



Publishing Nonfiction Books on Spirituality

benebell wen

MODULE 4 SELF (OR INDEPENDENT) PUBLISHING

Where To Go From Here

The following document is part of a five module series on publishing nonfiction books in the category of spirituality, metaphysics, occult, and New Age. Module 4 is on self-publishing. The previous module instructions were audio lectures, downloadable MP4 files you can listen to. However, prior to putting together Module 4, my laptop broke, and to record those audio lectures, I was using a recorder app on that laptop. I don't know how to record audio files with my desktop computer. Thus, in lieu of audio MP4 files, Module 4 instruction will be provided by the script or transcript I would have read off of to produce said audio files.

Since the following text was intended to be notes I read off of to create audio lectures, the tone may be informal and the sentence structure imperfect. Please forgive and acknowledge that you are reading what should have been transcript notes for an audio lecture.

- 01 Introduction to Self-Publishing
- 02 Why Self-Publish Your Book
- 03 Publishing Tarot and Oracle Decks
- 04 Understanding ISBNs, Bar Codes, and LOC Listings
- 05 Why You Need a Copyeditor
- 06 Where to Go From Here

BEGIN AUDIO LECTURE TRANSCRIPT:

Workbook H should be self-explanatory, but just in case, let's talk.

It's best to work off the DOCX file of Workbook H so you can type in it. The PDF is provided as a "just in case" only. However, if formatting and spacing on the DOCX file you download looks wonky, just correct it before you start. Sometimes in all these uploads and downloads and people having different versions of Microsoft Word, the formatting can get crazy. It looks fine on my computer when I hit "upload," but after you hit "download" and look at it from your computer, it may be something else entirely.

At this point, I presume you have a completed book manuscript that's been formatted into proper galleys, meaning it's ready for printing as-is. You've copyedited it, you've got your table of contents, maybe even an index, and you're ready to go.

If you don't and you don't know how to do that, format your book into Handout 1, the template for self-publishing and creating your own galleys. It's very basic so you'll want to spruce it up and put your personal design touch on it, but it's got all the automated sections you need, i.e., the automated table of contents, hyperlinked chapter titles, how to create an index, and sectioned off chapters.

After your galleys, you now have to design a book cover or book jacket. Workbook H will walk you through some design points to consider. Also verify that your book title is going to work *for* your book rather than against. More on that in Workbook H. The art style of your book cover needs to work compatibly with the style and tone of your book. If you've written your book in a quirky, funny, light-hearted voice, then go with a quirky, light-hearted book cover. If it's like a super-serious occult practitioner voice using big words no one has ever heard of and lots of Latin, then stick to dark, solid colors and a muted style for the cover. Go with something that aligns with your tone.

At the end of Workbook H, you'll find checklists to walk you through the self-publishing process, step by step. After you register an account with either Lulu or Amazon, followed the screen by screen instructions for uploading your galleys and your book cover, the service is going to generate a preview PDF of what the final printed book will look like. If you go with a printing press, before printing the entire order, you'll get one copy to review and check. In either instance, I cannot stress the importance of not cutting corners here. Sit down, set aside a block of time, and comb through the preview copy line by line.

Test the table of contents to make sure page numbers are accurate. Note the page number and flip to that page in the book to verify that indeed, that chapter begins on that page. If you have an index, spot check and test the page numbers in the index for accuracy. Select a few index entries at random to spot check. Carefully scrutinize each chapter and heading title to make sure everything is spelled correctly and there are no typos. Make sure all inserted image files, tables, charts, and illustrations look exactly as you intend them to look. Ideally, you want to read through the book one more time, cover to cover, word for word, for review. But if that's

unrealistic due to time constraints, at the very, very least, spot check passages of the book at random for typos. You'd be surprised what even spot checking can pick up.

Once the book is published, you've got the book description up, maybe even a few blurbs or book endorsements featured, and you smile thinking you've just hit an achievement, you can take a few minutes to gloat, but then it's back to work. Your book is now published and publicly available for sale. So what. This is just the beginning. The hardest part of the work you have to do when writing and publishing a book *hasn't even begun yet*, my dear. So enjoy the happy moment but wrap up the celebration expediently because it's back to work. And lots of it.

See you in Module 5.

END AUDIO LECTURE TRANSCRIPT.

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