production, you need a creative team to help you. Who should be on your team?

Family and friends can offer good advice.

Unless they are *professional editors, proofreaders, graphic artists, marketers, publicists or publishers* they can not really offer you the best, most professional advice about your book.

**You Need: An objective editor, an experienced cover designer, a marketing expert**



# Too Many Cooks

Ask one person, get two opinions. Ask three people, get six.

If you show your neighbor, your best friend and three people in your book club two different versions of your cover or two different versions of a particular chapter you will have at least ten opinions.

**That way lies madness!**





# Do The Research

The time to make decisions on your book is before it is actually printed, not after. Research the size of your book

## **Common CreateSpace Sizes**

- 5 x 8 inches
- 5.5 x 8.5 inches
- 6 x 9 inches
- 7 x 10 inches

Will your vision of your book work with what you have written, the length of the book, your market and your budget?

# Three Terms You Should Know

**Digital printing** is a process in which books or other materials are stored as computer files and printed on laser printers.

For printers this means less storage space for old files and less set-up time have substantially reduced the cost of printing books.

For authors and publishers, faster turnaround and lower setup fees make it economically feasible to produce a small number of books at one time.

Books written for small niche audiences have a much greater chance of economic success than they had in the past.

**POD or Print on Demand** is a business model in which books are printed only as they are needed.

If an author is planning a seminar and expects to sell 50 books, he can order exactly that many at one time.

Also, if a book is listed on a book website, such as Amazon.com, an individual reader can order one book that will be individually printed and delivered to him.

**E-books.** The broadest definition of an e-book is a book that can be downloaded and read on an electronic device.

There are two basic formats for e-books, .mobi and .epub. Both are needed if you want to make your book available on every e-reader.

However, if you are only interested in working with Amazon (and there are good marketing reasons for first-time authors to consider this) you will only need to be concerned with .mobi.



# Formatting Your E-Book

E-books do not have traditional, set pages.

E-readers also have a limited number of fonts, but some allow the reader to choose the font they prefer.

Different e-readers have different features; your book will look different depending on the reader.

Format the book yourself or hire a service?

Read and check your work before you submit it for formatting

# Who Reads E-Books?

- Readers are more likely to purchase fiction than nonfiction as an e-book, but some nonfiction does quite well electronically.
- Technology and computer books are obvious choices for e-books. Business books also do well.
- Women were the first to adopt e-readers, today the largest demographic is men age 35 to 54.
- Now that color has come to e-readers, children's picture books are becoming more popular. For older children, many schools are distributing tablet computers for homework, research and reading.

# Publishing Your Book



# CreateSpace and KDP

**CreateSpace is Amazon.com's paper book publishing arm.**

You can get assistance with editing, cover design, formatting, etc.

You can order your own book at wholesale prices

**KDP (Kindle Direct Publishing is Amazon.com's e-book arm.**

You can get cover assistance, upload your e-book, handle e-book promotions.

**KDP is beginning a paper book option. Currently you can not order books wholesale if you publish on KDP.**



# Lightning Source & Ingram Spark

Lightning Source and Ingram Spark are Ingram Content Group's options for small publishers.

Costs are higher than CreateSpace and KDP

Your books are available in many outlets including BarnesandNoble.com and BooksaMillion.com



# What Is An ISBN And Barcode?

An ISBN is an International Standard Book Number. ISBNs were 10 digits in length up to the end of December 2006, but since 1 January 2007 they now always consist of 13 digits. ISBNs are calculated using a specific mathematical formula and include a check digit to validate the number.

**Only purchase your ISBN from  
Bowker.com**