* **THE ROAD   
  TO   
  PUBLISHING  
  BY  
  JUDY HOWARD**
* **PUBLISHING CHOICES**
  + **Traditional Publishing – The Big Five**
  + **Small Press Publishing**
  + **Indie Publishing**
* **TRADITIONAL PUBLISHING**
  + **Sending query letters**
  + **Requires an agent**
  + **If you are successful** 
    - * **You receive a cash bonus – you do not pay them!!**
      * **Work with an editor**
      * **Help with launching your book**
* **SMALL PRESS PUBLISHING**
  + - **Advantage of working with an editor**
    - **More up close and smaller – more personal attention**
    - **You pay the expenses of publishing**
    - **You have the personal support with marketing**
    - **SELF PUBLISHING**
    - **The cost can range from zero on up –your choice**
    - **You do the work- formatting, cover design –editing –marketing**
    - **Or you may hire individual contractors for the above services**
  + **BUT WAIT!  
     Before You Publish, You Must Edit, Edit, Edit!**
* **JOIN A MANUSCRIPT CRITIQUE GROUP**
  + - **Copy Editing - Deals With Grammar, Punctuation, Gross Inconsistencies**
    - **Line Editing - Deals with How You Use Language –The Craft Of Writing**

**LINE EDITING**

* + - **Plot, Structure, Readability, Word Choice**
    - **Sense of Atmosphere, Tone, Tension, Pacing**
    - **Character Development**
    - **Character Development**
    - **Spelling & Grammar**
    - **Narrative Voice**
    - **Missed Opportunities**
* **FINAL EDITING STEPS**
  + **Beta Readers**
  + **Proofreading** 
    - **Final Read With A Proof Copy Before Hitting The Publish Button**
* **A SUMMARY OF   
  BEFORE YOU PUBLISH**
  + **Editing, editing, editing, editing….**
  + **Begin to establish your brand.**
  + **Develop your platform.**
* **NOW LET’S TALK ABOUT   
   SELF PUBLISHING**
  + **Lulu**
  + **Author House**
  + **Blurb**
  + **Book Baby**
  + **Kindle Direct Publishing (KDP Publishing)**
  + **Audible (Audio Books)**
* **BOOK FORMATS**
  + **Hardcover**
  + **Paperback**
  + **E Book**
  + **Audio**
* **KDP UNIVERSITY**
  + **Webinars and Videos**
    - **Build Your Own Book – Paperbacks**
    - **KDP Jumpstart – E-Books**
* **TOOLS   
  AVAILABLE AT   
  KDP PUBLISHING-HELP**
  + **Kindle Create - E-book Formatting Templates**
  + **Paperback – Manuscript Templates & Cover Templates**
  + **Kindle Create Add-in For Microsoft Word**
  + **Kindle Previewer -**
  + **Cover Creator**
  + **Kindle Kids’ Book Creator**
  + **Kindle Comic Creator**
* **FORMATTING PAPERBACK BOOKS  
  TOOL: “BUILD YOUR OWN BOOK”**
* **Front & Back Matter – acknowledgements, dedications, copyright, other books, promo text, about the author**
* **Margins**
* **Page Numbers**
* **Chapter & Page Headings**
* **Book Size**

**COVER DESIGN   
TOOL: KDP - “COVER CREATOR”   
TOOL: CANAVA.COM**

* **Matte or glossy**
* **Promo text**
* **Spine text**
* **PROMO TEXT**
* **WRITE A SYNOPSIS OF YOUR STORY (100 – 300 words)**

**Sportster the cat had always envied the huge cats who lived the big life in the jungle until opportunity sends the motorhome in which he travels veering into a roadside ditch. When strangers whisk away not only his Winnebago, but also his chauffer, Judy, he is alarmed. However, once the dust settles, he purrs a happy tune as he discovers he is free! I He is in the wild! And he is in the Olympic Forest!**

**ACTIVATE LION MODE is just what Sportster does as he spins this yarn in his own words. Living wild and free brings on encounters he never have imagined. The life he dreamed becomes an adventure full of bears, pit bulls, drugs and more. Sportster weaves this story of his incredible journey as only a coddled cat of leisure can do.**

**(136 words)**

* **KEYWORDS**
  + **Relate to Your Book’s Setting. (1800’s or the future) COAST TO COAST WITH A CAT AND A GHOST takes place in an RV.**
  + **Relate to your character’s role. (cop, nurse) MASADA’S MISSION - Masada is a golden retriever service dog who describes her experiences training to become a service dog.**
* **KEYWORDS** 
  + **Relate to your story’s tone. (feel good)? All my books are motivating and inspirational as readers follow my characters whether they are a widow, police chief, a dog or a cat as they find courage and faith to overcome life’s obstacles and rise to new heights.**
* **PRICING** 
  + **Paperback price - Must at least cover the printing cost.**
  + **E book – Amazon suggests a price**
  + **Discounts – Kindle count downs, Matchbook**
  + **Giveaways**
* **DISTRIBUTION**
  + **Worldwide – all territories**
  + **Individual territories – you select which territories**
  + **Expanded distribution – bookstores, libraries, academic institutions**
  + **Public domain – You have no protection of copyright law. Anyone can download or copy your content.**
* **SUMMARY**
  + **Before You Publish – Edit, Edit, Edit**
  + **Publishing Choices – Traditional, Small Press, Self-Publish**
  + **Formatting Choices – Hardback, Paperback, E-Book, Audio**
  + **Interior Design - Font, Fluerons, Margins, Front Matter, Headers, Page numbers**
  + **Cover Design – Promo text, Images**
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