



Create a Take-Action Journal for Your Audience


Prepare to Publish Your Journal



D'vorah Lansky, M.Ed. – Author & Journal Publication Specialist

What We'll Cover in This Training

- An overview of the steps you need to take to get published.
- Choose your publishing company name.
- Get your ISBN number and add it to your manuscript.
- Create a bar code of your ISBN number for your back cover.
- Adjust the spine width on your book cover – based on page count.
- Create a print-ready PDF of your back cover your manuscript.
- Publish your masterpiece.
- Share your journal with the world!



Journal Publishing Checklist

- There are many pieces of the jigsaw puzzle to put in place when writing and publishing a book.
- Keep your focus on the activity you're on and take it one step at a time. Enjoy the journey, have fun creating and get ready to share your journal with the world.
- Refer to the training and templates in the class, as you walk through and complete the step-by-step activities.

Develop Your Journal Topic, Title and Content

- **Decide on the topic of your journal.**
- Pick a title for your journal.
- **Compose a subtitle for your journal.**
- Identify a few activities you'd like to walk your readers through.
- **Design your action page worksheets.**
- Design your daily journal pages.
- **Compose your *About the Author* page.**
- Create a marketing and/or next steps page.

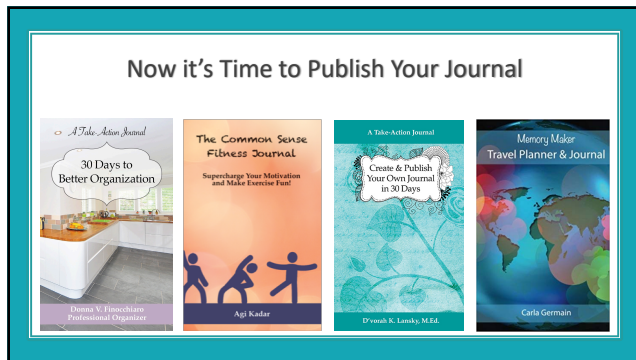
Format Your Manuscript

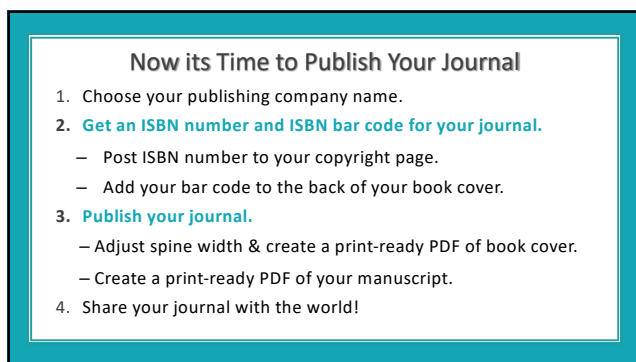
- **Use the templates in the class to format your content.**
- Transfer your draft to a manuscript-ready template.
- **Read through and edit your manuscript.**
- Print out and proofread your manuscript.
- **Make any edits or changes to the file.**
- Note the final page count of your journal.

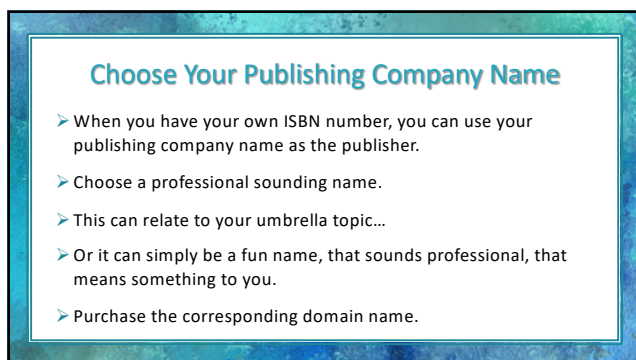
Prepare to Publish

Prepare and format your manuscript & book cover:

- Format your manuscript for publication or outsource this.
- Design your book cover or outsource this.
- Compose your text for your back cover.
- Adjust spine width on your book cover – based on page count.







Get an ISBN Number for Your Book

- **ISBN: *International Standard Book Number***, is the method by which book sales are tracked by retailers.
 - You add this number to your copyright page.
 - You create a bar code for your back cover, with your ISBN.
- **United States ISBN info:** Bowker is the premier company.
<https://www.myidentifiers.com/get-your-isbn-now>
- **If you live Outside of the United States:**
<https://www.isbn-international.org/agencies>

Independent Versus Free Amazon ISBN Number

- With your own ISBN number (paid in US or free in other countries):
 - You have the option of publishing to printers other than Amazon.
 - You can use your own publishing company name.
- With KDPs ISBN – Amazon’s becomes the publisher and **they have exclusive rights to sell your book**. This can be a problem if you ever go to sell your book on your own site or decide to re-publish with a traditional publisher
 - It will say “Independently Published” on the cover.
 - It will also have Amazon’s Independently Published info on your book’s page on Amazon.

ISBN Options at Bowker

<https://www.myidentifiers.com/get-your-isbn-now>

ISBNs are the global standard for identifying titles
 ISBNs from Bowker® make your book easier to discover

1 ISBN \$125.00	10 ISBNs \$295.00	100 ISBNs \$575.00
Why you need ISBNs Identify one book in one format Get Into Books in Print Register yourself as Publisher Appear in relevant databases \$125.00 BUY NOW	Why You Need 10 ISBNs Get benefits of one ISBN, plus Each format needs its own ISBN Savings on multiple ISBNs Enough for multiple books \$295.00 BUY NOW	Why You Need 100 ISBNs Get benefits of ten ISBNs, plus Save when publishing 4+ books A great starter for Indie Publishers Need More than 100 ISBNs? \$575.00 BUY NOW

Final Manuscript Steps

- Once you've completed the editing and proofing process, note the final page count. You (or your cover designer) need this info to determine the width of the book cover spine.
- Adjust the spine width of your book cover

You need the final page count for your book before you can:

- Get a bar code image
- Create a final version of your book cover.

Create the Print Ready Version of Your Book Cover

Gather Assets for Your Book Cover

- Your book cover design which includes your:
 - Book description
 - Author bio excerpt
- Final manuscript page count so you can adjust the spine width
- ISBN bar code

Bar Code Image for Your Back Cover



- You can pay to have your ISBN bar code created.
- Your ISBN company may be able to **create one as an image file** – so you can add it to PowerPoint or Canva.
- **You can have Amazon create it for free** during the publication process. You don't have control of where it goes so it may overlap the bottom-right of your back cover.
- **InDesign users** - create one for free using a bar code generator:

myaccount.lightningsource.com/Portal/Tools/CoverTemplateGenerator

Finalizing Your Book Cover Design



- Once you have your final page count – adjust spine width.
- Once you have your bar code, add it to the back cover.
- **Carefully proofread** your book cover and save as print-ready PDF.
 - Note for InDesign users: You can access the InDesign Present Files to upload to your InDesign software. You'll find these in the Resources for InDesign section, after module four.

Publish Your Masterpiece



- Once you have your print-ready
 - Manuscript and
 - Book Cover
- It's time to publish your masterpiece!
- Login or register for your KDP account.
- Publish your journal!
- <http://kdp.amazon.com>

Get Ready to Share Your Journal with the World



Action Steps

- Print out the Journal Publishing Checklist
- Focus on one section and one step at a time.
- Schedule recurring times in your calendar.
- Make a decision – will having a published journal be something that stays on your wish list...
- Or, are you willing and determined to take steps to create and publish your masterpiece?



What Will You Do to Keep Your Momentum Going?



Next Steps

- Get the journal done.
- Market your journal and share it with the world.
- Outsource what you don't want to do or learn how to do.
- Reach out to D'vorah if you'd like one on one support.

Here's to Your Success!
