



Ten Steps to Preparing Your Memoir for Publication

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We suggest you follow these steps in order

1

Front and end pages are the official term for the standard pages that come at the start and end of the book. Some positions (dedication and copyright page, for example) are fixed. Others are more flexible (acknowledgements, about the author). Sometimes the side of the page on which they are printed is fixed too. Here they are, in our usual order:

- a. Praise
- b. Title page (RH page)
- c. Copyright (LH page)
- d. Dedication
- e. Contents
- f. Foreword
- g. Preface
- h. Introduction
- i. Body text
- j. Bibliography
- k. References
- l. Acknowledgements
- m. About the author

2

Back cover blurb. 150 or so compelling words to go on the back cover.

3

Images. Instead of inserting and sizing all your graphics yourself it is best to create separate high resolution images, all with very clear filenames, and to mark the place in the text where they are to go. You will also need to create and number all the captions. We usually write something like [FIG 2.1 JANEWITHMONKEY2.JPG to go here].

4

Headers and footers. Have you noticed how printed books have text that runs along the top or bottom of all pages? It is up to you to choose what content and position you want and then check for consistency. These elements include:

- a. Page number
- b. Chapter name
- c. Book title

5

Proofreading. You will never catch all your mistakes. After you have read the text a few times you will stop noticing them. If you hire just one professional, make it an expert, experienced proofreader who is familiar working with your kind of book. Give the proofreader your style sheet so they know what rules you are using and can stick to them.

6

Beta readers. This is your ideal reader. It is not your best friend or relative unless you can trust them to be honest. A few months before you get to final draft you should identify and ask a few folk you trust if they would read your book for you to point out any issues. Let them know when you plan to send the book, what format it will be in, how long they have to read it and that you will send a list of questions you would like them to consider while reading (you will find a list of potential questions for beta readers on our website). Among your beta readers be sure you have:

- a. Someone familiar with the subject
- b. Someone unfamiliar with the subject but who would be interested in it
- c. Someone who is a professional author
- d. Someone who would be an ideal reader
- e. Someone who does not know you or your topic well

7

Book size (trim size) and format. Take a look at the books you have at home and decide what size and shape you want yours to be. Next, check that the print method you choose (Print on Demand, for example) can do that size. Will you want hardback or paperback (softback)? Will you want a spiral binding (uh-oh, Amazon can't do that!)? Will you want colour internals (uh-oh, pricey!)?

8

Big picture check. Print it out to do a final check. Sure, you need to check the words, but this time check the headings, their size, position, use of capitals and so on. Check the flow. Are the chapters in the right order? Is anything missing? Do the chapters fulfil the promise in their titles? Are the elements in the right order? Is one of them missing something? Are the chapter titles the same font and capitalisation and spelling in the Contents as well as the body text? Does it match the style sheet?

9

Designer. You need two documents: cover and internals. Both will be used by the printer as PDFs. You can do all this yourself but a book IS judged by its cover and YOU will be judged by the way the book looks inside (its layout). Consider using a professional. It is worth it.

10

Cover with spine. A cover needs a number of elements. Have you thought of them all?

- a. Title
- b. Subtitle (between title and subtitle you must make the book's premise very clear AND you must have some keywords that people interested in your subject are likely to search for)
- c. Your name
- d. The book blurb on the back cover
- e. The words you want on the spine
- f. Three reviews on the back cover from eminent people that will prove your authority to write this book
- g. Price
- h. ISBN number if you want to sell in bookstores

And two more for luck

1

Print out pre-print PDFs of the internals and the cover and check them very slowly and carefully. You always spot more on the page and also this is your chance to check all content starts on the correct right or left hand page (all chapters start on RH page by the way).

2

Praise and reviews. Around the time you are looking for your beta readers you need to be sourcing reviewers too. These are folk whose names will lend gravitas to your book. Ask them to look at the pre-print PDF or pre-proofread Word document of your book and ask for a one-sentence punchy review that you would like to use in your social media, on the book's Praise page and maybe even the back cover. Give them some examples of other reviews to look at for inspiration. Ask them to give you the details of how they want to be credited too, so, for example:

- a. John Gray, HR Director, Brave Inc, California
- b. Hermione Breakneck, author of five bestselling novels, including *One More Time*
- c. Beattie Broomstick, medium and tarot reader, www.witchywonders.com