

Praise for *The Global Indie Author*

“I have read many books about self-publishing and have to say how impressed I am with the incredible detail and research that went into putting this book together. Demers goes through virtually everything an author who wants to understand this world would need to know in order to make informed decisions. This tops my recommended list for anybody considering learning more about self-publishing in either print or ebook or both.”

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“If you are self-publishing, buy *The Global Indie Author* and read it cover to cover. It is quite possibly the best resource book available for independent authors. It combines overall strategies with step-by-step instructions and expertly guides authors through the complex maze of self-publishing both print and e-books.”

– Mark Hanen, *Words: I Know What I Want To Say - I Just Don't Know How To Say It*

“*The Global Indie Author* is an excellent book for anyone who wants a comprehensive guide through the indie publishing journey, whether you are living in the U.S. or living in Denmark. What I loved best is that I know each chapter was extensively researched. I put a lot of work into finding answers on the Internet. This book saves you all that trouble. Buy this book and spend your precious time writing!”

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– Van Clayton Powel, *You Are NOT What You Eat (Better Digestive Health In 7 Simple Steps)*

The Global Indie Author

**Your Guide to the World
of Self-Publishing**

3rd Edition

By M. A. Demers



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1/ Book Structure

Every book is built using some combination of five main sections: front cover, front matter, body, end matter, and back cover (print only). Front matter refers to items such as the title page, copyright page, acknowledgements, and table of contents; body refers to the manuscript; and end matter refers to items such as endnotes, bibliographies and indices, and author biographies. A book may optionally contain marketing materials for other works by the author or publisher but those materials must bookend the text: they must not appear after the title page or before end matter. Your book structure, in order of appearance, looks like this:

- Front cover
- Front advertising material (optional)
- Front matter
- Body
- End matter (optional)
- Back marketing material (optional)
- Back cover (ebooks do not have a back cover)

Front Cover

Legally, a front cover must contain the book title and the author's name. Optionally you may add the subtitle, if applicable, and the names of anyone else credited (for example, the illustrator if it is a picture book, the editor if it is a compilation, or the translator if the original is in another language). The cover does not have to contain all the information contained in the title page, and often whether a contributor such as an illustrator is added to the cover is based on contractual obligations between the publisher and the contributor. On the book cover you do not credit the book designer or the copyright holder of the cover image; you do that on the copyright page and, in the case of print books, on the back cover. (Designing book covers is discussed in greater detail in chapter 7, Cover and Interior Images.)

Front Advertising Matter

Many authors opt to include pages inside the front cover of the book to advertise other publications, upcoming works, or quotes from favourable reviews of the author's books. You can also cross-promote, advertising in your book the work of another author who writes in a similar genre while they do the same for you in their book.

Front Matter

The title page is always the first page of front matter, whether digital or print. In print books the title page is always on a right-hand page followed immediately (no blank pages in between)

by your copyright page. This is then followed by your acknowledgements (if applicable) and your table of contents (if you have one) and then the first page of your manuscript. The acknowledgements, table of contents, and first page of your manuscript should all start on a right-hand page; if necessary, blank pages are inserted between front matter sections in print books; ebooks never have blank “pages.”

The front matter includes, in this order, the following most common items:

- Title page
- Copyright page
- Dedication or acknowledgements
- Table of contents
- Foreword
- Preface
- Introduction

Only the title and copyright pages are mandatory; all other front matter is optional.

Title Page

The title page of your book *must* contain the title, including any subtitle, and the names of anyone credited: the author, the illustrator or photographer if it is a picture book, the editor if it is a compilation, and often the translator if the original is in another language. The title page must contain any edition number, and it must contain the name of the publisher and place of publication (either city or country).

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The copyright page always follows the title page, with no blank page(s) in between. (The idea is that one should be able to tear out the single page from the book and have all the necessary publication information contained therein.) The order of information contained on your

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Fig. 1.1

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Sample Copyright Page

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If you wish to acknowledge anyone who assisted in the creation of your book, or you wish to dedicate it to someone special, you do so on a separate page after the copyright page. Most people will be flattered to be included here but you should always check beforehand in case anyone wishes to be excluded.

Table of Contents

A table of contents is optional in print books but is mandatory in ebooks. In ebooks the table of contents includes all front matter like the title, copyright, and acknowledgements pages so that the user does not have to scroll through the ebook to access this information.

In print books the table of contents always starts on a right-hand page and does not include any material that precedes it like the title, copyright, and acknowledgements pages.

Foreword, Preface and Introduction

A foreword is an introduction written by a guest of the author. The name of the guest writer is always indicated at the end of the foreword, usually flushed right and separated from the text by a line or two. Forewords are often written by a more famous or established writer, or by an industry expert, and is essentially a marketing tool, a stamp of approval by a distinguished peer.

A preface is written by the author and explains why the author wrote the book, and their research methodology if applicable. A preface may also integrate acknowledgements if these have not already been made on a separate page.

An introduction introduces the subject matter and often places the book in its historical, sociological, intellectual, or academic context.

Body

In ebooks the first page starts right after the front matter. Since ebooks do not contain any header or footer information (more on that in chapter 8, Manuscript Formatting Essentials for eBooks), the first page is formatted no differently from subsequent pages.

In print books the first page of the body always starts on a right-hand page and usually does not contain any header or footer information. Subsequent chapters may or may not start on

a right-hand page and may or may not contain header and footer information; this is personal preference.

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End matter usually consists of an appendix, notes or endnotes, glossary, bibliography, and the index; all are optional.

Endnotes, Bibliography and Index

With ebooks, footnotes are amalgamated into endnotes, though the Kindle plug-in for InDesign does allow for chapter endnotes. A bibliography comes after any endnotes. An index is not recommended due to the complexity of creating it and the volume of unsightly hyperlinks that would result, and is usually not needed as ereaders have word search capabilities.

In print books, whether you use footnotes or endnotes is personal preference, though heavily referenced texts often opt for endnotes for aesthetic reasons. Those that opt for endnotes either use chapter endnotes or combine all endnotes into one section after the close of the body; these are sometimes subdivided into chapters for ease of reference.

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Back Advertising Matter

Back advertising matter is the same as front advertising matter; placement at front or back is personal preference. Many books place advertising matter at both ends.

Back Cover

eBooks only contain a front cover but print books require a front cover, book spine and back cover. The spine usually repeats the book title and author's name, and bears the publisher's logo (if applicable). The back cover usually contains a synopsis and/or reviewer quotes, the publisher's logo (again if applicable), the BISAC categories, and a credit for the cover image and design. If your book is intended for commercial distribution, your back cover must also contain a barcode comprised of the book's ISBN and may contain an optional price barcode. (BISAC categories and ISBNs are covered in chapter 5.)

Barcodes

Barcodes come in a variety of formats known as Barcode Symbology. There are two symbologies used to generate barcodes for books, the older Bookland or Bookland EAN, and the newer EAN/JAN-13 or just EAN-13. The difference is that the older Bookland symbology generated a 13-digit barcode from what was then a 10-digit ISBN; newer books, which have 13-digit ISBNs, can thus use the Bookland symbology or the newer EAN-13.

The five-digit retail price barcode is made up of the country code currency digit and the four-digit price. The British pound, for example, is 0, the U.S. dollar is 5, and the Canadian dollar is 6. Thus, a book retailing for £17.95 would read "01795"; if it were USD \$17.95 it would read "51795." A code of 90000 indicates the book does not have a suggested retail price and is commonly used when a single cover file is used across multiple jurisdictions.

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If you contract with a print on demand manufacturer, they will provide you with a cover template and barcode so you do not need to source software or pay-per-use websites to procure a barcode for your book.

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