COACH LAURA'S TOP TEN

www.swatbookcamp.com
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S.W.A.T.
BOOK CAMP
Creating Legacies One Page at a Time
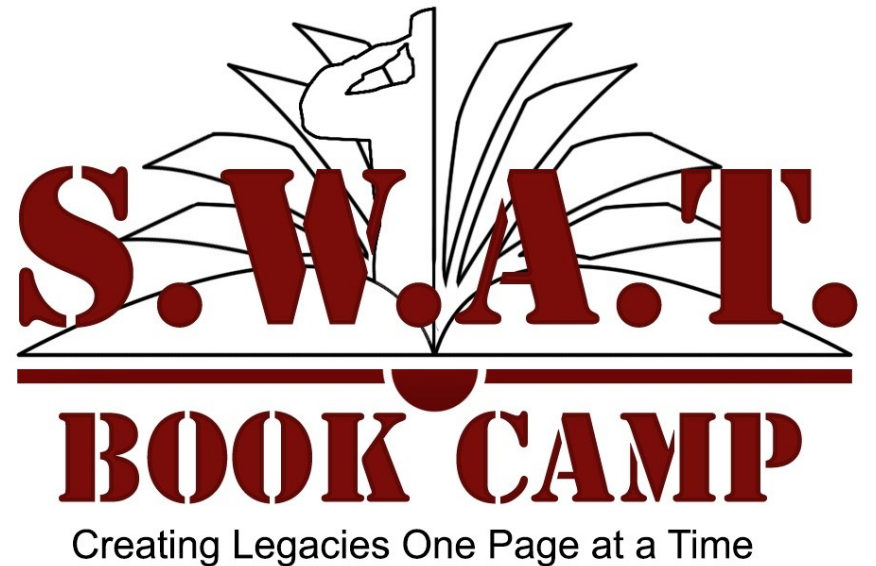
Top Ten Questions to Ask an Editor

What's your experience?

What type of book is your specialty?

What's your editorial style?
Reserved or "slash and burn".

Think about how you respond best to criticism, and pick accordingly.

How Many rounds of edits are included?

What do you charge?
Is it per page, per word, or by the hour?

Top Ten Questions to Ask an Editor (continued)

What are your services?
Developmental edits, copyediting, proofreading.

Do you offer packages and a la carte pricing?

What' is your turnaround time?

How do you edit?
Red pen on paper or MS Word and track changes.

Do you provide free sample edits?
If so, how many pages?

Top Ten Questions to Ask A Graphic Designer

How long have you been in business?

What's included with my project?

What' is your turnaround time?

How much does it cost and what are payment terms?

Can you provide some samples of your work?

Top Ten Questions to Ask A Graphic Designer (continued)

What if I'm not happy with the design?

Are you familiar with CreateSpace formatting requirements?

Have you worked on this kind of a project before?

What do I need to provide?

Do you have references?

Top Ten Print-on-Demand (POD) Companies

CreateSpace
www.createspace.com

48 Hr. Books
www.48hrbooks.com

IngramSparks
www.ingramsparks.com

Author House
www.authorhouse.com

Snowfall Press
www.snowfallpress.com

Top Ten Print-on-Demand (POD) Companies (continued)

iUniverse
www.iuniverse.com

Lulu
www.lulu.com

Xlibris
www.xlibris.com

Blurb
www.blurb.com

Cafe Press
www.cafepress.com

Top Ten Design Help Websites

Fiverr

www.fiverr.com

Freelancer

www.freelancer.com

Thumbtack

www.thumbtack.com

Unsplash Photos

www.unsplash.com

Public Domain Pictures

www.publicdomainpictures.net

Top Ten Design Help Websites (continued)

99 Designs
www.99designs.com

I Freelance
www.ifreelance.com

Canva
www.canva.com

Crowdspring
www.crowdspring.com

Pixabay
wwwpixabay.com

Top Ten Book Title Tips

Promise a benefit

Be concise.

Target your specific readers

Be specific.

Engage your reader's interest

Top Ten Book Title Tips (continued)

Use imperative or action verbs

Choose web-friendly titles.

Use metaphors

Position your book

Test your titles

Top Ten Book Cover Design Tips

Know your skills

Use High quality photos and graphics.

Study genre "typical covers"

Keep it simple

Don't be too obvious or too extreme mysterious

Top Ten Book Cover Design Tips (continued)

The Cover Should Be Recognizable As A Thumbnail Picture for Kindle

Include The ISBN, The Price, And The Bar Code on Back Cover

Put Information About The Author On Back Cover

The Font Should Be Readable from 3-6 feet away

Study "book covers gone wrong" – Avoid those mistakes!

Coach Laura Brown

- Author, Speaker, Workshop Facilitator
- The S.W.A.T. Book Camp
- 4-P Publishing
- 4-P Solutions
- coachlaurabrown@swatbookcamp.com
- www.swatbookcamp.com
- www.coachlaurabrown.com