



SELF-PUBLISHING MANUAL

Empowering you through every stage of publishing your book



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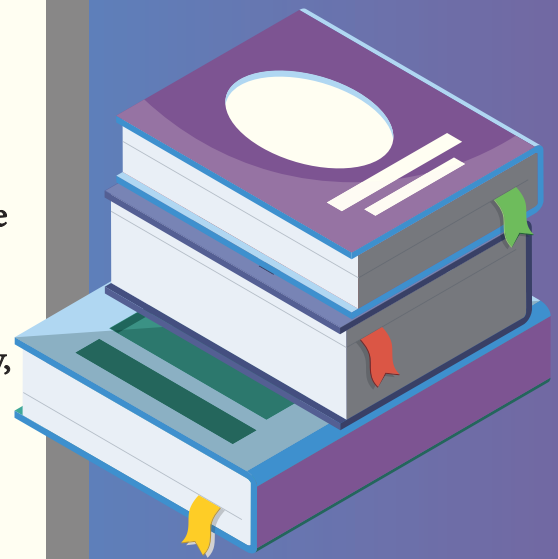
01 INTRODUCTION

Publishing a book is always worth the effort. It is one of the best legacies we can leave for future generations. A book withstands the test of time; it is transferable knowledge that adds tremendous value to humanity. Thanks to books, we can uncover our history and write our future. However, writing a book requires persistence, research, and hours of expertise in the subject matter.

Before the 21st century, writing and publishing a book were exclusive to the literate and upper classes. Now, anyone with experience in a particular subject finds it relatively easy to publish a book. This is an advantage for independent writers who want to serve the community, professionals who wish to share their work, or simply a great opportunity for imaginative minds to shine. This holds true in many countries around the world.

In this guide, we will provide you with the basic concepts every author should know before embarking on the journey of publishing their first book. Our objective is to give you the initial tools to make wise decisions during the drafting and subsequent publication of your book.

We hope to answer most of your questions here, but if that's not the case, you can always reach out to us through our contact information.



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WHAT IS SELF-PUBLISHING

Self-publishing is when an author chooses to publish a literary work without the involvement of a traditional publishing house. To better understand this concept, we must first familiarize ourselves with the role of a publishing house.

This type of publishing is known as traditional publishing. In this model, the publishing house purchases the rights from the author, prepares the literary material for publication, and markets its content through their contacts with bookstores and advertising media. Both parties sign a contract to establish terms such as royalties and the duration of the author's rights. The publishing house retains the rights to the book for a specific period of time (sometimes more than 20 years), and the author receives commissions for book sales.

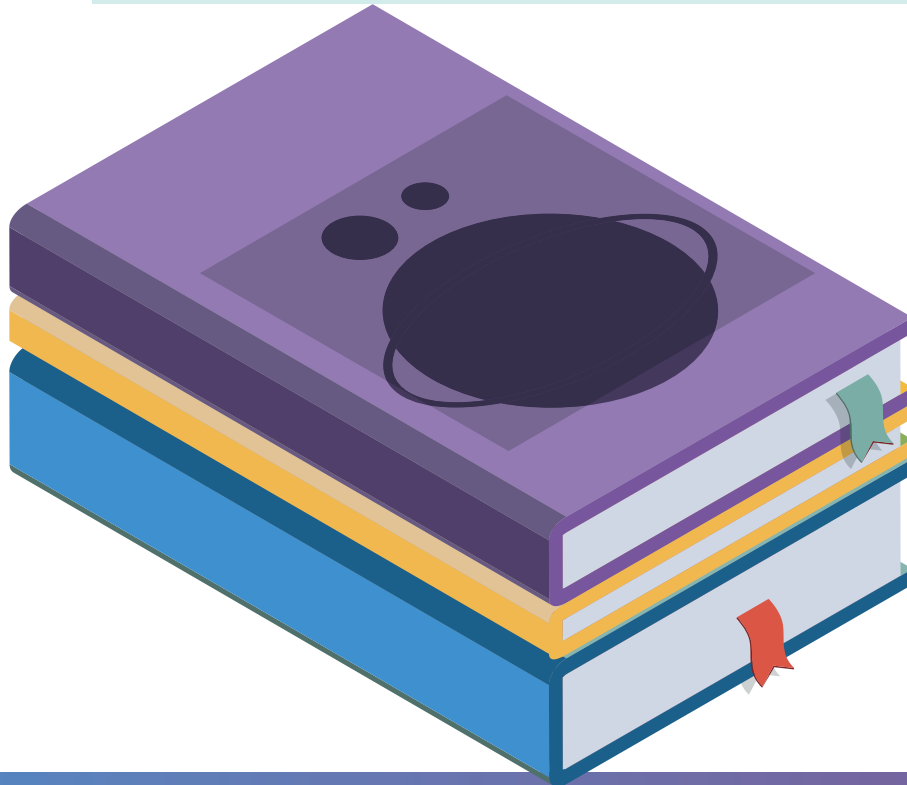
In self-publishing, you, as the author, solely own the rights because you will be undertaking all the tasks that a publishing house would typically handle. However, you don't have to be an editor or an expert in layout and design; you have the option to hire a company to perform these tasks on your behalf.



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THE PUBLISHING INDUSTRY HAS CHANGED

P The book publishing industry has undergone significant changes due to technology and digitization. The advent of e-books has enabled greater accessibility and convenience for readers, while self-publishing has provided a platform for independent authors. Additionally, print-on-demand has reduced costs and waste by printing books only when they are requested. Book promotion and marketing have also been transformed with the use of social media and digital marketing. In summary, these changes have expanded access to reading, fostered literary diversity, and allowed for new forms of creativity, promising a bright future for the book publishing industry.



04 AMAZON KDP



Currently, Amazon is the leading book-selling platform internationally, offering the widest availability of titles. In fact, approximately 80% of English-language ebook sales are made through Amazon. The acronym KDP stands for Kindle Digital Platform, which encompasses not only ebooks but also printed versions.

Recently, KDP has added the feature of printing books in hardcover format, expanding its services.

Due to the relative ease of downloading ebooks and purchasing physical books internationally, most authors aspire to publish their books on Amazon KDP. However, this doesn't mean that authors want to exclusively leave their publications here or on just one platform. It is always beneficial to diversify in order to achieve better sales results.

It is important to note that Special Novels is not affiliated with any specific sales platform.

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with any specific sales platform.*

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WHERE TO START

When you want to become an author, you need a to-do list. That is, knowing the steps to get started or at least who you can consult with about it. There is a lot of information on the web, but it's not always tailored to personalized questions about how you want your book to be.

The first necessary step is seeking guidance. You should consult with other authors who have already published or talk to an expert in the field of self-publishing books. This is where Special Novels comes in. We offer a free initial consultation to answer all your questions.

Many times, your questions cannot be answered in a general manner, such as the final price of the book or the time it will take to complete it. It all depends on the complexity of the editing and design, the book's category (illustrated books take longer than a biog-



06 WHERE TO START

The first step to get started is the consultation/advisory.

raphy, for example), effective communication between the client and the team, or revisions from the author. Therefore, this initial consultation is important to learn more about the next steps to get started.

We understand that this beginning can be overwhelming, which is why we provide a free initial call to get to know your ideas about your book. We also answer all questions objectively (without any hidden agenda). After this consultation, you are not obligated to obtain any services from Special Novels or any other entity you consult with.

Once you have an idea of what we can offer, you can send us more details to get a more detailed quote.

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THE GOOD QUOTE

This document is sent to clients who have taken the first step in the free consultation. At this stage, the client usually has several elements that make it possible to create a total price. To do this, the author must answer certain questions, such as:

- Number of pages or words in the literary document.
- Category of their book.
- Size of the book and type of cover (soft or hard).
- Whether or not they want editing.
- Whether or not they want it to be translated.
- Whether or not they want a digital version in addition to the physical book.
- Whether they require an artist to retouch, create, or work on images or photos.
- Whether they want an ISBN (*see What is an ISBN*).
- On which sales platforms they want to publish.

Be prepared to answer these questions after the advisory call (they will be sent to you by email), as they are key to obtaining an accurate quote. This document you are reading now can help you learn more about the terminology used in the self-publishing industry.

08 RICH BOOK, POOR BOOK

What is the reason or reasons why you write your book?



It is important to understand that there are many types of books. There are the rich books (well-written books with excellent, easy-to-read designs and attractive covers) and there are the poor books, which are the complete opposite. Unfortunately, there are many poor books with exceptional content (the true value of a book) that lack basic writing or design elements, positioning themselves as books that sell poorly and do not provide the value to the reader that they should. Conversely, it is equally true that there are rich books where the value of their content is very poor, yet they have professional editing and layout elements (see layout).

For a book to be classified as a rich book, both its content and its presentation to the reader must be excellent. I believe that should be the goal of any book: to become a rich book, a publication that takes the reader on a journey, facilitates new knowledge, inspires them to want to read more from the author, or prompts deep reflections about life.

This is one of the major differences between self-publishing and traditional publishing. A publishing house does not accept any content.

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PARTS OF A BOOK



Although this section is designed to review what we should all know about the parts of a book, it is helpful to go over them. Here we will only cover the main parts of the book.

Books have 3 main parts in their cover and 7 main parts in their interior that organize the content. It is important to keep this in mind, especially if you want to publish your literary work, as there are other sections where you need to provide more information, such as acknowledgments, introduction, dedication, etc.

Outer part or cover:

Cover or title page

External part that presents the book. Generally, it contains the title, subtitle (if any) and the author's name. Most of the book's artwork can be seen on the cover. Generally, people judge books by their covers, so this is where the magic of cover art design should be done.

Spine

Width of the book. If the book is less than 50 pages, you generally don't have to design the spine. In the event that a book does include the spine, it usually goes back to include the title of the book, some logo and the author's name.

Back cover

The outside back of the book. Often the cover art extends to the back cover. Generally, the following information is placed in this part: synopsis (short summary), data about the author, a photo of the author (optional), where more information can be obtained and the bar code or ISBN. Testimonials or reviews about the book are also included.

Parte interior:

10 PARTS OF A BOOK

Interior:

Credits Page or Legal Page:

Generally found within the first 5 pages of the book. This page is very important as it informs the reader about the copyright ownership of the work. It is also used to provide legal warnings in case of plagiarism or copyright infringement. Additionally, it includes the ISBN numbers (if applicable), names of contributors to the book, edition, size, publication date, printing territories, and any other advertising note related to the work.

Half-title Page or Inner Cover:

Reintroduces the cover to the reader, but in a simpler form. It serves as a prelude to the reading experience, where, in addition to the title and author's name, typographic elements like the publisher's logo can be included.

Dedication Page:

Not mandatory, but if included, it is placed before the table of contents.

Acknowledgments Page:

Also not mandatory, and some authors place it at the end of the book.

Table of Contents:

There are book categories that do not have a table of contents, such as poetry books or some collections of short stories. The table of contents is very useful for navigating through the book, especially if it is divided into chapters. It is also important for navigation in digital books on e-readers.



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PARTS OF A BOOK

Introduction Pages:

These pages can be located before or after the table of contents. This is where the prologue is found (in the case of renowned authors, it may be written in the third person), the epigraph, the preface (a brief introduction), or an extensive introduction written by the author.

Citations and References:

Citations and references are placed at the bottom of the page, at the end of the sentence or phrase, or at the end of the book. They should follow the APA or MLA style, which are the most common in academic works and non-fiction books. It is important to include citations and references to provide credibility to the written information. These are provided by the author, and if the editor wishes to add any reaction or correction, it is done at the bottom of the page with the notation in parentheses (Ed. note).

In some traditions, references and citations are also made, as there are words that may be unfamiliar to the reader. It is appropriate to provide a brief explanation of those terms, expressions, or phrases, indicated within parentheses (Trans. note).



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DIGITAL BOOK (EBOOK)



The digital book or ebook has come to stay; however, many assert that it will not replace the physical book. While this will remain a debate for a few more years, it is wise to have both versions available for sale. Ebooks can be read on almost any electronic device that can display text, such as a cellphone, tablet, laptop, or desktop computer, and e-readers. The latter are exclusively designed for reading electronic books.

They are becoming increasingly popular as they are highly convenient to carry. Delivering an ebook to the reader is much more cost-effective than delivering a physical book, making them more affordable. Ebooks have the advantage of being able to include links and videos. However, not all devices can play the latter.

One of the great advantages we have found for ebooks is that when a correction or update is made to the content, this new version is made available to the reader. In other words, the customer who has already bought an ebook does not have to buy the ebook again if it is updated. The sales platform notifies the reader that there is a new version and the reader has the option to download the latest revision. This is very attractive to the reader.

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DIGITAL BOOK (EBOOK)

Ebooks are not printed, therefore reducing the pollution footprint in case they need to be discarded. Many consider this to be a form of environmental conservation.

Ebooks come in various formats, with the main ones being .pdf, .epub, .mobi, and .azw3. The last two formats, .mobi and .azw3, are exclusive to Amazon KDP.

Digital books require a different formatting compared to physical books. This is because the reading experience is different. Reading devices offer various functionalities, such as adjusting font size, one-click navigation, and playing videos or audios. All of this results in a different presentation and design format.



14 EDITING

No book is perfect, but there are some that come close to perfection. To approach this level, it is important to understand what kind of editing your literary document needs as it will become a future book. Here are the main characteristics of literary editing (excluding technical editing such as dictionaries, textbooks, encyclopedias, reference books, etc.):

Structural editing

This is necessary when the document lacks structure, such as when chapters do not align with the sequence of the story.

Content and style editing

This is the most common type of editing, as sometimes there is structure, but there are paragraphs or lines that are irrelevant or need modification to make the content more coherent. This type of editing also addresses the flow of characters and the way the narrator expresses themselves. It also involves reviewing sentences that repeat words and inconsistencies within paragraphs.

Final proofreading

This specifically corrects grammar, including accents, punctuation marks, and the proper way to write dialogues.

15 EDITING

What type of editing does your book need?

It should be noted that the same editor should not perform all three types of editing described above. Typically, in a book that requires structural editing, two or more editors work together. This ensures different perspectives in the editing process.

Editing is the most extensive task and contributes to the cost of services for the preparation and subsequent publication of a book.



16 CATEGORIES

There are many categories for classifying a book. Here we break down the most common ones because it's important to have clarity on which category your book will be classified under.

Almost all categories fall into two main categories: fiction and non-fiction. The difference between them is that in fiction, the author imagines or creates the story, data, or characters. Even if it's only a small part of the book created by the author, the entire book is automatically classified as fiction. On the other hand, books classified as non-fiction contain real and verifiable facts.

Let's take a look at some main categories within fiction books:

Mystery

Romance

Horror

Suspense

Fantasy

Action and adventure

Science fiction

Classic fiction

17 CATEGORIES

Let's look at some main categories within non-fiction books:

History
Biographies
Poetry
Art
Music
Humor
Philosophy
Alternative beliefs
Health and wellness
Environmental sciences
Self-help
Educational
Reference
Business
Political science
Cookbooks
Crime

You may not find your book in any of these categories because there are hundreds more that can also be combined. For example: Fiction/mystery/suspense.

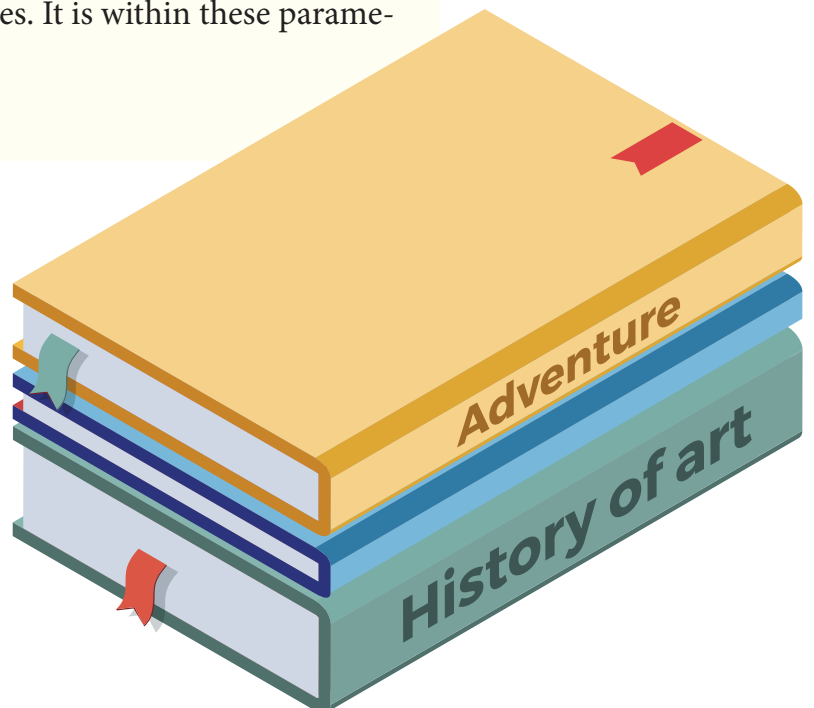
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FORMATTING/LAYOUT

In simple terms, layout refers to the action of arranging the text and images within the parameters of a design in a book. The purpose of layout is to provide readers with the best visual harmony experience while reading. Poor layout can abruptly disrupt the coherence of a train of thought with improperly divided words or placement too far apart, even spanning onto the next page, thus dampening the reader's enthusiasm.

For example, when a line stands alone at the beginning of a page.

Layout and book design go hand in hand, and it is common for the same designer to handle the layout of the book. On the other hand, design focuses on how the book is presented to the reader. The designer takes care of colors, sizes, typography for chapters, titles, decorations, and the placement of images. It is within these parameters that a book is laid out.



19 REVISIONS

From the moment the author hands over the book to the company or person responsible for preparing the literary document for publication, until it is finally launched and ready for sale on any platform, this document undergoes significant transformations. The original draft, without editing, design, typesetting, or translation, becomes a PDF file (often used for revisions) that is very different from the original document. Although this document must preserve the original meaning in its entirety, it should be reviewed by the writer at least 8 times.

In the case of Special Novels, we provide the opportunity to make a minimum of 8 revisions within the package that the author purchases for their book preparation. These revisions are divided into the following phases:

Phase 1: Once the document editing is completed, a PDF file is sent to the client containing the changes, modifications, or appropriate adjustments made by the editor to the content. Here, the author conducts their first review. If they wish to remove or add anything, they can do so. (Maximum of 2 revisions)

20 REVISIONS

Phase 2: Once the skeleton of the book is created along with the design, a document in .pdf format containing all the design adjustments will be sent. This document includes the placement of images, tables, artwork, drawings, etc. that may be included in the work. Here, the author performs their second review. If they want to remove or add anything, they can do so (maximum 2 revisions).

Phase 3: When the cover is completed, the client can view the complete book cover through a .pdf document. In this phase, a video call is scheduled with the client to move on to the final phase. Here, the author performs their third review. If they want to remove or add anything, they can do so (maximum 2 revisions).

Phase 4: Once the physical book and digital book have been typeset, the typesetting is the final step before publishing. Once it is completed, it is sent to the client in a .pdf document for review. Here, the author performs their fourth and final review. If they want to remove or add anything, they can still do so (maximum 2 revisions).



21 REVISIONS

Special Novels wants you to have the best experience during the review processes.

We understand that the client should have the final say when it comes to their book, and we make every effort to accommodate their preferences and objectives. If additional changes and revisions are needed, we charge a fee based on the time and extent of the modifications.



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COPYRIGHTS

*You can have your book in
the Library of Congress.*

In US territory, a book is protected at the moment of its creation. There is no need to protect copyright with a patent or “copyrights.” Once a literary work is published, the author holds the rights for their lifetime, plus approximately 70 additional years. You can find more information here about the laws that protect your book.

There are many authors who want to include their book in the Library of Congress with the aim of selling it in bookstores. The author can obtain this number for free by entering [here](#), creating an account, and requesting a number in their book catalog. This is not mandatory but has several advantages if you want your book to be marketed internationally.

Some books have more than one author. In this case, it is advisable for the authors to have a prior written agreement before publication. This avoids misunderstandings regarding royalties from the sale of their books. Copyright will be granted to all authors who are credited on the acknowledgments page.

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WHAT IS AN ISBN?



An ISBN (International Standard Book Number) is a unique 13-digit number assigned to a literary publication once it is ready for sale. This number appears as a barcode on the back cover of the book and on the copyright page. The ISBN is non-transferable, meaning it belongs only to the individual or entity that purchases it.

Publishers purchase these numbers for their authors when they own the copyright. In the case of self-published books, it is recommended that the author themselves purchase an ISBN for their book. You can visit this [link](#) to buy your ISBN as it is the agency that distributes them in the United States.

If the author needs assistance with the purchase or prefers another entity to handle it, Special Novels can assist with that.

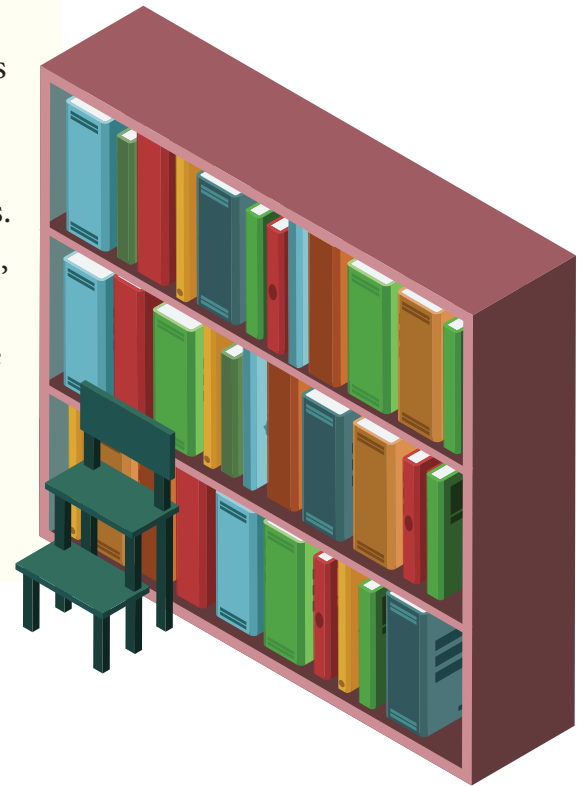
Different formats such as ebook, hardcover, paperback, and softcover require the purchase of a unique ISBN for each version and for each language. Remember that the ISBN is a unique number and contains metadata about the book, such as size, language, author(s), contributors, publisher, cover, format, printing date, etc.

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SELLING TO BOOKSTORES

It is a common goal among many authors for their book to reach the shelves of famous bookstores in their state or city. It is important to keep in mind that a strategy is needed for this, as bookstores are only responsible for selling the book, not marketing it. However, it is an excellent way to gain exposure for both you and your book. You want your book to be on the first shelf at the entrance with a large sign announcing an author talk and book signing.

Publishing houses have agreements with bookstores to have their books occupy the front rows. However, even as an independent author, this doesn't have to seem impossible. Bookstores are always looking for talent from independent authors to offer their customers new alternatives. Your plan should include the following: a marketing plan, the number of copies your book has sold (and proof of it), and having several dozen printed copies to give to the store (remember that you need an ISBN). It is common for authors to be asked for multiple copies during a trial period to assess their reception among customers.



25 SELLING TO BOOKSTORES

Typically, bookstores will purchase copies from the author at a discount of 25% to 30%. For example, if your book has a retail price (based on the ISBN barcode) of \$15.00, you should sell it to the bookstore for around \$10.50. When the store sells one of your books, they keep another 30% of the profit. In the end, you are left with approximately \$5.30 for each book sold.

That's why many independent authors decide to sell their books through other online channels and platforms.

*Your book must have
an ISBN to sell books in
bookstores.*

26 BOOK SIZES

One of the decisions that an author must make is the size or dimensions of their book, as once it is prepared, it cannot be changed to another size unless they pay again for design and layout services. There are several sizes that are very popular due to their convenience for transportation, such as being able to carry them in a bag, or having a better grip for easy reading. Below, I explain various book sizes and the reasons for their popularity within different categories.



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BOOK SIZES

Larger Books:

7 × 10 in (254 × 178mm)

8 × 10 in (254 × 203mm)

8.25 × 11 in (280 × 210mm)

8.5 × 11 in (280 × 216mm)

Ideal size for children's books, cookbooks, photo books, books with various diagrams and tables, portfolios, etc.

Medium-sized Books:

5.5 × 8.5 in (216 × 140mm)

6 × 9 in (229 × 152mm)

7.5 × 9.25 in (235 × 191 mm)

The 6" × 9" size is the standard for both paperback and hardcover books. Smaller sizes, such as 5.5" × 8.5", are excellent for shorter novels that want to increase their price and appear wider. These sizes are the most popular for almost any publication with few images, tables, diagrams, photos, both fiction and non-fiction.

Pocket-sized Books:

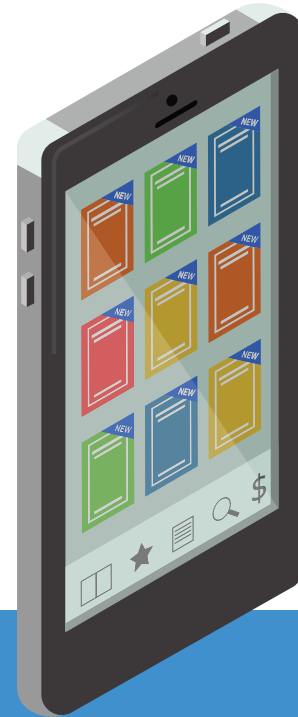
4 × 6 in (154 × 102mm)

4 × 7 in (178 × 102mm)

4.25 × 7 in (178 × 108mm)

Easier to transport. Perfect for phrase books, poetry, or daily reflections.

28 SPECIAL NOVELS PUBLISHING PACKAGES



Below are the different packages we offer for the two main types of books published by Special Novels. These are image books and regular books. Here's the reason behind this division.

Image Books: We identify image books as those that have 20 or more images throughout their entirety. Examples of these include cookbooks, art portfolios, design books like gardening and home interiors, magazines, photography books, children's books, illustrated novels, photo albums, travel books, or any book that contains one or more images per page.

The author provides all the images unless they want to hire Special Novels' digital illustration services. The price is determined based on the complexity of the work to be done.

Regular Books: We classify regular books as those that have fewer than 20 images, photographs, tables, illustrations, or drawings throughout their entirety.

Packages for Image Books: (Author provides all the images)

Regular Books	Basic \$799.00	Professional \$3,800.00	Expert \$6,800.00
Images quantity	1 - 15	16 - 20	16 - 20
Words quantity	12,000 - 20,000	20,001 - 50,000	50,001 - 75,000
Full cover, front cover, spine, and back cover	✓	✓	✓
Ebook	✓	✓	✓
Type of edition	Proofreading	Content and style	Content and style and structure
Revision quantities	8	16	32
Author webpage at specialnovels.com	✓	✓	✓
Business cards	✗	150	250
Author book copies	✗	10	25
ISBN	✗	✓	✓

Images Books	Basic \$899.00	Professional \$2,600.00	Expert \$4,400.00
Images quantity	20 - 60	61-100	101-200
Words quantity	1,000 -10,000	10,001 - 15,000	15,001 - 25,000
Full cover, front cover, spine, and back cover	✓	✓	✓
Ebook	✓	✓	✓
Type of edition	Proofreading	Content and style and structure	Content and style and structure
Revision quantities	8	16	32
Author webpage at specialnovels.com	✓	✓	✓
Business cards	✗	150	250
Author book copies	✗	10	25
ISBN	✗	✓	✓

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ADDITIONAL SERVICES

These are additional services that we offer in addition to those included in our 6 publishing packages. If your book only requires any of these services, you can refer to the table below to get a better price estimate.

Editing and content services:

Service	Price	Quantity
Content, style and structure	from ¢.07 - ¢.15	per word in document
Proofreading	from ¢.04 - ¢.06	per word in document
Transcription of videos/audio	\$2.00	per minute of audio
Translation from English to Spanish or Spanish to English	¢.07	per word

Publishing services:

Service	Price	Quantity
Auto-publication coaching	\$60 por hora	1 sesión
Printed book formatting	\$1.00	per page
Ebook formatting/layout	¢.30 (the first 5 images are free)	per page
Print book layout and digital book layout	¢.80 (the first 5 images are free)	per page
Additional images	\$1.00	per image
Layout for: illustrated novels, children's books, photography books, albums, cookbooks, comics, manga, travel guides, illustrated medical books, etc.	from \$3.75 - \$8.00	per page and depending on the complexity of the design.
Book cover (cover, spine and back cover)	\$20.00 from cover templates \$100.00 unique cover design	for each printed title
Author account creation on Amazon (KDP) and upload files	\$20.00	per account/publication
ISBN number (from R.R. Bowker LLC)	\$125.00	each
Distribución en Barnes & Noble y Smashwords	\$20.00	per account/publication
Softcover Book Printing	It will depend on the number of pages and dimensions to calculate the printing cost per book.	
Hardcover Book Printing	Setup fee \$40.00 + printing cost per book. It will depend on the number of pages and dimensions)	

Advertising Services:

Service	Price	Quantity
Author's book display/website	Gratis dentro de nuestra pág. web specialnovels.com	una página web
Tarjetas de presentación	\$20.00 diseño + costo de impresión y envío	100
Volantes impresos	\$20.00 diseño + costo de impresión y envío	100
Volantes digitales	\$5.00 - \$30.00	250

It is essential to understand the tasks that will be carried out before starting any project. At Special Novels, we are here to address any unanswered questions in this manual. We can guide you from start to finish to ensure the best possible experience. If you set your mind to it, you can turn your book into a successful reality.

34 INVITATION

We have helped and continue to assist many authors, both beginners and experts, in getting the most out of publishing platforms.

The number of people deciding to leave a legacy for future generations through their books is increasing.

Thank you for taking the time to read this manual. We invite you to explore our website and contact our team if you have any other questions related to your publication. We are more than willing to guide you through this exciting journey of publishing a book.

