

# *Do it Yourself* *Guide for Self-Publishing*

- Getting started with your manuscript
- Setting up your pages and layout
- Choosing the right fonts
- Scanning photos and line art
- Working with various software programs
- Submitting your files and placing an order

# Getting Started

This is a general guide designed to help most of you get off to the right start in preparing a manuscript for self-publishing. If you have never published or been involved in the preparation of a manuscript, you may not know how to begin or where to find help with what may seem to be an overwhelming task. This guide has been developed to lead you through the self-publishing process.

A quality publication can be produced by following the instructions contained in this guide. Getting off to the right start makes all the difference! Contact us as early as possible about your book project so we can discuss your needs and offer guidance, thus saving you needless work and expense.

To start, we will need to know the full scope of your project, i.e., the approximate number of pages in your manuscript, the number of images in color and black & white, the book quantity, etc. All of these factors will be discussed in our initial consultation.

After this discussion takes place, we will have a good understanding of how to direct the subsequent phases of your project. This guide will cover most scenarios; however, not all the procedures contained in this publication may apply to you, and your project may require additional help that may not be outlined here.

We cannot stress enough the importance of completion in the writing and thorough editing of your manuscript prior to submitting your files. Any changes that we would have to make will add to your cost. We recommend that you edit on a printed copy of your manuscript; many errors are easily overlooked when editing on a computer screen.

Once we receive your files, our graphic artist will begin preparing your book for production. This process may take some time, depending on the complexity of your book. We will contact you during this period if questions or problems arise. When the preparation of your book is completed, you will receive either a PDF file or a hardcopy proof for your review. Sometimes, a file saved on one computer will open differently on another, affecting the text flow order. You will be required to examine the proof copy to be certain that the book layout meets your approval. If there are any changes required, please make appropriate notations and send it back to us along with instructions for the corrections. Another proof copy will be sent to you for your final approval. YOU are responsible for the content of the final proof, so we urge you to take considerable time and carefully examine every detail.

# Document Setup

The first step in setting up your document page is creating the margins. Set minimum margins as follows:

For 5 $\frac{1}{2}$  x 8 $\frac{1}{2}$ " page,  $\frac{1}{2}$  -  $\frac{3}{4}$ " margin

For 6 x 9" page,  $\frac{1}{2}$  -  $\frac{3}{4}$ " margin

For 7 x 10" page,  $\frac{3}{4}$  - 1" margin

For 8 $\frac{1}{2}$  x 11" page,  $\frac{3}{4}$  - 1" margin

Decide which pages will be included in your document. The book pages, listed below, are shown in the typical order used in most books, although not all pages are always used. All pages before the first chapter are typically numbered using lower case Roman numerals, but the numerals are not shown on the title page or copyright page. The first text page of the book and of each chapter, typically unnumbered, are located on the front side of the page as well as the glossary, table of contents, etc.

Select the font type and size; set line spacing, indents and tabs. If you are planning to use multiple columns you may set them at this time. One, two or three text columns can be used on a page depending on book size and the desired layout.

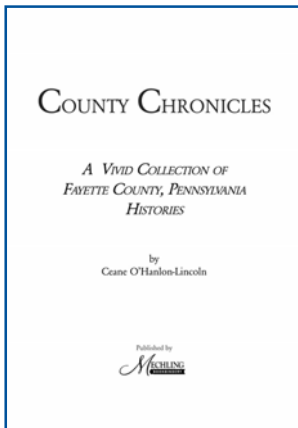
# Document Setup

Headers are text repeated at the top of each page. They can be the book title, chapter title or both. Normally a smaller font than the book text should be used.

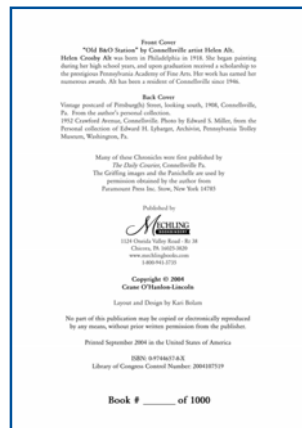
Footers, which usually consist of footnotes, are provided by your word processing program. Typically footnotes are placed at the end of the book or at the end of each chapter.

Page numbers can be at the top or bottom of the page, right, left or center justification. The font size used for page numbers is usually smaller than the book text size. If not centering the page numbers and headers, be sure to right-justify the odd numbered pages and left-justify the even numbered pages.

Text and columns can be justified left, right, center, full or forced. Left justification means that the text begins on the left side and runs to the right margin (it continues on to the next line without hyphenating words that do not fit.) Full justification means that the text will use the entire line from the left to the right margin, and words that do not fit are hyphenated. We recommend either left or full justification. Center justification is often used for chapter headings, captions, etc.



Title Page



Copyright Page



Table of Contents Page



Dedication Page

## BOOK PAGES

Title page (Front side of page) - Full title of the book and full name of author

Copyright page (Back side of page) - Information explaining the cover or credits for its creation, the ISBN (International Standard Book Number), the LOC (Library of Congress Number), and the copyright symbol, date and name of copyright holder (ex., copyright © 2005 John Smith)

Dedication (Front) - Inscription dedicating the book to a person, cause, etc.

Blank (Back)

Table of contents (Front)

Continuation of table of contents or blank (Back)

List of illustrations (Front)

Continuation of list of illustrations or blank (Back)

Foreword (Front) - Short introductory statement

Preface or blank (Back) - Statement setting forth the book's purpose

Acknowledgments (Front) - Author's statement of appreciation for assistance in preparation

Continuation of acknowledgments or blank (Back)

Chapter 1 of text - Chapters generally begin on the front (odd numbered page)

At the end of book text (may or may not include all of the following):

Appendix - Supplemental material (Front)

Continuation of appendix or blank (Back)

References (Front) - Direction to another book, passage, etc.

Continuation of references or blank (Back)

Glossary (Front) - List of terms and definitions

Continuation of glossary or blank (Back)

Addendum (Front) - An addition to information

Continuation of addendum or blank (Back)

Bibliography (Front) - List of source materials

Continuation of bibliography or blank

Index (Front and back sides of pages) - Alphabetical listing of names, places, etc.

# Fonts

When selecting fonts for your book, we recommend using Times New Roman, Arial, Century Gothic, Schoolbook, Bookman or such (see examples of different fonts on this page.) Most fonts can be used, but they must be supplied by you. It is absolutely crucial that you provide the fonts used in your book (if not, your fonts will be automatically substituted with another font causing your text to reflow.)

You may use more than one font; however, you should be consistent in their placement (using the same font style and size for all headings, etc.) The best font sizes for body text are 9, 10, 11 or 12 point. Chapter headings are generally a larger point size. Captions are often smaller and italicized (see examples of sizes and styles on this page.)

## TYPE STYLES

**normal** - The quick brown fox jumps over the lazy dog.

**bold** - **The quick brown fox jumps over the lazy dog.**

*italics* - *The quick brown fox jumps over the lazy dog.*

**ALL CAPS** - THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

**SMALL CAPS** - THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

## FONT TYPES

Arial

Century Gothic

Century Schoolbook

Bookman

Book Antiqua

*Brush Script MT*

**COPPERPLATE GOTHIC**

Courier New

*Edwardian Script IT*

Franklin Gothic Book

Garamond

Georgia

Goudy Old Style

Times New Roman

## FONT POINT SIZES

9 point type The quick brown fox jumps over the lazy dog.

10 point type The quick brown fox jumps over the lazy dog.

11 point type The quick brown fox jumps over the lazy dog.

12 point type The quick brown fox jumps over the lazy dog.

14 point type The quick brown fox jumps over the lazy dog.

18 point type The quick brown fox jumps over the lazy dog.

24 point type The quick brown fox jumps over the lazy dog.

30 point type The quick brown fox jumps over

36 point type The quick brown fox jumps

48 point type The quick brown

# Photographs



ORIGINAL FILE

Adding photographs and line art is the most difficult part of creating a professional looking manuscript because of the complexities in working with scanners and file types. Although most scanner settings will produce sharp, clear images on your monitor, the printed copies are often disappointing.

To obtain quality images you must remember some important facts. The best reproductions are made from original photographs. Never attempt to scan photocopies or prints from previously scanned photographs. Although the printed copy may be visually pleasing, it is impossible to be scanned and reproduced as clearly as the original copy. Also, most images downloaded from an internet site or sent by e-mail have reduced resolution for quick file transfer; they look fine on your monitor, but will not reproduce well. These images are usually saved with the file extension .jpg or .gif. Do not scan images into your text document. Images must be scanned into a photo program such as PhotoShop or the software that came with your scanner.

## HOW TO SCAN

- Set the image type (if you want it to be grayscale, black and white, or color) and dpi (dots per inch.) For line art or text, set to black and white with resolution at 600 dpi; for color photographs or artwork, set to color with resolution 300 dpi; for black and white photographs, set to grayscale and resolution to 300 dpi.
- If you are scanning photographs from printed media such as books, newspapers or magazines, you will need to set the “de-screen” option if available. Note: these images are often difficult to scan, and you must be sure that you are not violating copyright laws.
- Save your image using one of the following file extensions: .psd file, .eps file, or .tiff file. Do not save as a .jpg or .gif file.

Before you start placing the images into your text document, you should keep in mind the following. Do not embed the images, because it will make your file extremely large and hard to handle. Instead, link the images to the text file. When submitting your manuscript file, be sure to include these linked image files; otherwise, they will not be in the document when you send it.



SCAN OF PRINTED COPY



IMAGE FROM THE WEB



IMAGE AS GRAYSCALE



SCAN OF A PHOTOCOPY

# Microsoft Word

We do not use Microsoft Word in our layout and design work, but we will accept the COMPLETED manuscript in Microsoft Word. Often when we open a document on our computer, the text may reflow, changing the layout; inserting page breaks between your document pages may prevent the text from reflowing. We will convert your file to an Acrobat .pdf file and return it to you for approval to make sure that no changes occurred. Be sure to edit and proof your text prior to submitting it to us, as we do not edit Microsoft Word documents. Additional charges may apply for problematic files.

# Microsoft Publisher

After you have completed your document, use the **PACK AND GO WIZARD** to compress and compact the document.

1. Choose **FILE; PACK AND GO** and then **TAKE TO A COMMERCIAL PRINTING SERVICE**.
2. The next screen explains how **PACK AND GO WIZARD** will prepare your document for printing.
3. Click **NEXT**. Select the location for saving your files. Click **NEXT**.
4. The **INCLUDE FONTS AND GRAPHICS** window will show. Be sure the following boxes are checked:
  - Embed true type fonts
  - Include linked graphics
  - Create links for embedded graphics
5. Click **NEXT**. The next screen is a summary of what **PACK AND GO WIZARD** will do; click **NEXT**.
6. After a short period of time, a screen will verify that your publication was successfully packed. You have the option of printing your document before you finish; click **OK**.
7. **PACK AND GO WIZARD** will have made a folder for you. When sending your files, be sure to include all of the files that Microsoft Publisher has included in the folder.

# Adobe In-Design

After you have completed the layout of your document, you will need to package it to ensure that we receive all of the appropriate files.

1. To package the files, choose **FILE; PACKAGE**. If an error message appears, you must fix any errors before continuing.
2. Fill in the printing instructions in the pop-up menu. Click **CONTINUE**.
3. Specify a location in which to save all packaging files. Select the following, as needed:

Copy Fonts (except CJK)	Include Fonts and Links from Hidden Document Layers
Copy Linked Graphics	View Report
Update Graphic Links in Package	Use Document Hyphenation Exceptions Only

(In most cases we recommend checking all boxes.)
4. Click **OK** to continue packaging. When finished, your folder will contain all artwork and fonts used in your document.

# Adobe Pagemaker

Make sure your document is set up according to your page size. After your document is finished and saved, you will need to package the document using the **FOR SERVICE PROVIDER** feature.

1. Select **UTILITIES; PLUG-INS; SAVE FOR SERVICE PROVIDER**. Click **PREFLIGHT PUB**.
2. After preflight has completed, the summary will give the status of the document. You must fix any errors before continuing. If the document has no errors, click on **PACKAGE**.
3. Create a folder to save the documents and other elements in the **PACKAGE** window. Make sure the **COPY FONTS** option is checked.
4. When finished, your folder will contain all artwork and fonts used in your document. Save all of these files to a disk.

# Adobe PhotoShop

Adobe PhotoShop is not used for text; it is used for creating artwork and editing photos.

1. Once the image is scanned for **LINE DRAWING**, convert it to **BITMAP**. Select **IMAGE, MODE, BITMAP**.
2. For color or grayscale photos to be **PRINTED GRAYSCALE**, select **IMAGE, MODE**, then **GRAYSCALE**; click **OK** to discard color information.
3. For color images to be printed in **COLOR**, select **IMAGE, MODE**, and then **CMYK COLOR**.
4. Select **FILE**, then **SAVE AS**; under **FORMAT**, select **PHOTOSHOP EPS**.
5. The next screen will be **EPS OPTIONS**. Under **PREVIEW**, select **TIFF (8 bits/pixel)**; under **ENCODING** select **ASCII**. Click **OK**.

See more about scanning in the "Photographs" section of this brochure.

# Adobe Acrobat

Many software programs offer the option to save your file as a **PDF** document. If this is not an option, you will need a program such as Adobe Acrobat Full Version to create a **PDF** file.

Acrobat Reader will only read **PDF** files; it will not create them. If you do not have it installed on your computer, you can download a free copy at [www.adobe.com](http://www.adobe.com). If saving as a **PDF** file, you will need to use **PRESS SETTINGS** in the **JOB OPTION** window.

Some programs allow you to print to Adobe Acrobat.

1. To make setting changes, you must open Acrobat Distiller.
2. Select **JOB OPTIONS**.
3. Under the **FONTS** tab, be sure the **EMBED ALL FONTS** is checked.
4. Close Acrobat Distiller.
5. Print your file to Adobe Acrobat.

# Sending Your Work

Save your files on a CD, DVD or floppy disk. We prefer files on a CD or DVD because more information can be stored. Saved properly, only one or two photographs can fit on a floppy disk; whereas many photos can fit on a CD or DVD. Save text in the native file from the program you are using (i.e., Microsoft Word is .doc, Adobe InDesign is .indd, Adobe PageMaker is .pmd, Microsoft Publisher is .pub.) If you are using a program that does not pack files, such as Word, then you will need to send font files. Whenever possible please include a hard copy with your files.

You may send your files by e-mail. If the files are relatively small, i.e., 1-5 MB, send an e-mail and attach the files. Files that are 5 MB or larger can be uploaded to our FTP site. Contact us in advance for the username and password.

If you do not wish to undertake this self-publishing journey on your own, you may choose from three affordable "from start to finish" self-publishing book packages developed by Mechling Bookbindery: Basic, Premium, and Deluxe. With these, you can self-publish and promote your book with ease and confidence. Our skilled staff will guide you through the process of bringing your book from conception to reality. We offer a professional execution of design concepts that will benefit the novice as well as seasoned writer. Our designers will work one-on-one with you throughout the entire process. Our goal is to help make your experience a positive one. For more information on these packages, please visit our website, under "Publishing."

Please feel free to call or e-mail us with any questions.

724-287-2120

800-941-3735

[sales@mechlingbooks.com](mailto:sales@mechlingbooks.com)



# Check List

## My checklist:

- Final editing of manuscript completed
- Extra backup files made
- Copyright ordered
- ISBN obtained
- Library of Congress Control Number obtained

## Send to us:

- Printed hard copy of manuscript
- CD disks with all files, including fonts and linked images
- Any needed instructions
- Contact information
- Required payment

# Notes