My Publishing Guide

1. **Write the bloody thing.**

2. **Do the initial editing**   For me that means that it's ready for critiques and external editing. Not everyone wants help with the editing but there is some point where the general story has emerged and editing has more to do with getting it print ready than finishing the story.

   The following four tasks can be done together. For me there's a lot of time spent waiting on other people so they dovetail quite easily.

3. **Register the ISBN.**   According to Nielsens it takes twenty weeks for new details to be circulated and I plan for a release date twenty four weeks ahead. By registering now it can be circulating away while I get on with other things.

4. **Website.**   This of course is optional. See promotion below.

5. **Prepare the cover.**   As the cover is included in Nielsens records this should be done before registering. However it can be added later. I've used a professional designer so far so it's something else that can trundle on in the background. If you do it yourself then you can take a break from editing and play around with the graphics.

   It's not strictly to do with the timetable but details such as getting the spine width right and having a clear ISBN bar code printed can prevent delays later.

6. **Finish the editing**

   By now I should have the files I need for printing and it should be appearing on various websites and search engines. I got my first order for copies on 2nd May and it had only just gone to the printer ready for the June 1st launch.

7. **Printing UK**   I concentrate on my own copies to start with. The printed version always seems to throw up more errors so I try to order the books about a month before the release. This gives me a chance to read the proof and send in a corrected version.

8. **Printing elsewhere**   Basically this is Amazon.com. For this I use Createspace and can use the same files as for Orbital print.

   Amazon.com (US) and Amazon.co.uk (UK) don't seem to talk to each other and because it's on one site, it doesn't mean that it's on the other.

9. **Ebooks**   These need different formatting – no page numbers, no spaces, no blank pages, no ISBN displayed etc.

   Kindle is fairly straightforward.

   Smashwords.com converts to various formats for distribution. .epub versions require their own ISBN but Smashwoods will provide one for free. I use my own.

10. **Promotion**   The trick is getting known. By the release date the website should be well established (another background trundle) on search engines and you have a platform to promote your current book as well as other publications. You can provide links on Shelfari, Goodreads, etc. as well as on Amazon.

    You could use the Amazon page and if you want to read out

    'http://www.amazon.co.uk/Deja-Vu-The-Nth-Chronicles/dp/0957220529/ref=sr_1_1ie=UTF8&qid=1373976316&sr=8-1&keywords=deja+vu+to+the+nth'

    in an interview then good luck to you.

11. **Becoming famous.**   I think I've covered the groundwork but I'm still working on it.