



MEDIA.COM

LET'S BRING YOUR BOOK TO LIFE!

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WHAT TO EXPECT ON YOUR PUBLISHING JOURNEY

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, the following tasks must be completed:

- Email confirmation and approval of the final front cover information:
 - Book title
 - Subtitle
 - Byline (how your name should appear, i.e., John Q. Public, MD)
 - Any quotes or attributions
- Author Questionnaire (<https://illumifymedia.com/author-questionnaire/>) filled out to the best of your abilities. (Your title or subtitle may change as you go through the publication process, and that's okay. Just do your best.) **Before you begin filling out the questionnaire**, here are a few tasks to complete, information to have handy, and items to gather:
 - Write one 2-3 sentence description of your book, as well as a longer 200-300-word summary of your book
 - Decide what genre fits your manuscript
 - Your book's word count
 - Desired publication/book launch date
 - Scheduled author events (if any)

- Write your author bio: 40-50 words for the back cover and an extended bio for the back of the book, as lengthy as you'd like, written in the third person (she/he vs. I)
- 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.

Once your Author Questionnaire is completed, your IMG rep will craft your back cover copy and submit all information provided to our cover designer, who will then provide three or four cover options based on your desires.

- Please make sure your cover ideas are reasonable to achieve through stock images (generic photos, illustrations, and icons for use in marketing materials, websites, packaging, book covers and more).
- **IMG cannot design original artwork, set up any photo shoots or manipulate images electronically.** Personal photos and artwork very rarely enhance your book cover.
- See **Photographs and Images** under **EDITORIAL PROCESS** below for sourcing images.

IMG will create the front cover first, then after the manuscript is typeset and we have a final page count, IMG will create the full cover: front, spine, and back cover.

EDITORIAL PROCESS

When preparing your manuscript, please be aware:

- Your manuscript must arrive in Microsoft Word

- Include your table of contents at the beginning but please refrain from adding page links for each chapter
- Don't add page numbers to your document
- Avoid underlining or boldfacing any words
- Cite your sources. As long as you attribute your source and quote them directly, you don't need to obtain permission (unless it exceeds 1,000 words)
- You cannot quote more than one line of a song unless you obtain written permission from the music publisher
- ***After your initial copyedit, you will be put in contact with your copyeditor***

Preparing Your Manuscript

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

1. Endorsements (if applicable, see **Endorsements** section under **Marketing Process** below for more information about how to procure endorsements)
2. Title page with your title, subtitle, and author name
3. Copyright page (just add this title to the page)
4. Dedication (if applicable)
5. Epigraph (if applicable)
6. Table of Contents (list chapter by chapter but don't include the page numbers)
7. List of Illustrations and List of Tables (if applicable)
8. Foreword, Preface, Acknowledgments, and/or Introduction (if applicable)
9. Other Front Matter (if applicable)
10. Text (begin each chapter on a new page, and include a chapter number with the chapter title, if applicable, at the top of that page)
11. Epilogue, Afterword, and/or Conclusion (if applicable)
12. Appendices (if applicable)
13. Chronology (if applicable)
14. Endnotes (if applicable)
15. Glossary (if applicable)
16. Bibliography or

17. Reference List (if applicable)
18. List of Contributors (if applicable)
19. Index (if applicable) If you want to include one, you can finish your index manually after the manuscript is typeset (formatted for print). 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). **You must obtain permission** to use any photograph acquired from the Internet. The best way to secure photographs is to purchase them at a digital stock house:

- istockphoto.com
- bigstockphoto.com
- 123RF.com
- Unsplash.com (offers free images)

To prepare your images:

- Number all photos with the chapter number and photo number, i.e., 1.01 (meaning Chapter 1, photo 1).
- Indicate in the manuscript any size requirements for photos (full page, half page, quarter page, etc.), placing your instructions in brackets (“[image 1.01]”) on the page where you want the photo to appear. (Without specific instructions, your image or photo will be sized at a quarter page.)

Maintain a list of credits (in a separate document) for all photographs/illustrations you include, whether from a stock image website or from your own collection.

- Submit a photo log and list of captions with your manuscript. To keep it simple, number your photos/images like this:

1.01 – boy on bike

1.02 – boy swimming

1.03 – lion in zoo

2.01 – airplane

2.02 – car on country road

2.03 – car on city road

- If you have just a few photos, you can name them 01, 02, 03 04, etc.
- If you want your images to appear in specific places in your book, you will need to type “Insert {Name of Image File} here” in your manuscript where you want the image. Include a space above and below the image tag and the caption in bold below the image tag. Be sure to name the image files **exactly** as they appear in the manuscript instructions.
- **Do not** embed your images in the manuscript. Email them as attachments to Jen Clark.
- If the files are too large to send via email, email them via WeTransfer.com at no additional cost.

Styles

All manuscripts must adhere to the [Chicago Manual of Style \(CMS\)](#). Your copyeditor will tailor your manuscript to CMS style on finer points, but we ask our authors to apply it in regard to footnotes, which will be changed to endnotes later in the proofing process.

Footnotes and Endnotes

Please use the Microsoft Word autoformatted footnotes when preparing your manuscript.

To do this:

1. Place your cursor at the desired location of the footnote.
2. Click on the Insert menu option and select Footnote.
3. 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.

IMPORTANT: Make sure your sources are thoroughly documented and that your endnotes are formatted properly. Please avoid secondary and tertiary sources. **Always cite the original source.**

- When copying and pasting sources from the Internet and other digital sources into your manuscript, please keep in mind that they can contain embedded hyperlinks, style formatting, different fonts, and sometimes special characters or coding that can interfere with the manuscript. This is frustrating for the author, editor, and typesetter.
- To avoid this, first copy and paste the quotation into Notepad (PC users) or TextEdit (Mac users). Both programs come pre-installed with either Windows or Apple computers. Once the text is copied into one of the aforementioned programs, it will automatically strip all formatting from the quotation. From there, you can simply copy it from either Notepad or TextEdit and then paste it into your Word manuscript. This may seem like an extra step, but in the end it saves everyone involved a lot of time and headaches.

Copyediting

After submitting your manuscript to IMG, the Editorial Director will work with the copyeditor to edit your manuscript using Track Changes in Word. Depending on the word count, your initial copyedit will take four to six weeks.

- If you don't understand how to use Track Changes, click [here](#).
- Although it can be overwhelming for you to approve every edit, please don't click the button to Accept All Changes.

- Because this is YOUR manuscript, please don't feel the pressure to accept every edit from your copyeditor.
- 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 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. This step prepares the interior for print.

- IMG 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.
- 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.
- IMG will give you two passes of text edits of your pdf.
- There is a text edit fee for more than two passes.

FINAL STEPS

Once final changes are complete:

You will be asked to sign a Typeset Approval Form at this point agreeing that no more changes can be made to the manuscript.

- Return the Final Approval Form along with your final payment to IMG.
- To pay by Zelle, a fast, free banking digital payment service used by most banks, send your payment to 303-523-4813. Some banks have limits to the amount you can send each day. You're more than welcome to spread those payments across successive days. This is the preferred method of payment.
- To pay by check, make the check payable to "Illumify" and mail (along with the approval form) to Illumify Media at 10488 W. Centennial Road Ste. 511, Littleton CO 80127.
- To pay by credit card, call Mike Klassen (303-523-4813). Credit card payments incur a 3.2% processing fee.
- Once IMG receives the Final Approval Form, the Operations Director will send 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 will be assessed at \$100 per round for twenty or more changes to the interior. An additional charge of \$100 will be assessed if revising the cover.

Establish Your IngramSpark and Amazon Accounts

Open accounts on IngramSpark and Amazon Kindle Direct Publishing (KDP)

- KDP account signup: <https://kdp.amazon.com>

- Instructions for setting up US KDP Select Account:
https://kdp.amazon.com/en_US/help/topic/G202187740
- Instructions for setting up Non-US KDP Select Account:
https://kdp.amazon.com/en_US/help/topic/G202187780

Once you have fully registered on KDP, send the login information to Jen Clark at (jclark@IllumifyMedia.com).

MARKETING PROCESS

Extras to Add to Your Manuscript

You can increase your reader engagement by doing any of the following:

1. Put an offer to join your email list on the very first page of your book, in the Table of Contents, or the Author's Note so people will see it easily, because when readers open it on Amazon, their Kindle reader often skip 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 at both the beginning and 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 (e.g., the prologue or first chapter) of one of your other books, which should end with a cliffhanger to keep readers wanting more, enough to buy your book. At the end of the sample make sure to include a link to that book. and invite them to buy it.

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. Here are a few helpful tips:

- Give your endorser a specific time period to return the endorsement 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.
- IMPORTANT: Please refrain from asking your friends at IMG to edit your endorsements.
- Please don't ask IMG to find endorsers for your book.

Amazon Reviews

Once your free eBooks is listed on Amazon, you'll need to email your "fans" and ask them to download the book and review it. You can also send them a .MOBI file (the Kindle eBook version for Amazon). This is extremely important because few people are willing to purchase a book that doesn't have any reviews.

To appear credible in the Amazon marketplace you need at least 10 reviews but preferably more than 30. Depending on your package, Illumify will also assist you in building your reviews.

However, before you contact anybody, click [here](#) to read an important article that will help you avoid having reviews pulled by Amazon. It will pull the review if your reviewers mention that they know you.

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, IMG 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.

Miscellaneous Tips

- In order to avoid confusion and contradictory messages, only communicate to the typesetter, book cover designer, or printer **through Illumify staff.**
- 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.
- Because IMG is committed to your success, we will not begin marketing your book until everything is in place.
- Avoid scheduling your book launch party immediately after publication. Wait until both print and eBook versions are available on Amazon and are linked together. **This last part is important.**

CONTACTS

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

Mike Klassen, President

mklassen@illumifymedia.com

Jen Clark, Operations Director

jclark@illumifymedia.com

Geoffrey Stone, Editorial Director

gstone@illumifymedia.com

Karen Bouchard, Master Book Coach

kbouchard@illumifymedia.com

Erin McCracken, Social Media Specialist

emccracken@illumifymedia.com

Lisa Hawker, Marketing Specialist

lhawker@illumifymedia.com