



SELF-PUBLISHING BOOT CAMP

BOOK PRODUCTION CHECKLIST

Modified from the Self-Publishing Boot Camp Guide for Authors, 4th Edition, 2018

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Are you ready to upload your book for sale to the online retailers? Got all your front and back matter, images, fonts, and ISBNs? Use this checklist to make sure you've done everything you can to create a quality book that competes with books produced in the traditional publishing houses.

BOOK PRODUCTION CHECKLIST

Let's start with a quick overview of the entire book production process. It begins with an unedited manuscript and ends with a check of the final proof before distribution.

- ✓ Receipt of manuscript.
- ✓ Editing! Editing! Editing! Then final proofreading.
- ✓ Gather all of the images, logos, and fonts used in your book in both 300 and 72 dpi.
- ✓ Assign ISBNs (plus an LCCN and a CIP block if you are marketing to libraries), to include on your copyright page.
- ✓ Format a beautifully designed interior to export to distributors and retailers in PDF for print, a doc/docx file for Smashwords and KDP, or an EPUB for IngramSpark distribution.
- ✓ Create an impactful book cover and export it to PDF for print and TIFF or JPG for the ebook.
- ✓ Sign up to sell direct to the online retailers. Possibilities are Smashwords, Pronoun, Amazon CreateSpace and Amazon KDP. Or use IngramSpark to distribute. (Centralized, but steeper learning curve.)
- ✓ Alternatively, let a publishing service do formatting and cover design for you (BookBaby, Gatekeeper Press).
- ✓ Create carefully thought-out metadata—book description, author bio, and keywords. (See your metadata cheat sheet.)
- ✓ Examine the proof, whether electronically or in print. Make corrections. Repeat until perfect.
- ✓ Hit the “Publish” button.

Okay. Now, on to the checklist of assets you must gather and tasks you need to do.

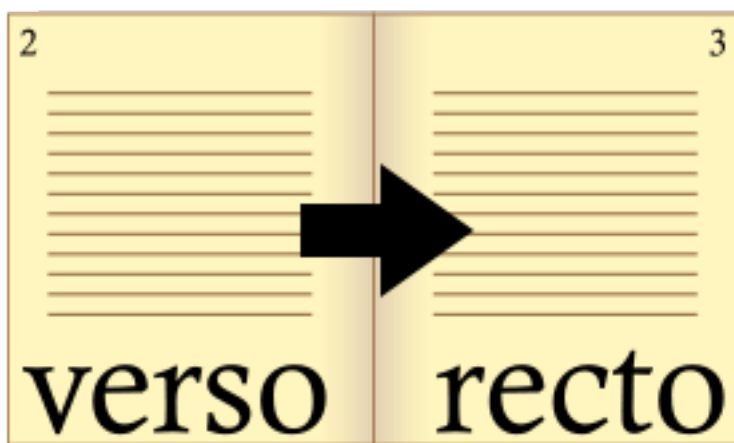
BOOK PRODUCTION CHECKLIST

Book Interior

DIY or hire out book interior design and formatting in Word or InDesign. InDesign work will be much more expensive but ore beautiful. Alternatively, you can format your eBook and print book interiors yourself using a [Book Design Template](#) in Word or InDesign for under \$60. With templates, the correct book size, margin width, header and footer placement, are all figured out for you. Change fonts and paragraph styles to make it all your own. Or use Vellum.

Even and Odd Pages

It's important that content land on the correct right or left hand pages of a spread. The left hand pages are even or verso pages. Right hand pages are odd or recto pages.



There should be no headers or footers on the front matter, on the first page of a chapter (which opens on an odd/recto page) or part. Details follow.

BOOK PRODUCTION CHECKLIST

Front Matter

Before you send your files to your formatter, make sure you have all the book front matter right. A book's front matter can include any of the following material and should appear on odd or even (left-hand or right-hand, recto or verso) pages, as noted below. Use lower case Arabic numerals for front matter (i, ii, iii, iv...) but there are no headers and footers on title pages, etc., as detailed below.

- ✓ First odd page—can optionally include advance praise for your book—quotes and testimonials. In some books, there are several pages of these but I find more than two excessive. No headers/footers.
- ✓ First odd page—half title—I like to give it the same type treatment as the book cover, even in the ebook version. Ask your book cover designer to provide this separately. No headers/footers.
- ✓ Next even page—Frontispiece—an illustration. No headers/footers.
- ✓ Next odd-page—Title page—includes the title and subtitle. Also include the author name, publisher name, and logo. As with the half title, it looks much more professional if page uses the same type treatment and artistic elements as the book cover. No headers/footers.
- ✓ Next even page—Copyright page—for the copyright, a list of ISBNs for the various formats (hardback, paperback, ebook), LCCN, CIP block, credits for design, production, and artwork. No headers/footers.
- ✓ Next odd page—Dedication No headers/footers.
- ✓ Next even page—Epigraph (quotation) No headers/footers.
- ✓ Next odd page—Table of Contents. No headers/footers on opening page but can include headers and begin with Arabic numerals on 2nd and following pages, if any.
- ✓ If you have lists of tables and figures, these can go on the next even and odd pages. But consider moving these to the back pages, at least for your ebook edition. Headers and footers like Contents.
- ✓ Next odd page—Acknowledgements, which can also be moved to the back pages of your ebook edition. Headers and footers like Contents.

The next pages, optionally, are:

- ✓ Introduction. Headers and footers like Contents.
- ✓ Prologue. Headers and footers like Contents.

BOOK PRODUCTION CHECKLIST

Body

Here begins pagination with the Roman numeral 1.

- ✓ Part—if your book is separated into parts that contain chapters, Opening page has no header/footer.
- ✓ Chapters. Opening page has no header/footer.
- ✓ Epilogue. Continue header/footer but not on opening page.
- ✓ Afterword. Continue header/footer but not on opening page

Parts and chapters may begin wherever they fall but the standard is to begin parts and chapters consistently on odd pages. Also standard is epigraphs or art on even page facing opening chapters and parts.

Back Matter

Generally, back matter includes the following:

- ✓ Appendix, addendum, chronology, notes, glossary, bibliography, list of contributors, index, errata, colophon.
- ✓ About the author—an image and bio.
- ✓ Acknowledgements.

End headers and footers, including pagination, here. Then, add any of the following, if relevant.

- ✓ Invitation to review the book—with a link to a page on your website (and not to Amazon, because they will not distribute books with competing services listed).
- ✓ Invitation to join your email list or connect on social media.
- ✓ Also by...
- ✓ Sample of an upcoming title.
- ✓ Book club discussion questions.

BOOK PRODUCTION CHECKLIST

Differences Between Print & eBooks

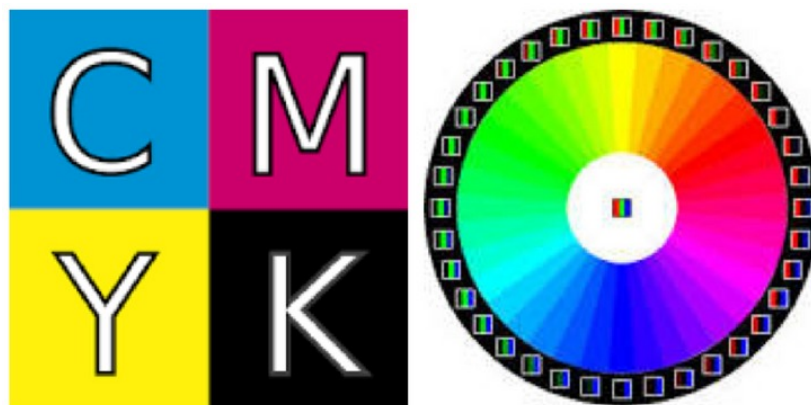
Create two folders on your computer for your final book after it has been completely edited and proofread—one for your ebook and one for print.

Front and Back Matter

In the eBook version, you may want to move important information, such as acknowledgments to the back. Ebooks automatically open at the body of the book (unless you've given your designer specific instructions to set the opening page in a certain place).

Image Quality

Images in print books must be 300 dpi in CMYK. Ebook images should be 72 dpi in RGB.



(CMYK is for print books, RGB is for eBooks)

BOOK PRODUCTION CHECKLIST

Headers and Footers

Print books have headers and footers and eBooks do not. Headers usually include the author name (most often on the left/even side of the page and book or chapter title on the right/odd side of the page. Your designer should know how to handle this.

If you're doing this yourself using a 2WAY template from Book Design Templates in Word, and uploading doc and docx files to KDP and Smashwords, you can use the same file and the headers and footers will be stripped out automatically.

<p>Template: Spark</p> <p>Fonts: Times New Roman</p> <p>Suggested Uses: Novel, Memoir, Period</p> <p>Formats: 2Way - Print & eBook Combined</p>	<p>Template: Lightning</p> <p>Fonts: Arial</p> <p>Suggested Uses: Novel, Contemporary Work</p> <p>Formats: 2Way - Print & eBook Combined</p>	<p>Template: Electric</p> <p>Fonts: Times New Roman</p> <p>Suggested Uses: Novel, Memoir, Shorts</p> <p>Formats: 2Way - Print & eBook Combined</p>
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(Book Design Templates [2WAY templates](#) export to both print and eBook formats from the same file.)

In print books, placing headers or footers on blank pages or on the first page of a chapter or part is a rookie mistake. You might make an exception for page numbers on opening chapter pages if you have many short chapters and there's a risk of your readers getting lost. (I place them on the bottom of the page.)

BOOK PRODUCTION CHECKLIST

Book Covers

Here's what you need for your eBook, paperback, and hardback book covers.

eBook Covers

AuthorFriendly book cover designers will do all the following for you, so don't worry about it!

Amazon KDP wants a JPEG or a TIFF in RGB less than 50MB at 72 d08 with a height/width ratio of at least 8:5 (1.6).

Smashwords' advice is to create an image of 1,500 to 1,800 pixels to satisfy Kindle's requirements and all other retailers. The 1600 x 2560 pixel size will give you a 1.6 ratio and future-proof your cover if pixel requirements increase even further.

1,800 X 2,400 1,800 pixels wide by 2,400 pixels tall Ratio = 1:1.33 (Height is 33% greater than width)	1,600 X 2,400 1,600 pixels wide by 2,400 pixels tall. Ratio = 1:1.5 (height 50% greater than width)	1,600 X 2,560 1,600 pixels wide by 2,560 pixels tall Ratio = 1:1.6 (Height 60% greater than width)
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(Cover image options)

BOOK PRODUCTION CHECKLIST

Paperback Book Covers

All print book covers need a PDF with front, back, and spine. Your designer will create your cover in CMYK at 300 dpi. If you're doing it yourself, you can use the [IngramSpark](#) or Amazon [CreateSpace](#) template for paperbacks (IngramSpark allows hardbacks).

The screenshot shows the 'Cover Template Generator' form on the IngramSpark website. At the top, there are four navigation buttons: 'Publisher Comp. Calculator', 'Print and Ship Calculator', 'Weight and Spine Width Calculator', and 'Cover Template Generator' (which is highlighted in yellow). Below these buttons, the title 'Cover Template Generator' is centered, followed by a brief instruction: 'Use this to generate a template for your cover design, complete with support files, email instructions, and more useful info.'

The form contains several sections of input fields and radio buttons:

- 13 Digit ISBN:** A text field containing '978-0-00-000000-2'.
- Publisher Reference Number:** An empty text field.
- Trim Size:** A dropdown menu showing '7.500" x 9.250" (235mm x 191mm)'.
- Interior Color and Paper:** A section with radio buttons for 'Black & White' (selected), 'White' (with a note 'B&W: printed on 50lb White paper'), and 'Color'.
- Binding Type:** A section with radio buttons for 'Paperback' (selected), 'Perfect Bound' (with a note 'Glued spine with color laminated cover'), 'Saddle Stitch' (with a note 'Stapled pages with color laminated cover, 4-48 page count'), and 'Hardback'.
- Laminate Type:** A section with radio buttons for 'Gloss' and 'Matte' (selected).
- Duplex Cover:** A section with radio buttons for 'Yes' and 'No' (selected).
- Page Count:** A text field containing '224' with a note '(Multiple of 2, between 18 and 1200)'.
- File Type:** A dropdown menu showing 'InDesign CS3 and newer'.
- Email Address:** A text field containing 'hello@authorfriendlyc'.
- Confirm Email Address:** A text field containing 'hello@authorfriendly.c'.
- Optional Information:** A section with text fields for 'Price' (containing '14.95'), 'Currency' (a dropdown showing 'US Dollars'), and 'Price in Bar Code' (a dropdown showing 'Yes').

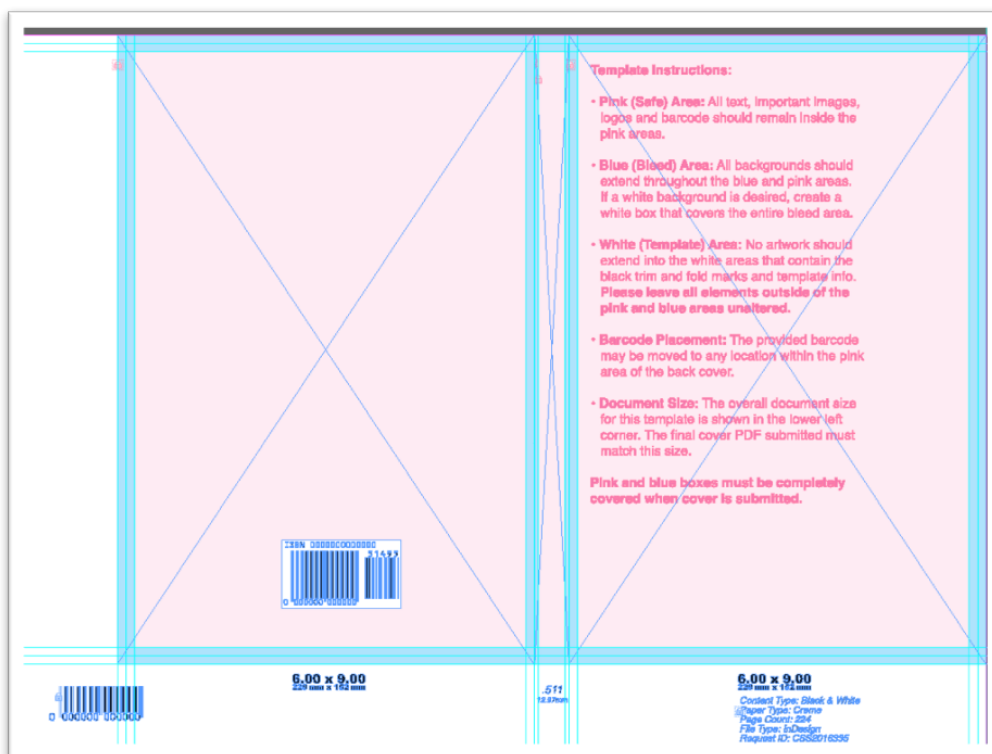
At the bottom of the form is a blue 'Submit' button.

IngramSpark's Cover Template Generator

BOOK PRODUCTION CHECKLIST

Bar Codes, ISBNs, and Paper Color

If you're creating the book cover, know that IngramSpark gives you a free bar code with the book cover template and you can use the template for your CreateSpace books, too. First, enter your 13-digit ISBN or 13 zeros, and choose your trim size and paper color. Generally, you want crème for immersive reading such as fiction and creative nonfiction because it's easy on the eyes. White is generally used in nonfiction and color books. Insert the page count and choose your file type (InDesign or PDF). Include the price in the barcode. (You get a free barcode with the template, so don't buy one elsewhere.) Don't worry if you don't know the exact page count or ISBN, yet. You can download another template or adjust the spine width later, using their [weight and spine width calculator](#).



(Paperback book template with front and back cover, spine dimensions & free barcode)

Create the paperback cover in CMYK with 300 dpi images and export to PDF.

- ✓ Front—title, subtitle, author name, and cover image.
- ✓ Back—a short book description, maybe one testimonial, and a short author bio and image. Also a bar code.
- ✓ Spine—title, author name, publishing house name, and logo.

BOOK PRODUCTION CHECKLIST

Hardback Book Covers

Create the hardback cover in CMYK with 300 dpi images and export to PDF. Use the IngramSpark template because Amazon CreateSpace does not do hardbacks.

- ✓ Front—title, subtitle, author name, and cover image.
- ✓ Back—testimonials.
- ✓ Spine—title, author name, publishing house name, and logo.
- ✓ Front flap—book description.
- ✓ Back flap—author bio.



Hardback book cover template with front/ back cover, flaps, spine dimensions & free barcode

[illegible]

- Book Formatting for Self-Publishers, Carla King for IngramSpark
- IngramSpark's book cover template generator gives you an InDesign file or a PDF.
- Amazon CreateSpace's template gives you a PNG and a PDF.
- IngramSpark has a weight and spine width calculator because you may need to adjust it, later. Also, you'll need the weight of the book when completing your Bowker ISBN record.
- Mastering Metadata: The key to marketing your books, Carla King for Bookworks
- Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright, and LCCNs, by David Wogahn
- ISBN Q&A: Everything You Need to Know About Barcodes, by Robin Cutler for BookWorks
- 7 Ways to Jump Start Your Book Cover Design, Carla King for BookWorks
- What Every Author Needs to Know About Microsoft Word Styles, Carla King for BookWorks
- Book Design Templates in Word and InDesign
- Joel Friedlander's detailed lists of front matter, back matter, and unabridged list of parts of a book.
- Wikipedia's entry about page number, odd and even (recto and verso) pages, where to place Roman vs Arabic numerals, and more.
- Ebook aggregators and distributors, A short primer, Carla King, AuthorFriendly