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POSITIONING YOUR BOOK FOR SUCCESS

Thank you so much for choosing Illumify Media Global (IMG) to publish and market your book. As we begin this journey together, this document spells out some important next steps that will help you hit the ground running.

COVER PROCESS

Before IMG begins working on the cover design, it needs email confirmation and approval of the final front cover copy: title, subtitle, byline (how you would like to be designated), and any other quotes or attributions. Please fill out your Author Questionnaire to the best of your abilities. Your title or subtitle may change, and that's okay. Just do your best. Email the form to the Operations Director at jclark@illumifymedia.com.

For your back cover copy, please refer to yourself and your book in third person. You want to start with a hook (a 5-7-word lead-in) and then provide a very brief summary of your book. Bear in mind that you want to give your potential readers a compelling reason to open your book and look inside, so make sure you address their felt needs. Bullet points can be very effective. Mike Klassen, Karen Bouchard or Editorial Director Geoff Stone (gstone@illumifymedia.com) are happy to help you with the finishing touches so your material sizzles. For additional information, go to https://janefriedman.com/writing-back-cover-copy/

IMG will provide three or four cover options based on your desires. Please make sure your cover ideas are reasonable to achieve through stock images. IMG will not be able to design original artwork, set up any photo shoots or do any Photoshop manipulation of images. (See Photographs and Images under Your Manuscript below for sourcing images.)

With the cover copy, please include a professional-looking headshot **Author Photo** to be used on the back book cover, catalog page, and other marketing materials. The photo must be high-resolution

(300 dpi at 3 x 5 inches) for best reproduction. Headshots are best taken against a neutral (solid-colored) background.

Illumify Media Global will create the front cover first and after the manuscript is typeset, and we have a final page count, IMG will create the full cover: front, spine, and back cover. When you have approved the cover for your book, IMG will post the cover files to the printer.

EDITORIAL PROCESS

As you prepare your manuscript for your professional copyedit, please begin the different sections of your book on a new page (within the same document) in the following order:

Endorsements (if applicable, see Endorsements section under PROMOTING YOUR BOOK below for more information about how to procure quotes)

Title page with your title, subtitle, and author name

Copyright page (just add this title to the page)

Dedication (if applicable)

Epigraph (if applicable)

Table of Contents (list chapter by chapter but don't include the page numbers)

List of Illustrations and List of Tables (if applicable)

Foreword, Preface, Acknowledgments, and Introduction

Other Front Matter (if applicable)

Text (begin each chapter on a new page and include a chapter number with the chapter title at the top of that page)

Epilogue, Afterword, and Conclusion

Appendices (if applicable)

Chronology (if applicable)

Endnotes (if applicable)

Glossary (if applicable)

Bibliography or Reference List (if applicable)

List of Contributors (if applicable)

Index (if applicable) If you want to include one, you can finish your index manually after the first pass of your typesetting. If you have questions, contact Geoff Stone.

Photographs and Illustrations

If you're including photographs or illustrations, make sure they are high resolution (300 dpi at the size to be reproduced). You will need to obtain permission to use any photograph you acquire from the Internet. The best way to secure photographs is to purchase them at a digital stock house such as

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bigstockphoto.com
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Please number all photos with the chapter number and photo number as explained below and indicate in the manuscript any size requirements for photos (full page, half page, quarter page, etc), placing your instructions in brackets ("[image 1.01]") about where you want the photo to appear. Without specific instructions, your image or photo will be a quarter page.

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Do not embed your images in the manuscript. Email them to the Operations Director Jen Clark. If the files are big, email them via WeTransfer.com at no additional cost.

Formatting

Please observe the following formatting instructions:

Design Element	Instruction
ALL CAPS	Do not use all caps; it is against our house style.
Bold	Apply bold directly to text
Bulleted Lists	Use the bullet (•) from the "Symbols" options under the "Insert" tab. Press the *tab* key and then enter text. **Do not use Word's automatic bullet function.**
Columns	Do *not* try to align columns with spaces and/or multiple tabs. Use only *one* tab between each column. (In other words, a three-column table would be: *tab/text/tab/text/tab/text.*)
Endnotes	Do not use Microsoft's "macro" endnote function, which compiles endnotes as they're inserted in the main body of the text. Present design software cannot accept the invisible coding applied to these endnotes. Instead, apply the "superscript" option under the "Format / Font" choices in the top toolbar. Then include the footnotes into a separate document.
Endnote Numbers in text	Apply superscript to number.
Ellipses	Replace "..." (ellipsis code) with ". . ." (space/dot/space/dot/space/dot/space)

Design Element	Instruction
Design Element	Instruction
Em Dash	Apply em dash directly to text using the "Symbols" tab under the "Insert" option. If your word processing software automatically inserts the em dash, that will also work.
Endnotes	Place in the back matter where appropriate—not at the end of each chapter.
Forced Returns	Do *not* use forced returns to align text or after the end of each line of text. (The typesetter has to strip it out by hand.)
Fractions	Type in fractions with slashes: 1/2, 1 1/2, and so on. Do not use the fraction formatting in MSWord. (Note: Mark all fractions on hard copy.)
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Page Breaks	Add page breaks in front and back matter sections, at end of chapters, for part pages, and so on.
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Design Element	Instruction
Design Element	Instruction
Spacing	Submit manuscripts with double spacing.

Subheadings	Do *not* use brackets to designate subheadings. Instead, designate subheadings in this way:
	
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	      This book is about publishing. The content is very exciting. . . .
	
	C-level subheadings: Italicize the subheading and run it into the paragraph. Example:
	
	This is a C-level subheading. This book is about publishing. The content is very exciting. . . .

Design Element	Instruction
Design Element	Instruction
Table of Contents	Please do not embed the chapter or page numbers. The typesetter will insert them manually.
Underlining	Do not use underlining anywhere.

Styles

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Notes

Please use the Word document autoformatted footnotes when preparing your manuscript. To do this, place your cursor at the desired location of the footnote. Then go to the Insert menu option, select Footnote and click Insert in the pop-up box. The superscript note number will appear in your document and link you to the location to insert your note at the bottom of the page. If you have trouble with this process, alternatively, you can insert your note directly in the manuscript where the note goes in brackets like this [FOOTNOTE: This is the note.] IMG will convert the footnotes to endnotes for typesetting. Also, for preparing your notes, please use the free Chicago Manual of Style "Chicago-Style Citation Quick Guide" (http://www.chicagomanualofstyle.org/tools_citationguide.html) for easy reference.

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Additional formatting instructions are included at the end of this document.

After submitting your manuscript to Illumify Media Global, the Editorial Director will work with the copyeditor to edit your manuscript using Track Changes in Word. If you don't understand how to use Track Changes, click here for a PC and here for a Mac. You will have a chance to accept or reject the changes to the digital manuscript file. After the final edited manuscript is complete, and you have submitted the Manuscript Approval Form, the production manager will send the file to the typesetter to lay out the interior.

IMPORTANT: Please work with your copyeditor using ONE manuscript. If your copyeditor is working on revisions, please do not make additional edits on your copy. Wait until your copyeditor returns the revised manuscript to you before making additional edits. If for some reason, you make changes to the manuscript while the copyeditor is working on your revisions, you are responsible for reconciling the two manuscripts—with Track Changes on, of course.

Typesetting

The typesetting process takes about two weeks. Illumify Media Global will send you a PDF file (called the "galley") of your designed book for your review and to make any changes. You will send your *reasonable* corrections back to IMG either by marking up the PDF digitally or printing out the file, marking the pages, and emailing scans of the corrected pages to the Editorial Director. During this phase, you can only submit corrections. Additions of more than a sentence will incur an additional fee.

To learn more about how to mark up a file on your pdf, click [here](#). In Adobe Acrobat Reader, choose the comment feature and you can highlight the text that needs to be changed or revised and then add your explanation in the box provided. Your typesetter will then make the corrections that are clearly marked.

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Once final changes are complete, you are to return the Final Approval Form along with your final payment to Illumify Media Global in Littleton, Colorado. If paying by check, make the check out to "Illumify" and mail (along with the approval form) to Illumify Media at 10488 W. Centennial Road Ste. 511, Littleton CO 80127. If paying by credit card, call 303-523-4813. Payments via credit card incur a 3.2% processing

Once IMG receives the Final Approval Form, the Operations Director will post the files to the printer. It will take about two weeks before your book is available at Amazon and other online bookstores.

Don't be surprised if you find typos after your copyedit or typeset phases. Every book has them. Revisions can be obtained for your already-published book(s) for only $20 per page.

PUBLISHING PROCESS

Determine the Name of Your Publishing Company

Run it through the search engines to ensure you aren't replicating another one. For example, if your name is Harper Collins, you probably shouldn't name your company Harper Collins Publishing. Just sayin'.

Since your publishing company is a business, you may want to pick up an EIN number from Uncle Sam.

In order to avoid confusion and contradictory message, only communicate to the typesetter, book cover designer, or printer through Illumify staff.

After your initial copyedit, Mike Klassen will put you in contact with your copyeditor.

We cannot guarantee free eBook downloads or book sales. Only God knows how well your book will sell—and he usually doesn't let us in on those secrets.

Establish Your Amazon Accounts

Establish your accounts on CreateSpace (CreateSpace.com) and Kindle Direct Publishing (KDP.Amazon.com).

CreateSpace Account Signup: https://www.createspace.com/Signup.jsp

KDP Account Signup: https://kdp.amazon.com

Instructions for setting up U.S. KDP Select Account: https://kdp.amazon.com/en_US/help/topic/G202187740

Instructions for setting up Non-U.S. KDP Select Account:

https://kdp.amazon.com/en_US/help/topic/G202187780

Once you have fully registered on CreateSpace and KDP, send the login information to Jen Clark at jclark@illumifymedia.com.

Measuring Your Expectations

Avoid scheduling your book launch party too quickly. Wait until both print and eBook versions are available on Amazon and are linked together. This last part is important. Because Illumify Media Global is committed to your success, we will not begin marketing your book until everything is in place.

The publishing process can get derailed at multiple steps.

1. Put an offer to join your email list on the very first page, in the Table of Contents or the Author's Note so people will see it easily, because of when readers open it, Amazon usually skips the first few pages. Include brief descriptions, links, and your book cover photos that you are giving away to subscribers. Wherever you put an offer to join your email list, also include a link to your book and a request for the reader to leave a review. (Do not ask for a five-star or a positive review, just an honest review.)
2. Invite people to go to your author Facebook page in the beginning of the book, and also do this at the end of the book.
3. Include links to your other books or your Amazon author profile page along with pictures of their covers at both the beginning and end of your book.
4. At the end of the book include a sample of one of your other books. Maybe the prologue or first chapter. This should end with a cliffhanger to keep the readers wanting more, enough to go buy your book. At the end of the sample make sure to include a link to that book and invite them to buy it.

MARKETING PROCESS

Promoting Your Book

Books don't sell books. People sell books.

Well-written books don't sell themselves. Unless you're famous, people aren't actively looking for your opinions or stories. That said, publishing and promoting your book is spelled W-O-R-K. If you wait until your book appears on Amazon, it's too late.

So start working on your platform early and often.

Remember that a magic formula for sales doesn't exist. If it did, publishing companies around the world would follow it and make millions. However, *Illumify Media Global* will do their best to position your book to sell. Which leads us to the next point…

You will need to work at selling your book as well. We know, promoting yourself probably feels a little awkward (unless you're a sociopath). However, in order to effectively promote, you're going to need to promote your message or your story. Separate yourself from it. While you're still in the writing and editing stages, you need to begin asking people if you can add them to your email list.

Endorsements

Endorsements can be very effective in establishing credibility for your book. With the right person, they can serve as a celebrity commercial for your book. You will need to begin soliciting endorsements while the manuscript is being copyedited. The endorsers will need to review the copyedited manuscript. Click here for some helpful tips. A few other tips:

- Give your endorser a specific time period to get the endorsement back to you—preferably two weeks or less.
- Mention that by providing an endorsement they will be publicizing their own books or website.
- Don't be surprised if the endorser asks *you* to write the endorsement for your book. Happens all the time.
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CONTACTS

We believe in resolving questions at the lowest level possible. So, please begin by contacting the Operations or Editorial Directors before contacting Mike Klassen.

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