

Parts of Your Self-Published Book

Including all of the necessary parts of a book and putting them in the right order is the first step to making your book credible and professional.

Title Page

The title page is the part of your book that shows your full book title and subtitle, your name, and any co-writer or translator.

Copyright Page

The copyright page contains the copyright notice, which consists of the year of publication and the name of the copyright owner. The copyright owner is usually the author but may be an organization or corporation. This page may also list the book's publishing history, permissions, acknowledgments, disclaimers and the ISBN (International Standard Book Number).

(Table of) Contents

A table of contents is the part of a book that is usually used only in nonfiction works that have parts and chapters. A table of contents is never used if your chapters are numbered only (e.g., Chapter One, Chapter Two). A contents page is less common in fiction works but may be used if your work includes unique chapter titles. If your book requires a contents page, please make sure it lists all the chapters or other divisions (such as poems or short stories) in your manuscript. Chapter listings must be worded exactly as they are in the book itself.

List of Illustrations

If your book includes several key illustrations that provide information or enhance the text in some way, consider creating a page that lists them. If this material is included simply for comic relief or as a visual aid, a page listing may not be necessary. Just as with the table of contents, you won't need to list the page numbers.

List of Tables

If your book includes several key tables that provide information or enhance the text in some way, consider creating a page that lists them. If this material is included simply as a visual aid, a page listing may not be necessary. Just as with the table of contents, you won't need to list the page numbers.

Foreword

The foreword contains a statement about the book and is usually written by someone other than the author who is an expert or is widely known in the field of the book's topic. A foreword lends authority to your book and may increase its potential for sales. If you plan to include a foreword, please arrange to have it written and included in your submitted manuscript. A foreword is most commonly found in nonfiction works.

Preface

The preface usually describes why you wrote the book, your research methods and perhaps some acknowledgments if they have not been included in a separate section. It may also establish your qualifications and expertise as an authority in the field in which you're writing. Again, a preface is far more common in nonfiction titles and should be used only if necessary in fiction works.

Acknowledgments

An acknowledgments page includes your notes of appreciation to people who provided you with support or help during the writing process or in your writing career in general. This section may also include any credits for illustrations or excerpts if not included on the copyright page. If the information is lengthy, you may choose to put the section in the back matter before or after the bibliography.

Introduction

The introduction describes something about the main text that your reader should know before proceeding to read the book. Unlike a preface, which usually addresses the qualifications of the author, an introduction refers to the main body of the work itself. For example, if there are questions at the conclusion of each chapter, here is where you might prepare the reader and give tips on how best to use them. The introduction may also describe, in more detail than a preface, the research, methods and overall concept of the book.

List of Abbreviations or Chronology

If many abbreviations are used or if a few are used frequently, a list is useful. Its location should always be given in the table of contents. Alphabetize terms by the abbreviation, not by the spelled-out form.

Back Matter

Your book submission is not complete unless it includes the information that goes into the back of your book, or back matter. Does your book require notes? An index? A resource list? To help you decide, we've provided the following descriptions for each of the common back matter sections.

Appendix

An appendix includes any data that might help clarify the text for the reader but would have disrupted the flow of the main text had it been included in an earlier part of the book. Some items included here might be a list of references, tables, reports, background research and sources, if not extensive enough to be included in a separate section.

Notes

If your main text requires notes to amplify or document certain passages throughout the text, please arrange the notes by chapter in a notes section. Footnotes would more likely be included in the references section, described below.

Glossary

A glossary comprises alphabetically arranged words and their definitions. Be sure to include one if you use terminology that is not generally known to the average reader or if you coin new words or phrases to explain your ideas.

Bibliography or References

Both the bibliography and reference sections list the sources for works used in your book. Be sure to arrange the sources alphabetically by the author's last name. For samples and guidelines on proper layout, refer to the Chicago Manual of Style, 16th edition, or consult the notes provided by the University of Wisconsin–Madison.

List of Contributors

A list of contributors is useful for a multi-author's work where only the volume editor's name appears on the title page. You should arrange entries alphabetically by last name, but do not invert them ("John H.

Doe,” not “Doe, John H.”). If it’s necessary, you may also add brief biographical notes and academic affiliations for each entry.

Index

The index is an alphabetically ordered list of words and terms used for referencing your text. Please keep in mind that the computer-generated keyword index that lists a page number for a key term every time it occurs in your book tends to be overly long and has no logical organization other than alphabetization. On the other hand, a professional indexer analyzes your entire book, anticipates subject items your reader will most likely want to find and lists them in an intuitive, accessible manner.

Resources

Often, readers want to buy products or join organizations in the field in which you've written. A list of organizations and associations, manufacturers and distributors, Web sites and other sources are invaluable to your readers.

Marketing and Selling Your Book

Any book is marketable when your readers can relate to a story or get something out of a story that relates to their life story or someone they know. Self-help books, memoir books (someone's life story), history books, poetry books and etc. are books that sell very well. As a self-publisher you have to market your own book. Your book will sell well by setting up book signings, libraries, blogs, social media, friends, family, etc.

Why publish at Twins Publishing?

- It's a cost saving on printing your books.
- You only pay when you print.
- You keep 100% of the revenue from your book.
- No third party and no hidden additional fees.
- You own the rights to your book.
- Our bookstore and free marketing tools make it easy to promote your book.

You get global distribution on Twins Publishing bookstore, Amazon, Barnes & Noble.com and etc. Every book published by Twins Publishing is inducted into the Library of Congress in Washington, DC (visit and see your book) See attached information on Self-Publishing and any questions please feel free to contact me. See website on my PR page to see how we promoted many books. My books are at the White House Library, Postal Headquarters library, Carnival Cruise Ships, Royal Caribbean Cruise Ships, Military Museums in GA, FL, WDC, Maryland and etc.

Self-Publishing Tips

Book publishing has undergone a revolution in the last six years, and both the power and profit are in your hands! Over the years, we've worked with many small publishers and self publishers and have developed a list of book marketing tips that will get you results.

Editing

Often overlooked, it is vital to have a professional editor review your book. One of the biggest criticisms of self-published books is their lack of editing.

Pay for professional cover design

In this day of "do it yourself" many self-publishers do not consider the negative impact that a poorly designed cover may have on sales. Professional cover design will get you noticed as a legitimate player in the industry.

Order Form

An Order Form at the back of your book, with payment and contact information to make it easy for buyers to purchase additional copies.

Join self-publishing organizations

You'll find more information about distribution and wholesale services with organizations like Independent Book Publishers Association IBPA, Small Publishers, Artists and Writers Network (SPAWN), or Small Publishers Association of North America (SPAN). Marketing Tips from an Experts. Pick up other tips for getting your book noticed from book marketing expert Penny Sansevieri at amarketingexpert.com.

Start a Blog

These free online sites allow you to post information about the subject matter of your book, yourself and/or upcoming events. One example is blogger.com.

Research Social Networking

Social media sites are free, popular and easy to use in getting the word out about your book. Penny Sansevieri, a publicist with offices in San Diego and New York, has a great book called "Red Hot Internet Publicity," a quick and easy guide on how to use these sites for self publishing.

Facebook page

This free online site is a fast-growing mecca of people around the world. Unlike a blog, your notices or blurbs are limited to smaller chunks of information. You can add a cover image of your book, links to your web site, or information about your topic.

Twitter account

What is Twitter? Think of it as news radio in real time, all the time in tiny, short bites of information only 140 characters long. Each time you post or “tweet” something it goes out into a cornucopia of information that people can access on their computers or cell phones. Develop a presence at the place for professionals to develop business contacts.

Company Logo

Have a logo designed for your publishing company. Place it on every piece of correspondence, your web page and on social networking sites to spread the word. Create a Website and obtain a domain name for your company, book title or your name. Have a website created that showcases information about your book, including excerpts, an image of your book cover and a way for book orders to be submitted back to you via the web. We recommend a company like American Author.com who can do the setup work for you or use GoDaddy.com to set up your own website.

Find a distributor/wholesaler

Companies such as Baker & Taylor, or Independent Publishers Group, will work with selfpublishers in getting the word out about your book. They have national databases filled with titles that bookstores and libraries like to order from. However, there is a price in using their services. Most expect 55% of the retail price of the book. (15% for them/40% for the bookstore is the general rule.) Typically you will not use a distributor if you’re only printing a few hundred books, until the sales of your book begin to grow.

Amazon.com

When you think of online bookselling, Amazon is usually the first name that pops in your mind. Amazon offers a couple different programs for selling at their site. Amazon requires your book to have an ISBN and barcode. Additionally, you’ll need an email address, access to the Internet and a US bank account in order to process their annual fee.

Kindle Version

In addition to your printed version, you might consider offering a Kindle ebook for sale. The price to make it is a one-time cost, and Amazon makes it easy to sell your Kindle version. Amazon only sells Kindle ebooks, they do not sell iPad or Nook. You can make an iPad version of your book, but submitting to the iBookstore is difficult without assistance from a third-party aggregator.

Find Endorsements

One or two reviews or cover blurbs are nice to have. It helps to develop a social media relationship with a successful author or specialist in your field, then ask them if they might endorse your book. Approach locally owned bookstores. They usually require a 40-50% cut of the retail price. For a list of independent bookstores in your area or a specific zip code, go to Booksense.com.

Create an email announcement

A simple email letter with an image of your book can be an effective promotional tool to your friends and family. Encourage them to forward the notice to their friends about your book. Write an Online article

The Internet is a great place to post information. You can reach hundreds of thousands of people by getting the word out about your book. You can submit your press release to places like prleap.com, pr.com or prweb.com, where it is possible your article may also be picked up by regular media.

Contact newspapers

Write a press release. This is usually a one-page article about you, your book or the subject matter. You'll want to hook a reporter's interest with a strong opening paragraph, and make them want to know more. To learn more, start at Paul Krupin's site directcontactpr.com.

Print advertising

Have a professional designer create promotional pieces to assist in marketing such as bookmarks with your web address or phone number, business cards, posters, flyers or brochures. Host an autograph party. Send out invitations and flyers in advance to advertise the release of your book. Arrange speaking engagements

Offer to speak for free as an expert in your field and subject matter, and sell copies of your book afterward. This could be at a local library, community college or coffee house. Enter Competitions

Check out the Writer's Digest International Self-Publishing Book Awards, (Independent Publisher Book Awards) or the Ben Franklin Awards sponsored by IBPA, The Independent Book Publisher's Association

I hope this information was helpful!