

## **INDIE PUBLISHING STEP-BY-STEP**

*Following are the steps involved in indie publishing. Markman Editorial Services provides services for Steps 3 – 9, but we can also consult with you on the other steps at no charge. We know that indie publishing may be a new and confusing experience for our authors. We help demystify the process by guiding you through each step, and, where appropriate, referring you to resources and other professionals who offer the services we don't. Feel free to ask us questions about any aspect of indie publishing—that's what we're here for!*

- 1. Pre-Marketing and Promotion**
- 2. Writing**
- 3. Editing**
- 4. Cover Design**
- 5. Interior Design**
- 6. Layout & Production**
- 7. Proofreading**
- 8. Indexing**
- 9. Back Cover Design & Back Cover Copy Writing**
- 10. Printing (includes printed and e-books)**
- 11. Book Launch, Marketing & Promotion**

**1. Pre-Marketing & Promotion:** It's important to spread the word about your book as soon as possible, and it's never too soon to start. Ideally, plan on starting a year in advance by doing one or more of the following promotional activities:

- a) Design and launch a website and a blog dedicated to your book
- b) Create a Facebook page dedicated to your book
- c) Start a Twitter account and tweet about your book

If you can't start a year in advance, then try to start as soon as you begin writing your book. And don't worry if you haven't finished your book yet. We can create a knock-out book cover design for you to place on your website, Facebook and Twitter pages.

You should continue to build fans and friends for your Facebook page, followers for your Twitter account, and blog followers throughout your book's writing, editing and design process. These will be the people who will not only buy your book when it's available but help spread the word to other potential buyers.

If you are short on time, ask about our social media packages to set up your website, Twitter and Facebook pages, and even write and post content for you.

**2-3. Writing & Editing:** Once you've finished writing the book, you're ready to have your book edited. There are generally two levels of editing—developmental editing and copyediting.

**Developmental Edit:** This is where the editor looks at the book as a whole and makes suggestions/corrections for organization, flow, tone and structure. This option includes line editing, where the editor will rewrite awkward sentences, sections and paragraphs; correct for grammar, spelling and punctuation as well as correct formatting inconsistencies; and flag areas where she has questions/suggestions. She will recommend placement of additional subheads and also rewrite subheads, if necessary. If the book lends itself, the editor will suggest ideas for text boxes, charts, worksheets and checklists, or other elements that will add value and increase the marketability of your book.

Temescal Valley, CA 92883 ~ 951.660.0607 ~ [marla@marlamarkman.com](mailto:marla@marlamarkman.com)

LinkedIn Profile: [www.linkedin.com/in/marlamarkman](http://www.linkedin.com/in/marlamarkman)

**Copy Edit:** The editor will correct grammar, spelling and punctuation as well as correct formatting inconsistencies and flag areas where she has questions/suggestions. She will also do line editing to rewrite awkward sentences.

Which level will your book need? The editor will do a sample edit of a chapter or up to 5 random pages of your book. This will help the editor determine what level of edit your book needs and how much it will cost.

**Duration:** Depends on the level of edit and the length of your book: 2-4 weeks

**Cost Range:** Depends on the level of editing and the number of words, \$50 - \$65 per hour, or we can quote a flat rate

**4. Cover Design:** Once you have a book title, and ideally a sample chapter, you can get a cover designed. We will match you with a designer who fits your budget and book genre, then have a conference call with the designer to discuss your inspirations and ideas. The designer will create 2-3 cover designs, which you will either approve or ask for revisions to be made. Typically designers allow for 1-3 rounds of revisions. Once the revisions are made to your satisfaction—the cover is done!

**Duration:** Depends on the design complexity and if the designer needs to look for photos or illustrations for your cover: 1-2 weeks

**Cost Range:** \$600 - \$2,200

**5. Interior Design:** The interior of your book is typically designed by the same person who creates your cover. This process takes place after the cover has been designed, because the same typstyles and design elements from your cover are used to create the pages within your book. That way, the book has a consistent feel and look from the outside to the inside. Again, the designer will present 2-3 designs to choose from and allow 1-2 rounds of revisions.

**Duration:** Depends on the complexity of the design: 1-2 weeks

**Cost Range:** Depends on design complexity: \$4.50 - \$17 per page, or we can quote a flat rate

**6. Production:** After your book has been designed and edited, the book goes “into production.” At that point, the designer will “pour” your Word document into the design created and produce a first proof for you to view. This first proof is what your book will actually look like once it’s printed!

**Duration:** Depends on complexity of the design and length of your book: 2-3 weeks

**7. Proofreading:** At this point, the author and a proofreader review the first proof. The book should be fairly perfect now since it’s already been edited, but you still need a proofreader to catch any errors that may have been missed during editing or that were inadvertently introduced by the designer. We will retain a proofreader to correct grammar, spelling and punctuation errors as well as mark formatting inconsistencies in the book’s design. This is your last opportunity to look at the book before it is printed, so it is also *your* chance to catch any last-minute errors. The professionals at Markman Editorial Services will also review the proof and the proofreader’s corrections. After everyone has reviewed the proof, it is returned to the designer and all the changes are input into the book.

**Duration:** Depends on the length of your book: 1-2 weeks

**Cost Range:** Depends on the complexity of the topic: \$25 - \$30 per hour, or we can quote a flat rate

**8. Indexing:** If your book lends itself to an index, it is created after the proofreading stage. We will retain an indexer and review and proofread the index once it’s created.

*Make Your Mark With...*

**Markman Editorial Services**

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**Duration:** Depends on the length and complexity of your book: 1-2 weeks

**Cost Range:** \$3.00 to \$3.50 per indexable page

**9. Back Cover & Spine Design & Back Cover Copy Writing:** We will retain a professional copywriter to write your back cover copy and author bio. It is critical that this copy be top-notch because those 1-2 paragraphs are all you have to convince a buyer to pick up your book or order it from Amazon or other online book retailers. The designer will use this copy and your photo (if you like) to create the back cover and spine of your book.

**Duration:** 1-2 weeks

**Cost Range:** \$297 to \$425 for back cover copy (the latter is my exclusive price)

**10. Printing:** Your book is now ready to be printed! There are many choices for printing your book, from print on demand to off-set printing, and many publishing services to choose from. Or you may choose to not have it printed at all and convert your book to an e-book, in which case there are many conversion services and formats to choose from. Or you can choose both printed and e-book formats. We can consult with you on the many options available and help you decide which is best for your goals and budget.

**Duration:** 1-2 weeks

**11. Book Launch, Marketing & Promotion:** All systems are go—and you're ready to announce the sale of your book to the world and all those fans, friends and followers! This is where the real work begins if you want to get a return on your investment. Whether you want to tackle the marketing and promotion on your own or retain the services of a firm to help you, we can point you in the right direction, either with great resources for your do-it-yourself marketing campaign or referring you to professional marketing and public relations firms or publicists.