

SELF PUBLISHING TIPS

Henderson Printing has 33 years of experience in book printing. We print all kinds of books; large or small, black and white or full colour; large or small quantities; for authors directly or for publishers.

But most importantly, customized to suit your need!

The advantages of self publishing are numerous. You can have full control of the finished product and this includes size, design and content. You can even come for a press check and watch your book come off the press!

With the arrival of our New Digital press last year, we reduced the gap between the dream and the reality of many authors who wanted to produce a book but were not able to afford the production costs in the past. This press is perfect for smaller runs of books and the possibilities are endless!

To make it easier for self-publishers, our staff of qualified service representatives can make it possible for you to achieve your dream! See our easy steps to self publishing. Interested? Just give us a call and we'd be more than happy to meet with you!

STEPS TO SELF PUBLISHING:

- PREPARING THE MANUSCRIPT
- EDITING
- GETTING AN ISBN AND CIP NUMBER
- REGISTERING YOUR COPYRIGHT
- PAGE LAYOUT AND COVER DESIGN
- PRINTING
- PROMOTING
- DISTRIBUTING

1 PREPARING THE MANUSCRIPT

It is preferable to supply your print supplier with a computer file of your manuscript. If it is not saved on a computer (in the case of handwritten or typewritten manuscripts) it must be keyboarded onto a computer so that the file can be saved to a disk for printing. This can be done manually or keyboarders can be hired to type the document for you. It is recommended to hire a student at a lesser rate than having your supplier re-type it all, but it is a service available to you. The electronic file or the manuscript does not need to be totally designed or formatted. A simple Word document with a minimum of settings is perfectly fine and in fact preferable. Then you can send it to one of our designers. The file can then be copied and pasted into a lay-out design software without losing too much of your original settings.

2 EDITING

Once your manuscript is completed, it is recommended to have it edited before you bring it to your print supplier. Editing can be done personally, but it is not recommended as many authors have difficulty identifying their own mistakes. Editing can encompass everything from having the manuscript proofread, which looks for typos and spelling mistakes, to having the manuscript structurally edited for content, consistency and grammar. Different forms of editing have different costs associated with them, so it is important to understand which method fits best with your current budget and cost base. However, if there is one area where cost cutting should be avoided, it is in the editing stage as poor editing can result in a poor product. Henderson Printing can suggest editors.

3 INTERNATIONAL STANDARD BOOK NUMBER (ISBN) AND CATALOGUE IN PUBLICATION (CIP)

An ISBN is a number that is recognized globally and it is how your book will be recognized worldwide. In order to get an ISBN, you have to go through the National Library of Canada (www.collectionscanada.gc.ca). Once you have your ISBN, you then need to apply for CIP data. Libraries use this data in order to catalogue your book. You can get this information at the same web site. Both of these services are free of charge.

4 REGISTERING YOUR COPYRIGHT

When publishing a book, you must register your own copyright. This can be done through the Canadian Intellectual Property Office. You must also get permission for any information used in your book, such as names, passages from other books, song lyrics, etc, to avoid copyright infringement or libel. For any more information regarding copyright, look at the Canadian Copyright Act.

5 SELECTING A PRINT SUPPLIER

You can meet with your print supplier at any time throughout the process. Some visit us prior to writing or finishing the manuscript to make sure they know all the details, some visit us when they are ready to send us the file! It is important to meet with your print supplier to discuss what you are really looking for or to get ideas. This step is very important to review your budget, your expectations, the specifications you want to choose, to review samples and ideas so that you can narrow down the look of your finished product. Your supplier can then prepare estimates that fit your budget and recommend practical sizes before you start or contract any of the final book formatting.

6 PAGE LAYOUT, DESIGN, AND COVER DESIGN

After the manuscript has been edited, the design and layout of the book must be addressed. This stage includes adding headers, footers, page numbers, crop numbers, images, and cover art. Designers can be hired to input or create art for the publication as well as format the layout. Henderson Printing is also able to provide design and layout work for you. They can design creative covers or put you in touch with artists that can provide this service. If you are comfortable with layout programs, and want to reduce your costs, you are encouraged to check with your supplier before formatting your book to make sure you are allowing enough margins on your page. You want to get your master page set-up correctly right from the start.

7 PRINTING

Once the files have been edited and the layout and design completed (by you, your designer or your print supplier), your book is ready to print. Your printing supplier will then print off a proof of the book, including cover, for your approval, and once approved, the product can be printed. Depending on the number of books that you are looking to publish you may want to look at choosing either traditional printing or digital printing. Traditional printing is more cost effective for large quantities, digital printing better suited for smaller quantities. After the books are printed, the printing company will bind them for you. Henderson Printing offers both traditional offset printing as well as digital printing, and will suggest the most economical option.

8 PROMOTING YOUR BOOK

You can hire a publicist to market your book, but most authors will try to market it themselves. Ask your print supplier to give you the extra runs of the book cover so that you can use them for posters or signs. Digital printing can also provide affordable additional promotional materials such as bookmarks, customized posters for suppliers you have selected to sell your books, or various shows or fairs. Postcards are also a popular piece that can help market your book.

9 DISTRIBUTING

Authors select locations to distribute their books, often based on their relationship in the communities they live in. But distributors are also available if you want to go wider than your local area. They are credible with the bookstores but they will also charge you a commission.



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