

## Working with Self-Publishing Authors The Short Course

Part 1: Making Books—An Overview  
Dick Margulis

Part 2: Working with Authors—The Good, The Bad,  
and the Ugly  
Jodi Brandon

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## Objectives

At the end of this session you should be able to:

1. Explain the book production process to your clients
2. Determine the kinds of services that will best help your clients achieve their goals
3. Structure productive relationships with your clients
4. Develop a framework for partnering efficiently with other service providers

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## Making Books—An Overview

Dick Margulis

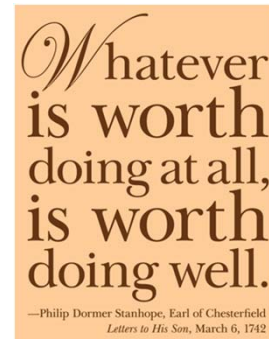
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**DICK MARGULIS CREATIVE SERVICES**

THOUGHTFUL EDITING • APPROPRIATE DESIGN • EXPERT PRODUCTION • COMPREHENSIVE PROJECT MANAGEMENT

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## Who are the clients?

Self-publishing includes

- Custom publishing for corporations and for consultants
- Back-of-the-room books for speakers
- Family history projects
- Trade nonfiction
- Fiction

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## Questions at the outset

- Does the client have a plausible chance of completing the project successfully?
- Is the client an author or a writer?
- Is this someone you can work with?
- What is the schedule?
- Are you okay with the content?

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## Questions at the outset

- What is the output?
  - How many printed books?
    - Offset
    - Short-run digital
    - Print-on-demand
  - Ebooks too?
- How many pictures?
  - How many in color?

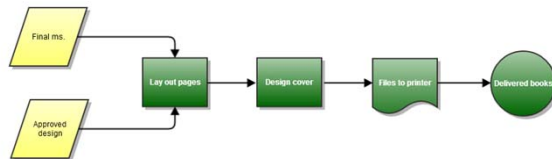
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## Questions at the outset

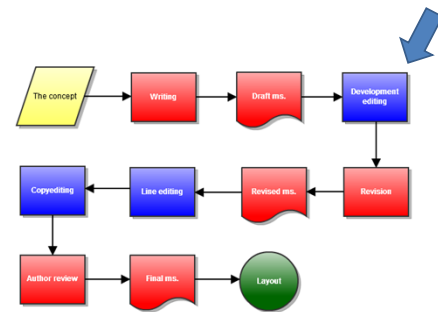
- What kind or kinds of binding?
- What is the budget?

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## How do we get there?



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## Put on your editing hat

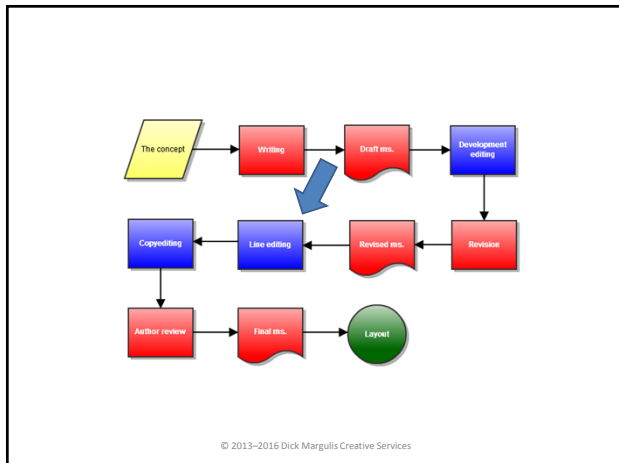
- The editor's sole purpose is to foster direct communication between author and reader.
- The editor's job is not to help the author get an A in seventh grade English.

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## Development editing

- Means different things in different contexts
  - Fiction
  - Creative nonfiction (biography, memoir, history, political analysis, . . .)
  - Procedural nonfiction (engineering, technical manuals, self-help . . .)
  - Textbooks

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## Line editing

- Making paragraphs and sentences work . . .
- . . . in the context of the client's goals

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## Line editing

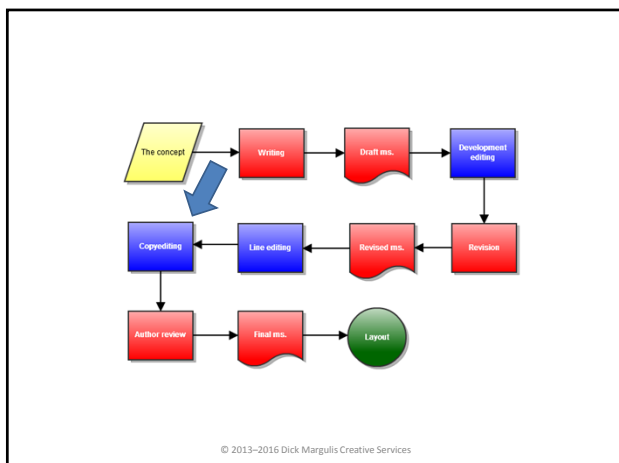
- Considerations
  - Authenticity of voice (a choice, not a standard)
  - Grace and flow (Wood eye? Tin ear!)
  - Grammar
  - Style

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## Line editing

- Things to keep in mind
  - Paragraph structure
  - Syntax
  - Word choice
  - Anachronism
  - Signposting

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## Copyediting



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## Copyediting

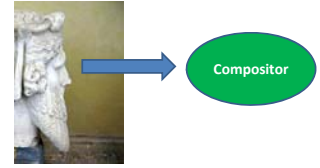
- Spelling
- Punctuation
- Usage
- Style
  - A collection of arbitrary choices between acceptable alternatives
  - Consistency without foolishness
  - Wallpaper seams
- Fact-checking



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## Copyediting

- Redaction
  - Paragraph styles
  - Character styles
  - Glyph selections and code points
  - No manual overrides



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## Tools of the trade

- Dictionary
- Grammar
- Usage
- Style
- Google
- Wikipedia
- Wetware
- Microsoft Word

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## Tools of the trade

- Dictionary
  - Description vs. prescription
  - Selecting the appropriate dictionary
  - Knowing how different dictionaries are organized
  - Decoding the alternate spellings
  - Picking one variety of English

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## Tools of the trade

- Grammar
  - English isn't Latin  
(no matter what Miss Grundy thought)
  - A little learning is a dangerous thing  
(if you don't know, don't guess—ask!)
  - Beware zombie rules
  - Remember why you're here . . .

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## Remember why you're here . . .

- The editor's sole purpose is to foster direct communication between author and reader.
- The editor's job is not to help the author get an A in seventh grade English.

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## Tools of the trade

- Usage
  - Usage panels, usage notes, usage dictionaries
  - Strunk and White
  - Garner and Fiske
  - Norma


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## Tools of the trade

- Style
  - What it is and what it isn't
  - The basic guide
  - The style sheet
  - Here's where punctuation comes in

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## Tools of the trade

- Google is your friend
  - Search
  - Maps
  - Images (TANSTAAFL)
  - Translate
  - Ngram viewer
  - Drive (Docs) 
- Work on your Google-fu

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## Tools of the trade

- Wikipedia for fast fact-checking of . . .
  - Dates
  - Place names (spelling, diacritics)
  - Old technologies
  - Plant and animal species and common names
  - Other noncontroversial facts
- But just a first stop for anything that is . . .
  - In doubt or dispute
  - In a field known for controversy (biography, history, politics)

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## Tools of the trade

- Wetware
  - Use your brain
  - Use other people's brains too
    - copyediting-I ([www.copyediting-I.info](http://www.copyediting-I.info))
    - Facebook groups
    - ~~LinkedIn forums~~

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## Tools of the trade

- Microsoft Word
  - Accept no substitutes
  - Track changes
  - Manage comments
  - Understand styles
  - Take spelling and grammar suggestions with a full shaker of salt, but don't ignore them
  - Create an exception dictionary if you need to

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## Tools of the trade

- Microsoft Word add-ins
  - Editor's ToolKit Plus (Jack Lyon)  
<http://www.editorium.com/>  
(and check out his other, separate macros)
  - PerfectIt (Daniel Heuman)  
<http://www.intelligentediting.com/>
  - The Book (Paul Beverley)  
<http://www.archivepub.co.uk/book.html>
  - EditTools (Rich Adin) <http://www.wordsnync.com/>

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## Tools of the trade

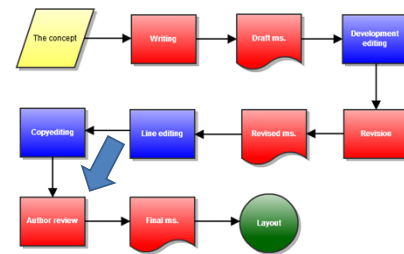
- Microsoft Word
  - Memorize Uncle Dick's rules for unexpected software behavior:
    1. Remove hands from mouse and keyboard
    2. Breathe
    3. Ask for help before closing the file or otherwise mucking about
    4. Remember that most situations are salvageable (refer to rule 2)

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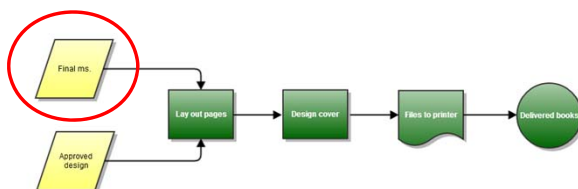
## Remove your editing hat and put on your publishing hat

- Copyright page content is technically not your job, but the client doesn't have a clue
- Create an imprint for the client
- Buy ISBNs in the imprint name
- Create a PCN account in your own name
- Write the copyright page content (look at models to see what's needed)

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## Six design modalities

(not necessarily six designers!)

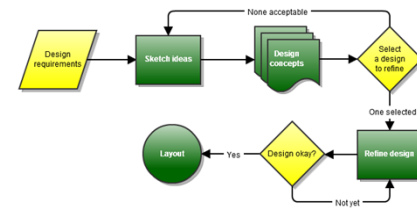
1. Book design: interior design framework and typography
2. Composition: laying out the pages and setting the type
3. Illustration: infographics, interior artwork, images
4. Cover illustration: artwork or image
5. Cover graphic design: front cover concept and type treatment
6. Cover production: making the mechanical

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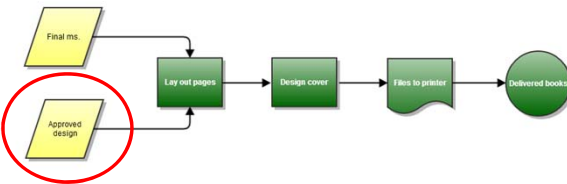
## Book design

- The goal of good typography is to allow the unencumbered communication of the author's meaning to the reader.
- Typography that intrudes its own cleverness and interferes with the dialogue between author and reader is almost always inappropriate.

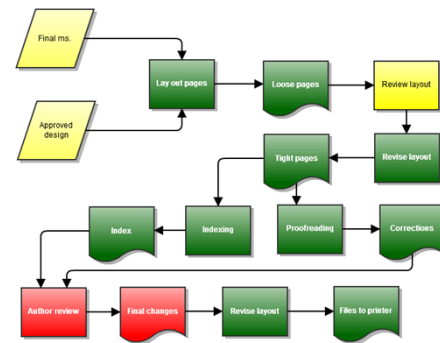
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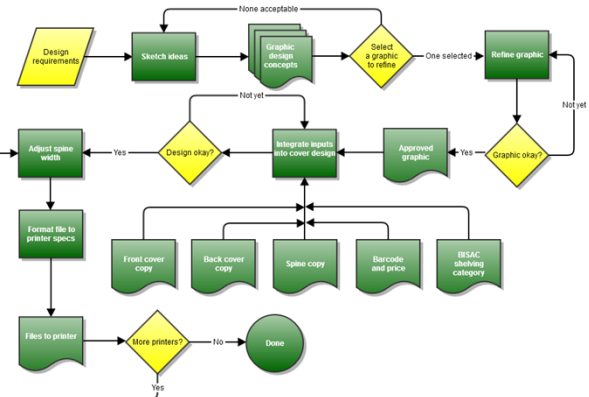


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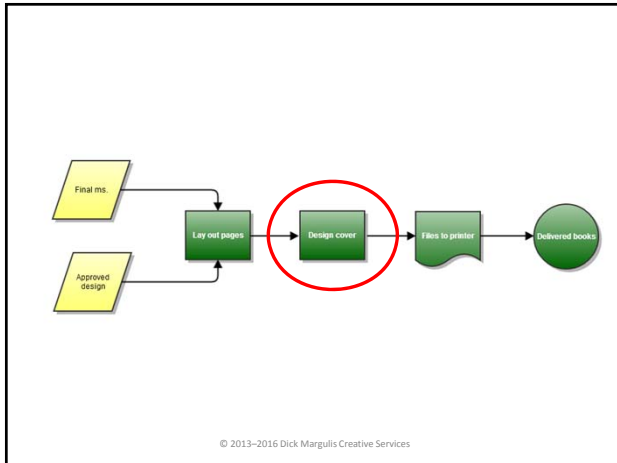
## Cover design

- The design brief defines the goals for the cover . . .
- . . . and the conventions of the genre

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**Working with Authors—The Good, The Bad,  
and the Ugly**

Jodi Brandon

JODI BRANDON  
*editorial*

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**Contracts/Letters of Agreement**

- Schedules: project, fee
  - Late payments
  - Deposit: holds place in your schedule
- Review of services
- Termination/kill fee
- No guarantee of perfection/publication

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**Contracts/Letters of Agreement**

- Copyright
- Confidentiality
- Liability
- What is/is not included
  - Permissions
  - Fact-checking
- Acknowledgments

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**Finding Clients**

Active  
Vs.  
Passive

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## Finding Clients

- Facebook groups, lists
  - Specialist vs. generalist determines some groups
- Word of mouth
- Orgs' job boards (e.g., EFA)
  - Be ready. Jobs go quickly!
- Local/online writers' groups (Don't be sales-y!)
  - Specialist vs. generalist

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## Finding Clients

- Twitter hashtags
  - #amwriting
  - #selfpub
  - #selfpublishing
  - #indiepub
- Advertising: Goodreads, IBPA, trade associations (for specialists)
- Website

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## Finding Clients: Feast or Famine

- Marketing
- Researching clients
- Internal processes

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## Communicating with Clients

- Before a project
- During a project
- After a project

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## *Before a project:*

- Comprehensive website
  - Processes
  - Resources/tutorials
  - FAQs
- Discovery call
  - Free vs. paid (toward cost of project)
- Email correspondence

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## *Before a project:*

- Expectations/boundaries
  - Paper vs. electronic
  - Office hours
  - Response time
  - Email vs. phone calls
- Process discussion
  - Edit memo
  - Queries

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### *During a project:*

- Method/frequency
- Edit memo
- Queries
  - Recurring queries
- Style sheet

**TACT**

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### Common Query Examples

YES: Reworked for clarity. OK?

NO: This makes no sense! Revise.

YES: ABC previously. Please resolve.

NO: That's not what you said before.

YES: Please spell out ACES on first use.

NO: Not everyone knows what ACES is.

**Again: TACT!**

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### *After a project*

- Thank client for project
- Ask for testimonial
- Ask for referrals
  - Referral fee?

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### Types of Communication

- When a potential client contacts you
- When you send a proposal email
- When you have a signed agreement
- When you return a project for review
- When you're finished with a project

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### Types/Levels of Services

- Clarify what the project needs vs. the client's budget vs. your expertise
- Niche editing (medical, academic, etc.)
- Generalist vs. specialist
  
- Editing (DE, copy edit, proofread)
- Indexing
- Fact-checking

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### Common Challenges

- Scope creep
- Author ego
- Editor ego
- Issues with voice
- Author doesn't see value in editing

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## Reasons to Say NO

- Not a skills match
  - Client needs/wants DE; you proofread
- Manuscript not ready
- Bad client: disrespectful of time; rude

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## Pricing Your Services

- Per hour
- Per page
- Per word
- Per project
- Costs of business: phone calls (cost in time/cost), emailing (cost in time), postage, etc.
- Different models for different services
- Rush fees
- Time tracking

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## Other Editorial Concerns

- Firing a client
- Acknowledgments
- Version control

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## Finding/Collaborating with Other Service Providers

- Where to find
  - FB groups
  - LinkedIn
  - Twitter
  - Colleague recs
  - Listservs
- Cultivate relationships

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## Finding/Collaborating with Other Service Providers

- Designers
- Indexers
- Project managers
- Ghostwriters
- Proofreaders
- References/endnotes experts

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## Finding/Collaborating with Other Service Providers

- Passing along a name vs. collaboration vs. subcontracting
- Don't forget a contract!

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## Level Up!

(AKA Offer More Than Editorial)

- Offer consulting services
- Learn about formatting, pub platforms, etc.
- Build bullpen of subcontractors

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## Stay Sharp

- Stay current on overall industry news, tools, etc.
  - Copyediting
  - Proofreader's Parlour
  - KOK Edit Copyeditors' Knowledge Base
  - An American Editor
  - Publishers Lunch
- Continuing education (formal/informal)
  - Courses, webinars, conferences

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## Stay Sharp

- Be knowledgeable about self-publishing overall (not just editorial)
  - Smashwords blog
  - CreateSpace vs. Lulu vs. IngramSpark
  - TheCreativePenn.com
- Always keep an eye on Amazon!

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## Objectives

At the end of this session you should be able to:

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## Q & A

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