



Tips for Saving Time and Money on Book Design and Production

It's easy to save time and money on your book production, just by being organized. Here's a worksheet to help:

Decisions to make ahead of time:

- What look and feel would you like to impart?
- In addition to the main content, what else do you want to include? An introduction, foreword, acknowledgments, author's bio, blurbs, etc.
- What do you want the retail price to be? (It will be printed on the back cover.)
- Do you want an ISBN and Bar Code (Allow time to get one—designer/publisher can do.)
- Will you include any photos inside the book?
- Do you want to produce an E-book at the same time?

What to discuss with or send to the designer:

- Final title and, if applicable, subtitle.
- All main content, sent as a Word document.
- Introduction, foreword, acknowledgments, author's bio, blurbs, etc.
- Copyright page info (name of publisher, photo credits, cataloging data, etc.)
- Table of Contents (with no page numbers specified).
- Additional copyright info if you are reprinting previously published content with permission.
- Glossary?
- Map?
- All photos, for both inside and cover.
- Cover art, including front and back cover, and spine. (Or provide copy and creative input, if the designer is developing the cover for you.)
- Shelving category (Travel, romance, historical fiction, etc.)
- ISBN and Bar Code (or ask designer/publisher to obtain it for you.)

Setting up the Word file for best results:

- In Word, set your paragraph style to Normal.
- Use one hard return at the end of each paragraph. (Don't add an extra blank line.)
- Do not use individual spaces or the "tabs" function to indent the first line of a paragraph.
- Use one space—not two—at the end of each sentence.
- Use an em-dash (—) rather than one or two hyphens (- -) to amplify or set off a thought within a sentence.
- Be sure you are using ellipses (...) consistently. There are lots of different "standards" for using ellipses... Choose a style and stick to it.

Photos:

- Photos should be 300dpi—High-resolution
- We can adjust size, add contrast, and/or add special effects.

Proofing Checklist

- Bold, italics, special characters (e.g. superscript)
- Titles and subtitles
- Margins
- Horizontal and vertical placement on the page
- Line breaks
- Page breaks
- Page numbers
- Initial caps or "small caps" beginning each chapter
- Em-dashes (not double hyphens) with or without spaces before and after them (depending on style decision)
- Apostrophes and quotation marks (sometimes they import "curly" and sometimes they come in "straight")
- Placement of icons at the end of each chapter