

Successful Self Publishing

Tips to make a
professional career
out of self publishing



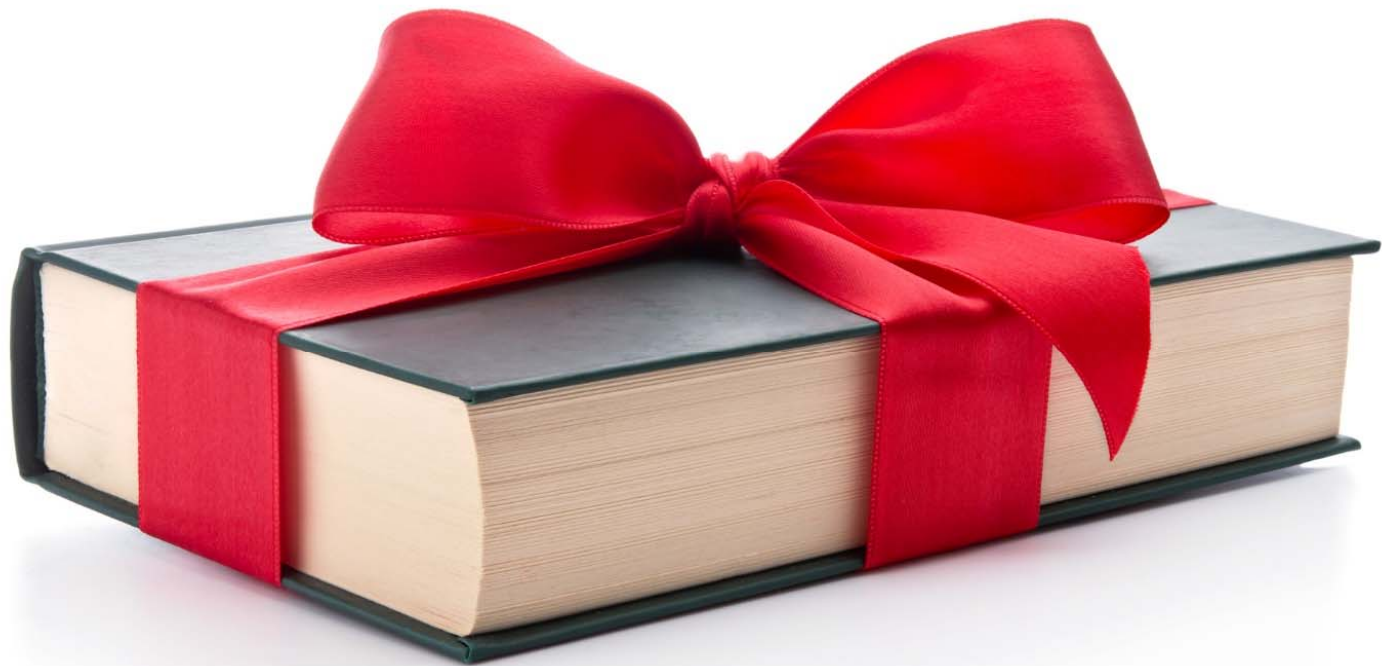
HALLEE
BRIDGEMAN



Olivia Kimbrell Press™

Gift Wrap the Greatness.

Branding and Formatting Your Book





The Book Package

Before the book can be put together, you need to complete the entire package.

- ▶ About the author
- ▶ Testimonials/endorsements
- ▶ Acknowledgements
- ▶ Dedication
- ▶ Foreword
- ▶ Afterword
- ▶ Personal note
- ▶ Reader's Guide
- ▶ Invitation to accept Christ
- ▶ Translation key
- ▶ Index
- ▶ Bibliography
- ▶ Maps/Tables/Illustrations
- ▶ Disclaimer
- ▶ Excerpts/Previews
- ▶ More books
- ▶ Links/QR codes
- ▶ Table of Contents



The Book Package

- ▶ Contractors
 - ▶ Cover artist
 - ▶ Interior graphic designer (often the cover artist)
 - ▶ Ebook formatter
 - ▶ Print type-setter



Branding



Branding



Branding



Branding



Branding



Branding



Branding



Branding





Branding

Branding is defined as:

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.



Branding

How does branding apply to book publishing?

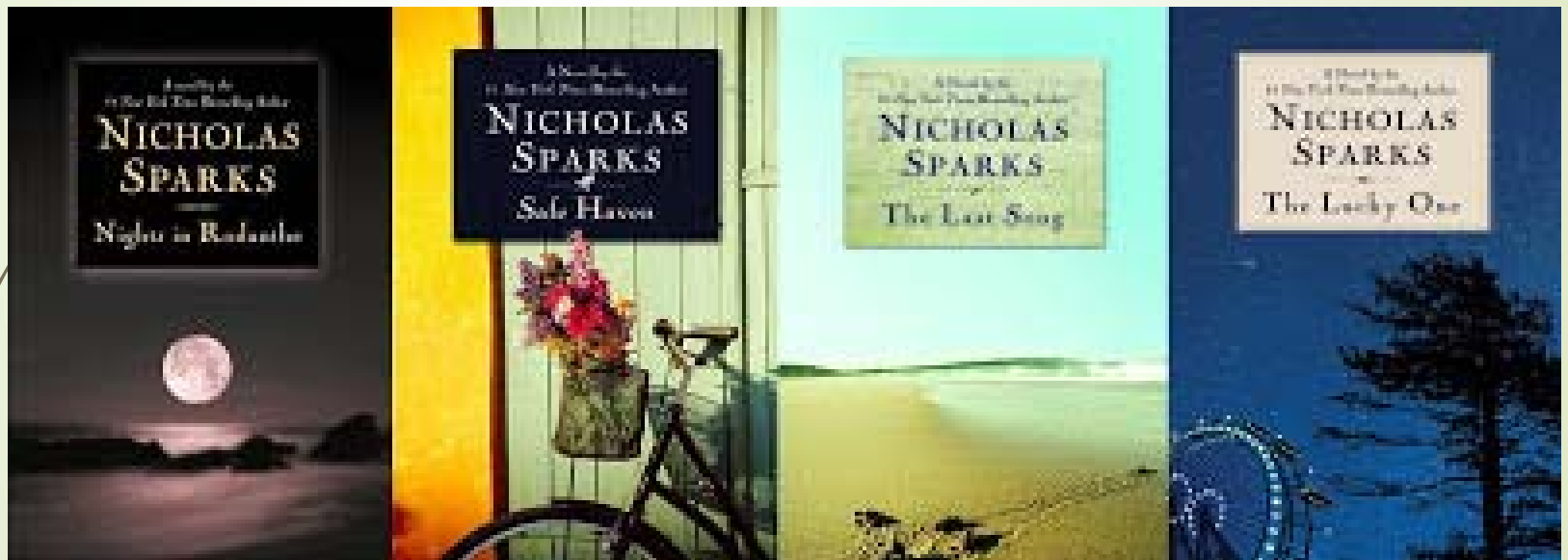
Branding



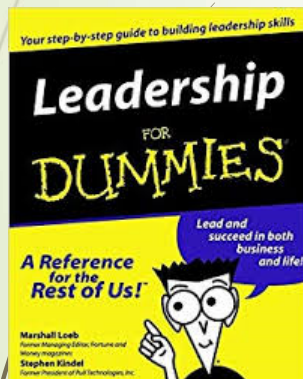
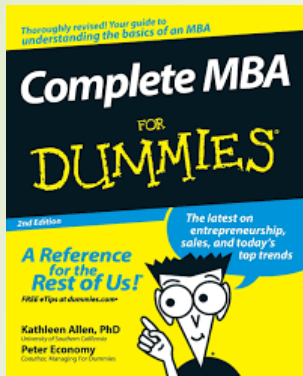
Branding



Branding



Branding



The fun and easy way to build your brand and increase revenues

Branding FOR DUMMIES

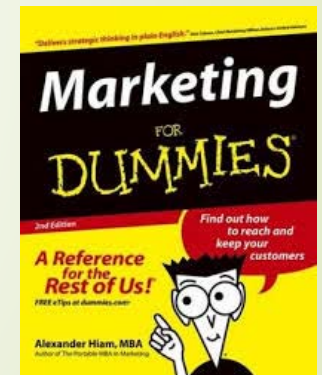
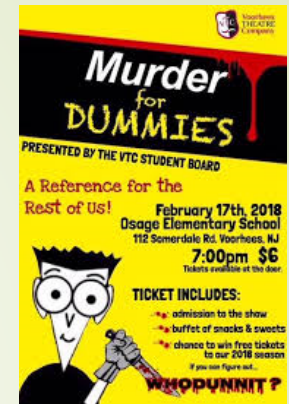
Discover a dynamic system for brand creation and management

A Reference for the Rest of Us!

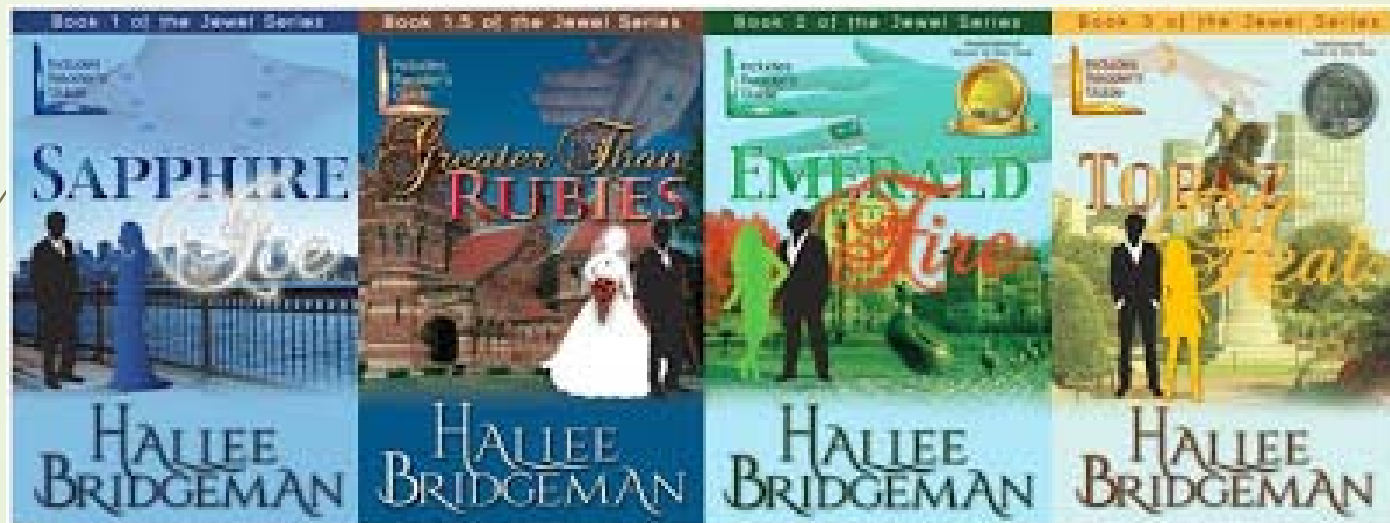
FREE eTips at dummies.com

Bill Chiaravalle
Principal and Creative Director,
Brand Navigation

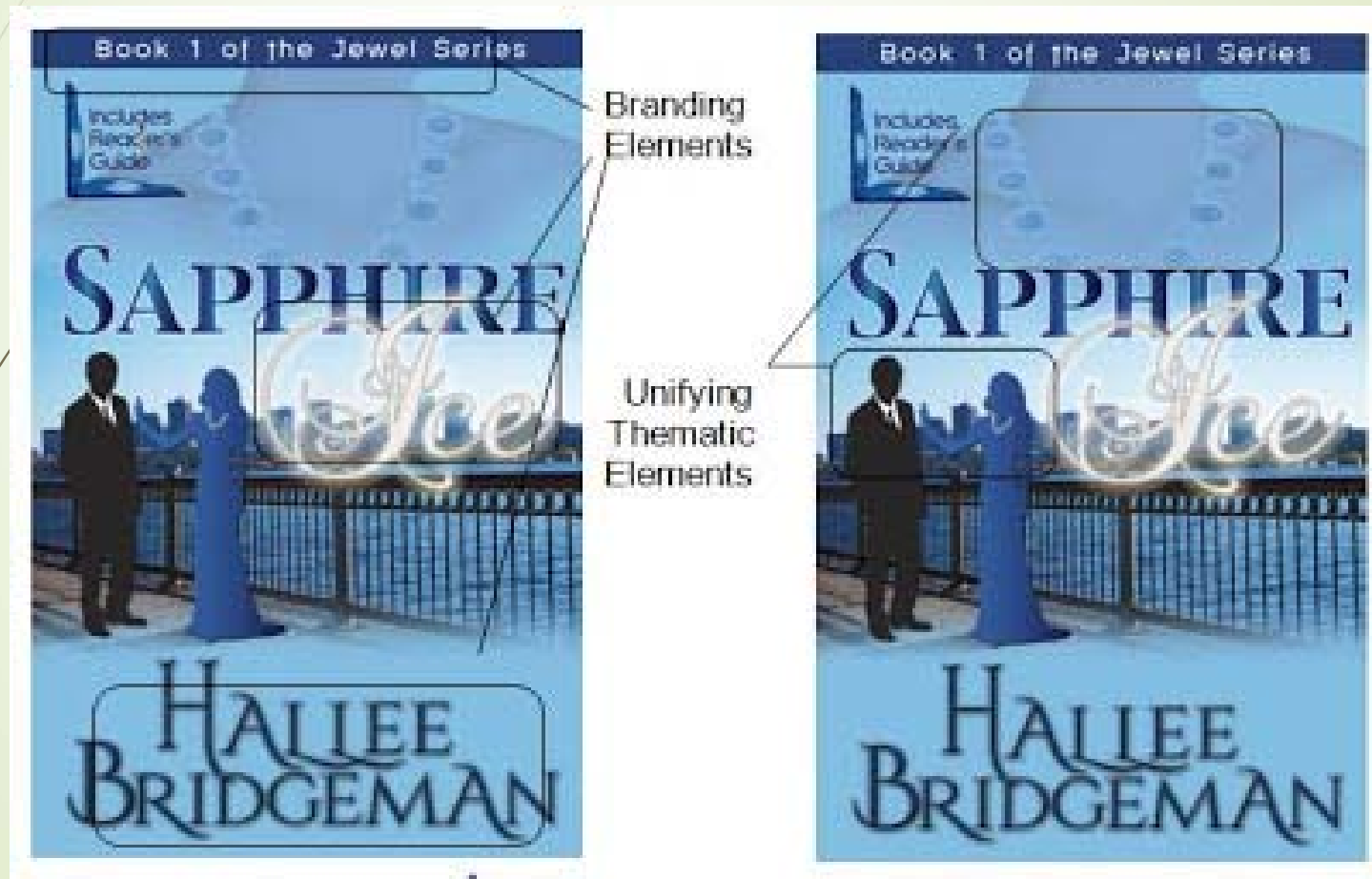
Barbara Findlay Schenck
Marketing consultant and writer



Cover Design – Unifying Elements



Cover Design – Unifying Elements



Cover Design – The Thumbnail

Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

- Any Department
 - Kindle Store
 - Kindle eBooks
 - Literature & Fiction
 - Religious Fiction
 - Biblical
 - Christian
 - Historical
 - Mystery
 - Romance**
 - Science Fiction & Fantasy

Best Sellers in Religious Romance
Top 100 Paid Top 100 Free


57. **LOOK INSIDE!**

Sapphire Ice (Christian Romance) (The...
by Hailee Bridgeman
★★★★★ (54)
Kindle Edition
\$3.99

Best Sellers in Religious Romance
Top 100 Paid Top 100 Free

1. **LOOK INSIDE!**

Greater Than Rubies (Christian Romanc...
by Hailee Bridgeman
★★★★★ (99)
Kindle Edition
Free



Communicating with your cover artist

- The operative word in that title is “artist”
- As an artist, I understand that every artistic brain thinks differently, receives information differently, and needs to be stroked differently.
- Your cover artist is going to need to you communicate on his or her level.

Song of Suspense Series Book 1

Woman singing

Man in suit



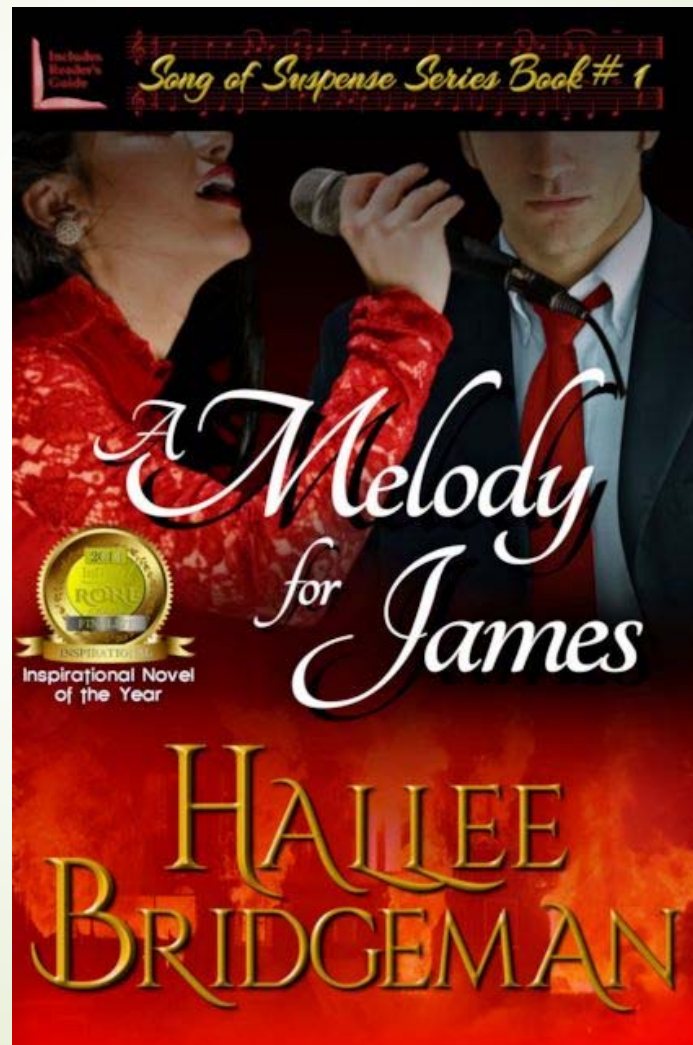
A Melody for James in a
flowing font

House on fire

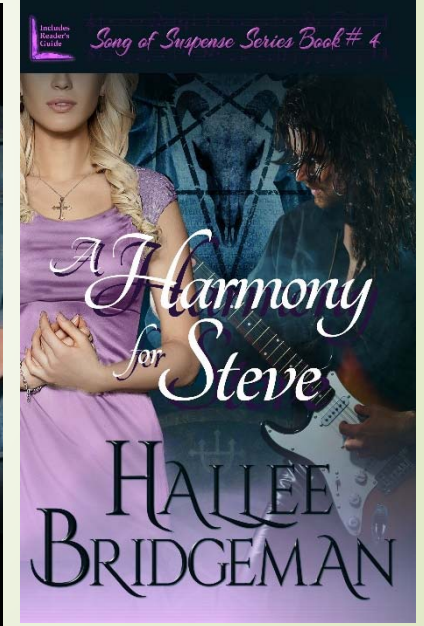
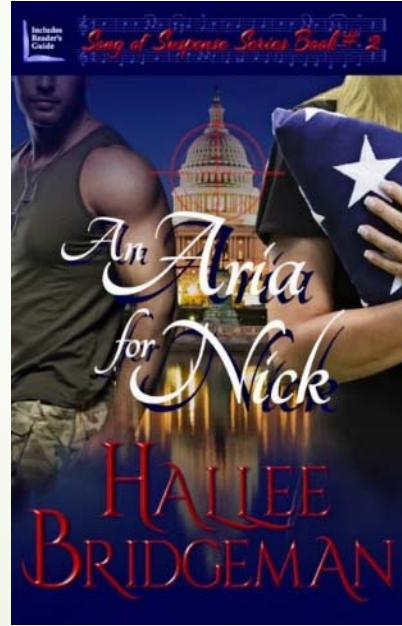
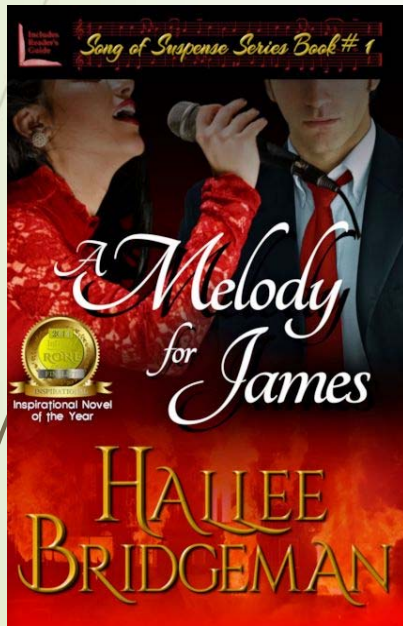


Branded name

Cover Design



Cover Design





I need a new cover.

It's for a series that's going to have the word Bluegrass in it. Romance in the Bluegrass, Love in the Bluegrass, Bluegrass Love, Bluegrass Brides, Bluegrass something.

Suspense. Romance. Small town Kentucky.

This will be a continuing series for as long as I can write them. So, know as we go into designing this first book cover, we're branding a continual series.

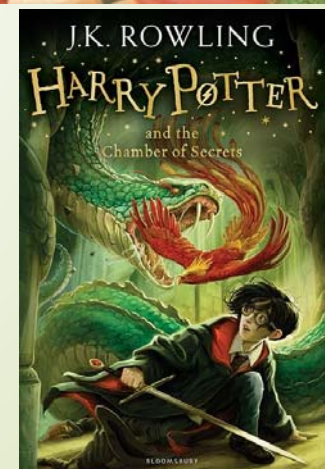
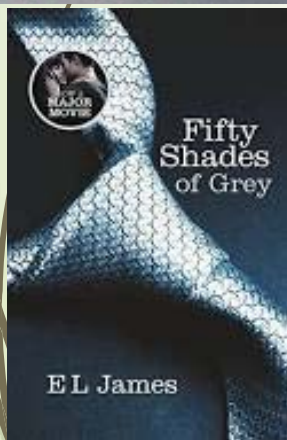
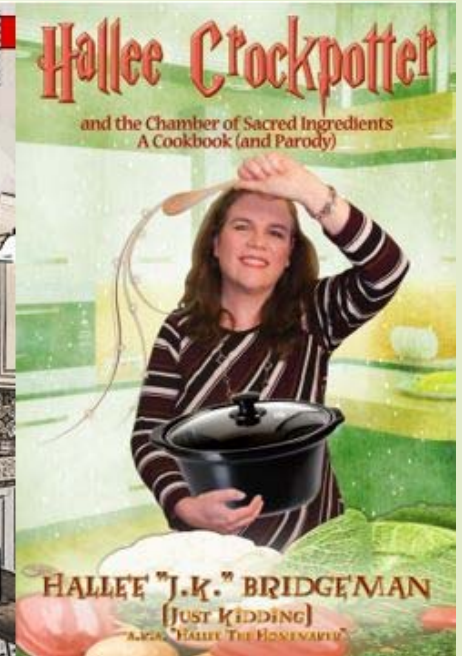
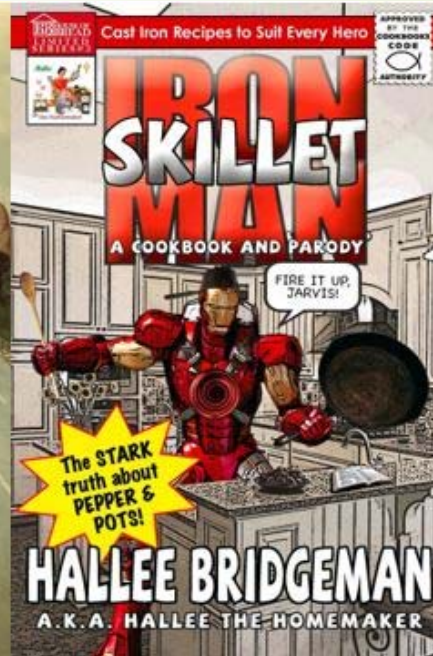
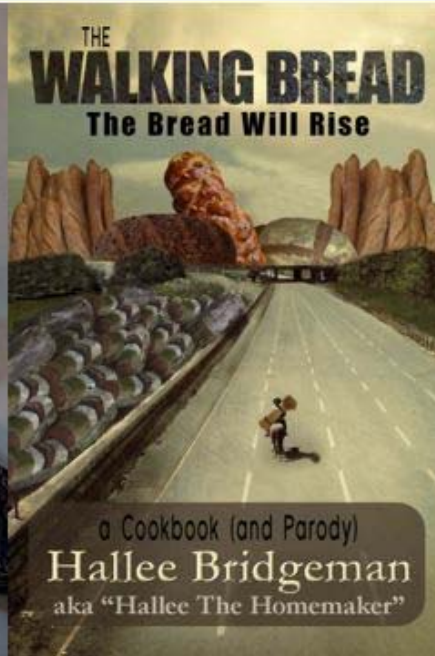
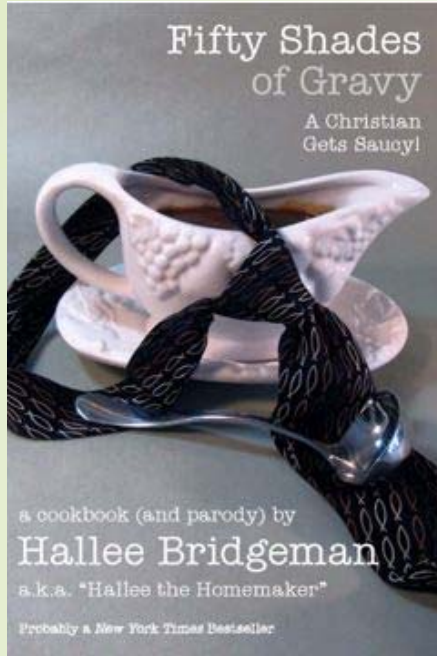
Black Belt, White Dress



HB
HALIEE BRIDGEMAN

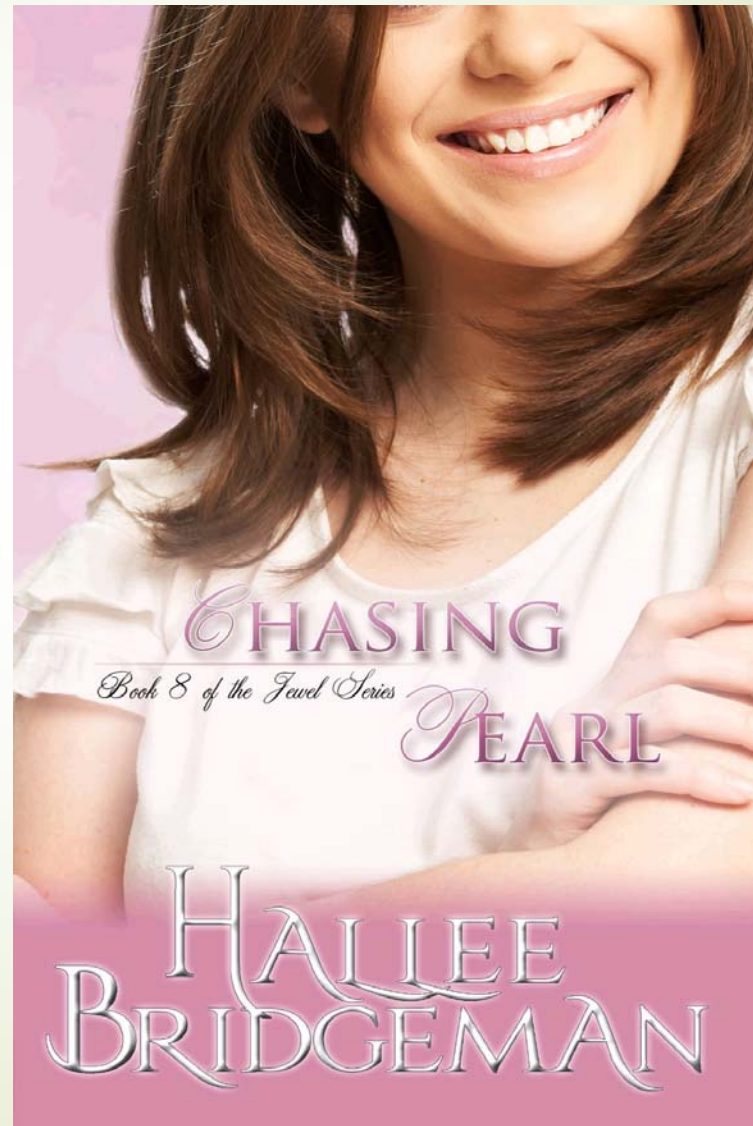
Olivia Kimbrell Press

Cover Design



Create Book Package

- Covers
 - eBook cover

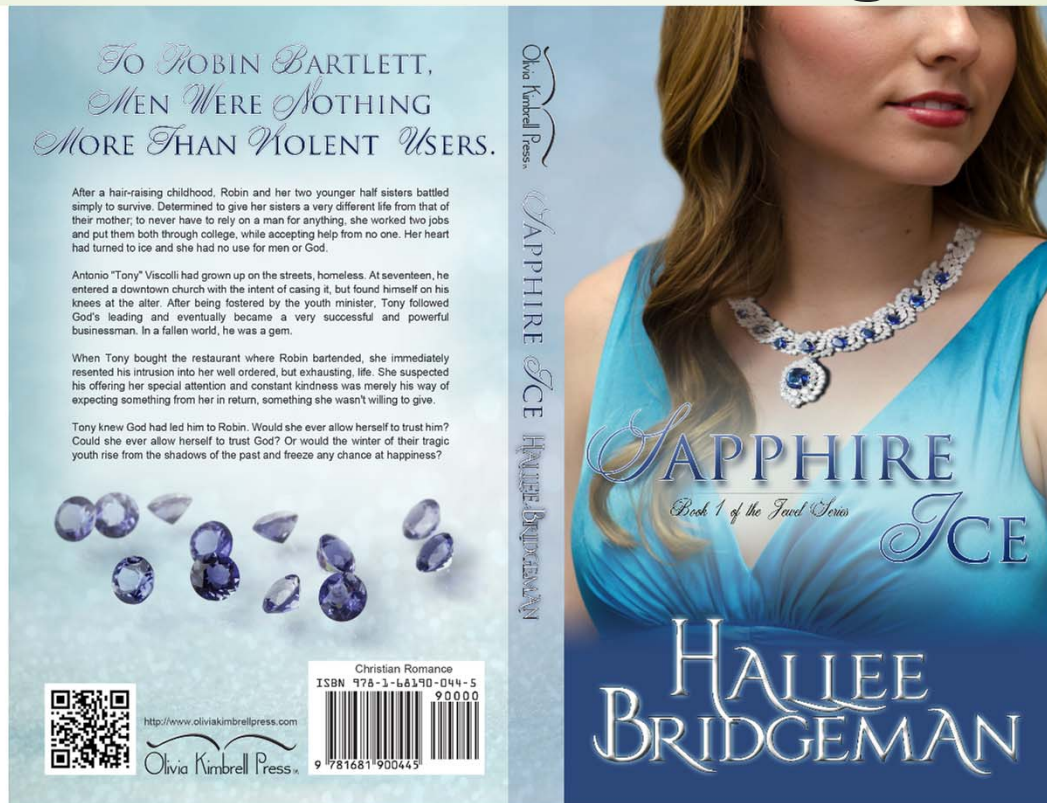




Create Book Package

- Covers
 - eBook cover
 - Printed book cover
 - Trade paperback
 - Book jacket

Create Book Package



5.00 x 8.00
203 mm x 127 mm

.576
14.63mm

5.00 x 8.00
203 mm x 127 mm

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Paper Type: Creme
Page Count: 254
File Type: PDF
Request ID: CSS2077802



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Perfect Bound Cover Template

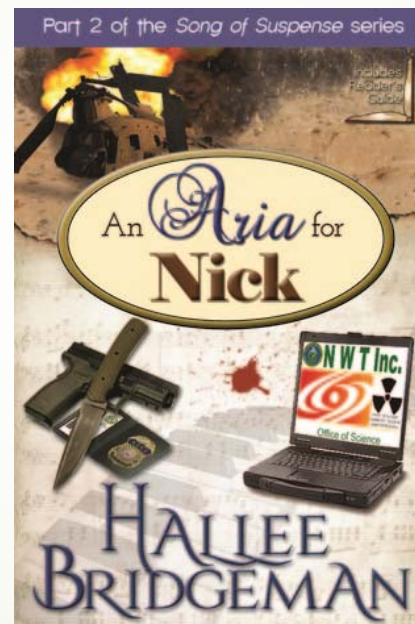
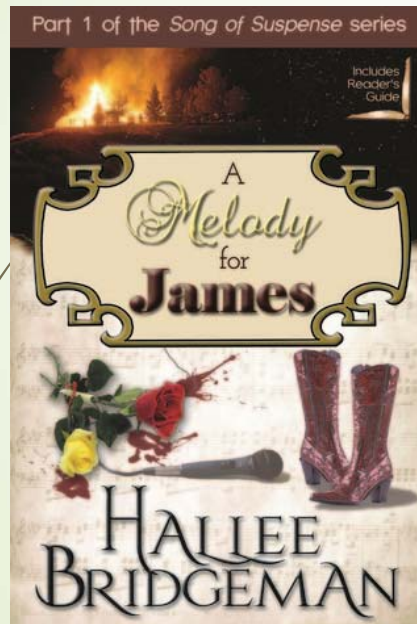


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305 x 381 mm

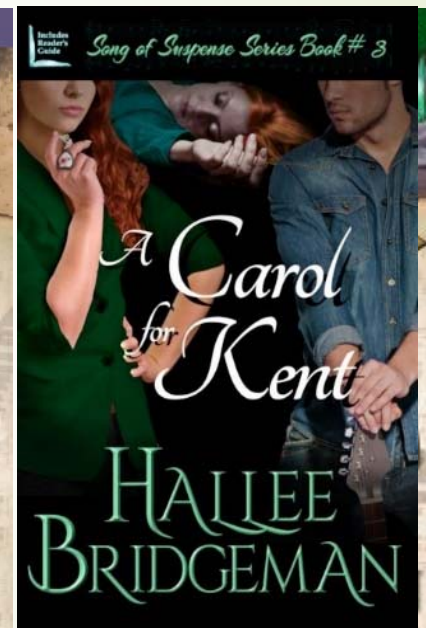
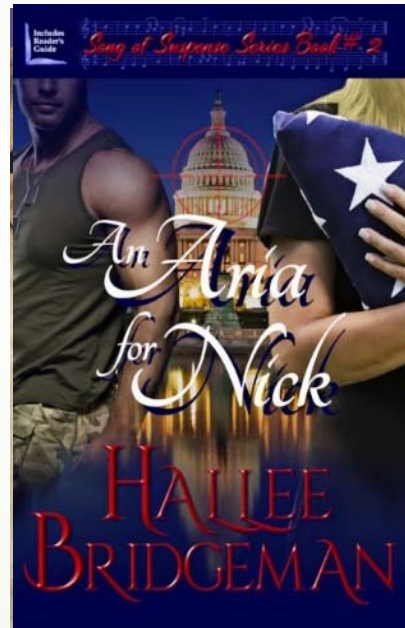
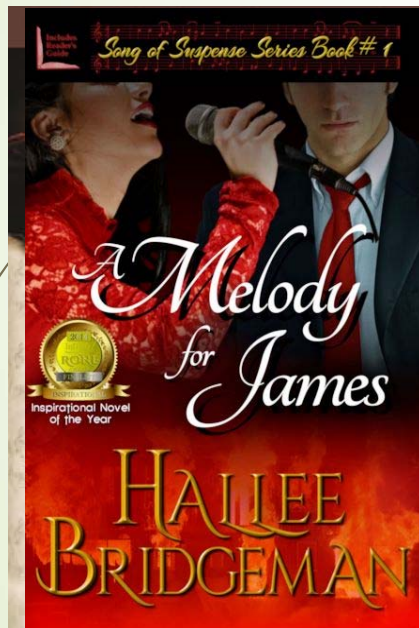
HB
HALLEE BRIDGEMAN

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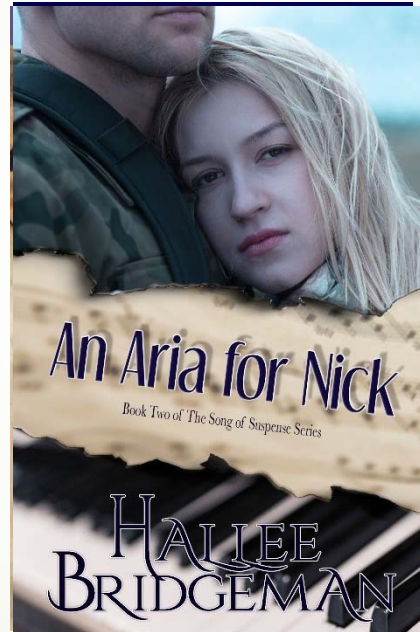
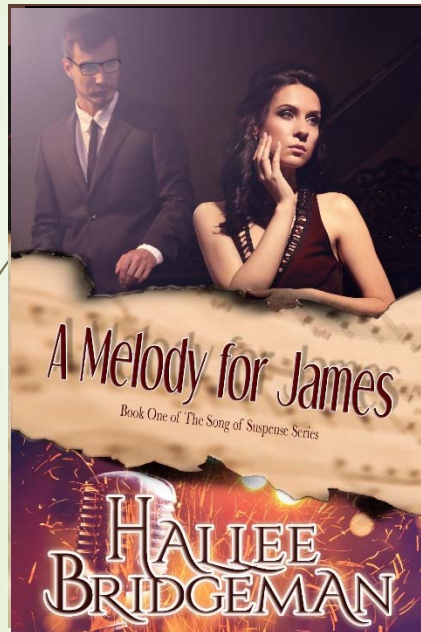
Change is Sometimes Good



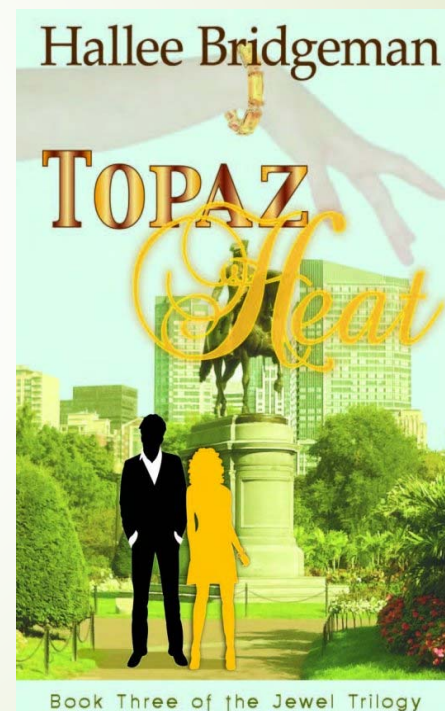
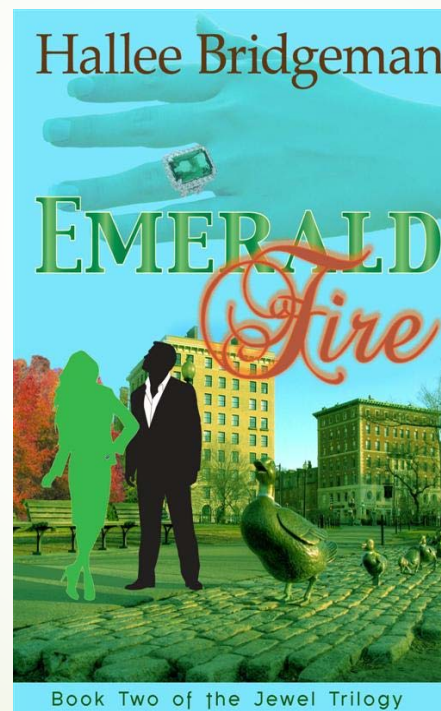
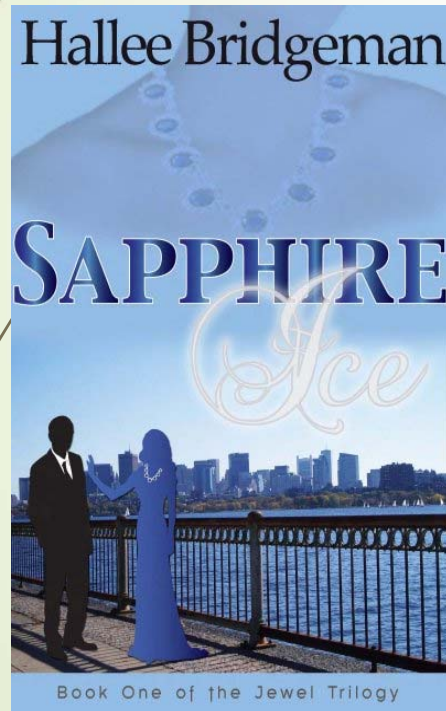
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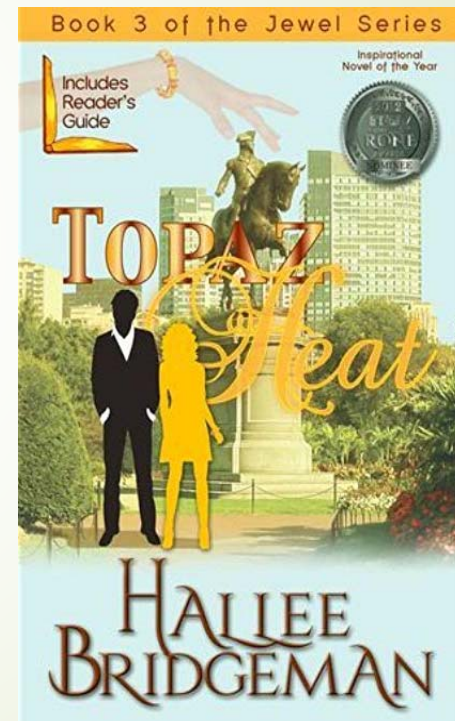
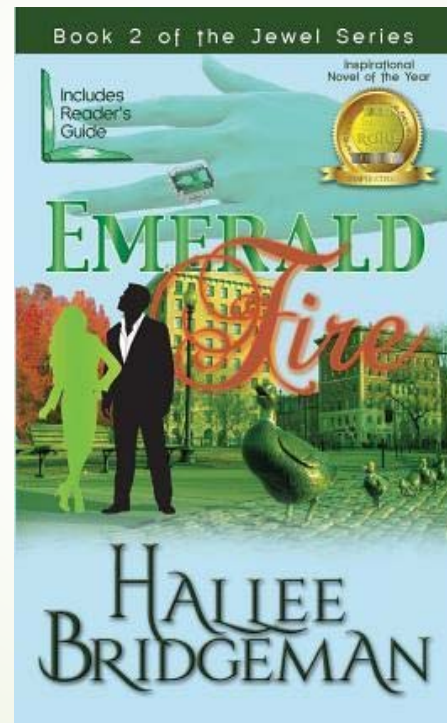
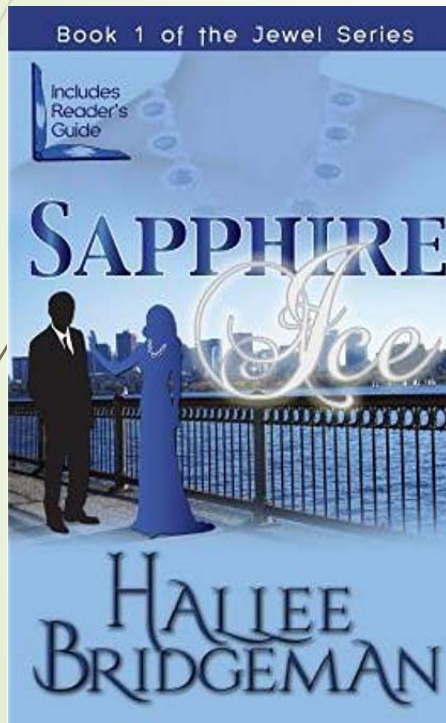
Change is Sometimes Good



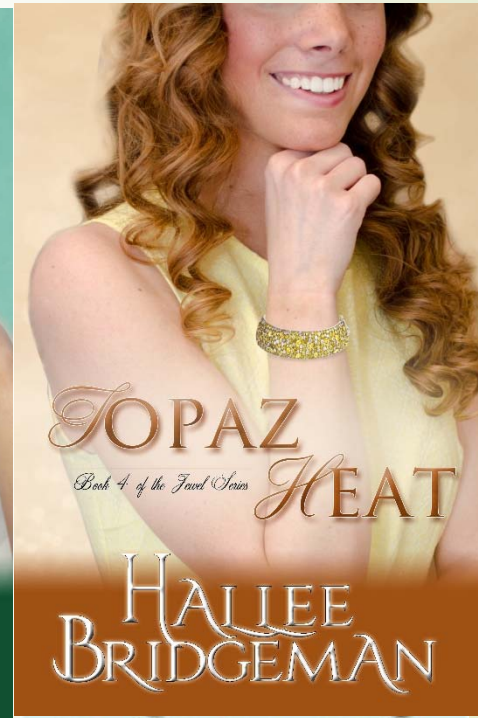
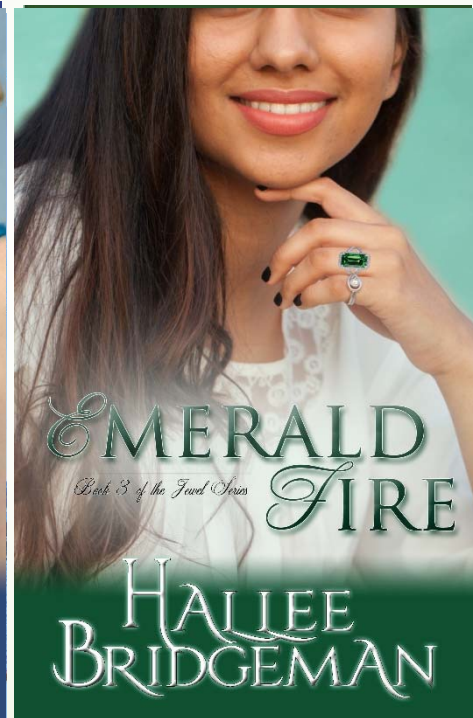
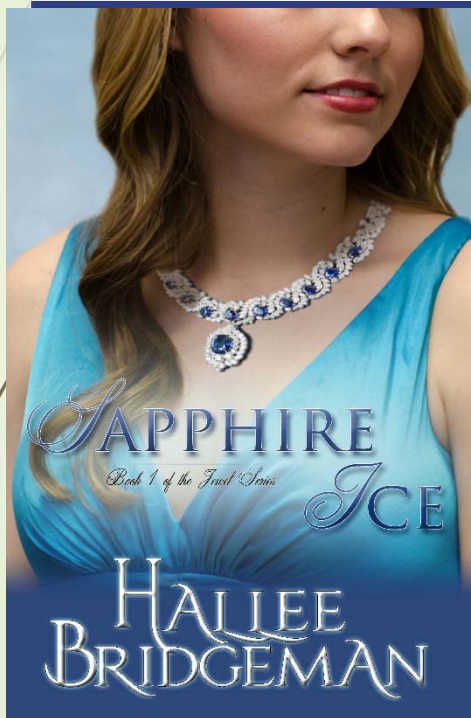
Change is Sometimes Good



Change is Sometimes Good



Change is Sometimes Good





The Book Package

- ▶ Formatting is more important than I realized.
 - ▶ title graphics, scene breaks match cover
 - ▶ drop caps
 - ▶ bleed
 - ▶ chapters all start on right side

CHAPTER ONE



An icy wind blew right under Mandalynn Clementine's skirt, making her shiver and wish she'd worn wool stockings. She held her hat on her head and ducked into the alley, finally getting some relief from the wind. She clutched her purse closer to her body as her boot heels clicked on the wet pavement. Nervously glancing over her shoulder, she walked further into the alley, moonlight providing the only light. She couldn't even see the edges of light around her.

She heard the noise again. It sounded like a strange buzzing sound. Hitler had finally come under attack? Four long years of war and drills kept her on edge. The sound faded. She looked behind her again but kept going forward, a victim.

"There you are," she said, stopping with her toes just on the edge of the alley. "So your killer was right-handed. I guess that narrows it down a little bit."

Hallee Bridgeman

CHAPTER ONE



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The Book Package

- ▶ How to format?
 - ▶ Hire a formatter
 - ▶ Do it yourself
 - ▶ Many books on the subject ([link](#))
 - ▶ Createspace has templates for print books



The Book Package

- EPUB files
 - Validate at idpf.org to preview in Adobe Digital Editions, Calibre, or actual device
 - Possibly need iBooks preview
- MOBI files
 - Amazon specific
- PDF files
 - Press quality print
 - Embed all fonts
 - 200 dpi minimum graphics (300 preferred)



The Book Package

- Distribute Draft to Beta Readers
 - Request specific feedback
 - Provide deadline
 - Send reminders
 - It's helpful to set reminders
 - Send thank you notes/gifts
 - Revise draft as needed
- Try to Get Testimonials/Endorsements