

Welcome to our special report on the Art of Publishing.

Purpose

At Hasmark we believe that everyone has a book inside them. In fact, most people have several books inside them. We deal with authors every day and there are so many questions around the publishing process.

This document is specifically for authors; to help them answer questions about publishing and learn more about the process. Below is a high-level outline of the parts and activities that usually go into publishing a book. You can use this as a To-Do checklist.

What 'parts' go into a book?

There are many 'parts' to a book. The elements of your final book may include (but are not limited to):

- Manuscript
- Book title
- Title Page
- Book size
- Book cover design
- Personalized back cover
- Book format (hard cover, paperback, eBook)
- Interior book design and layout
- Color or black & white interior (i.e. children's books are usually in color)
- Images, pictures, illustrations
- Target audience
- Target age group
- Endorsements page(s)
- Copyright page
- Dedication page
- Acknowledgements page(s)
- Table of Contents
- Foreword
- Afterword
- Introduction
- Appendix
- About the Author page
- Sales page
- Resources page
- ISBN assignment
- Any number of other pages you might like to include



Whew! What else needs to be considered?

Other considerations for your book include:

- Author's Published Name
- Manuscript Evaluation
- Ghost Writing
- Proofreading
- Book editing
 - Copy editing
 - Developmental editing
- Worldwide Book Distribution on amazon
- For sale on Amazon, Barnes & Noble, Indiebound, 800CEORead
- U.S. Copyright Registration
- 'See Inside the Book' feature
- AuthorCentral account is created
- E-Book formatting and distribution
- Bestseller campaign
- Book reviews
- Author's website

It's most important that the author is kept in the loop. In fact, the author should review and sign-off:

- All manuscript changes ('Track Changes' is always used)
- Book size
- Book cover design
- Personalized back cover design and content
- Book format (hard cover, paperback, eBook)
- Final Interior design and layout (PDF version)
- Bestseller Campaign Only
 - Promotional web page content
 - Partners email content
- Author's website

The Manuscript

It all starts with your manuscript. It might sound obvious but in the reader's eyes your manuscript **is you**. Your manuscript represents you and your message, in so many ways. Your manuscript gives you credibility as an expert in your field.

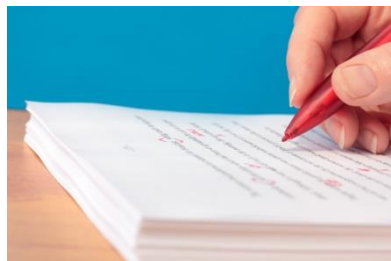
Surprisingly, many authors don't actually write their books. Perhaps they're just too busy or perhaps English isn't their first language. Whatever the reason, ghost writing and/or significant help is always available for authors.

Ghostwriting:

In order to properly write your book, a ghost writer will need to interview you about your subject matter and back-and-forth communication will be required. Even so, this process still saves you a lot of time.



Editing and Evaluation



It's so hard to see the forest – when you're standing in the forest. And with your final book, you want your audience to feel about your message, the way YOU feel about your message. That is why you want fresh eyes to edit your manuscript. But be aware that 'editing' is more than just proofreading.

Proofreading:

Basically, proofreading is checking that the book is ready to be published; to ensure the message is clear and concise and the book is written specifically to the target audience.

We're making sure all the parts are in place and in the proper order and any remaining spelling or punctuation errors have been corrected.

Level I Edit:

We're looking for accuracy, clarity and consistency in a manuscript. Spelling, punctuation and basic sentence structure are checked at this stage.

Level II Edit:

Besides checking spelling, punctuation and sentence structure the editor looks for content flow, language, style and presentation of the manuscript - keeping in mind the book's intended purpose and audience.

Level III Edit:

This level of editing is particularly suitable for authors looking for more help with polishing their manuscript. Not to be confused with ghostwriting, at this level the editor will likely perform extensive rewriting, content additions, deletions and manuscript-surgery. You can write a wonderful book even if English is not your first language or your writing skills are not strong.

Amazon – Behind the Scenes

A lot happens behind the Amazon curtain as part of the publishing process – after your book is uploaded to Amazon:

- Amazon takes time to recognize print on demand.
- The book description will appear but it often requires formatting.
- Editorial reviews can't be published until after the book is published and available.
- Amazon takes a few days to prepare the book for a 'look inside' feature.
- The author account also needs time to proliferate throughout Amazon's system.
- Then categories are added for the book – which also take time to proliferate throughout Amazon.
- Then all of the other countries begin to populate. Not all countries accept paperback – so now the eBook comes into play.
- The eBook cannot be created until the book is published and, for similar reasons as above, it takes a while to proliferate throughout Amazon and all their 15 sell-sites.
- Then it also takes some time for Amazon to recognize that the eBook is the same as the printed book. eBooks do not require an ISBN and so Amazon has to match the book title with the author. Hasmark will, however, link the eBook and the printed books in your Author's account.

In Conclusion

Having read this document, you now know more about the Art of Publishing than 99% of all the authors in the world. As overwhelming as it may seem, remember you're not alone. Hasmark Publishing is here for you.