

*Month 5*

## **THE FINAL POLISH**



**From idea to published in 6 months**

# Month 5

## FORMATTING FOR BETA READER/ EDITOR

Use a standard font (Times New Roman or Arial), 12 pt.

One-inch or default margins.

Left justified alignment.

Single space after periods (find and replace or correct this)

Double spaced, no line break before paragraphs.

Set paragraph indentations and line spacing

-Don't rely on Tabs.

-Remove all manual indents

-On the Home tab, select the Normal style and click on Modify.

-Click on the Format list and select Paragraph.

-Under Indentation > Special, set First Line indent to 0.2" (5mm).

-Under Spacing, set Before and After to 0 pt, and Line Spacing to Double.

-Click OK.

Format Chapter Numbers or Titles

-Make sure there is a Page Break at the end of each chapter. (Insert > Page Break)

-Place cursor next to each chapter title or highlight it.

-On Home tab, click Heading 1.

-Set alignment to Center.

-Repeat for each title.

Insert page numbers.

Include a Title page stating title, subtitle (if needed), author name, contact info, copyright info, date, word count.

# Month 5

## DEALING WITH BETA/EDITOR FEEDBACK

**Remember: It's not personal!**

**Don't (over)react. Take time to process.**

**Save a version of your original manuscript.**

**Ask questions of anything is unclear.**

**Feel free to disregard comments that you absolutely do not agree with or feel you cannot implement.**

**For each comment, ask yourself: How can I fix this in a way that is authentic to my story?**

**Look for patterns. Can you use Find and Replace?**

**Accept that you may not be able to write the perfect book this time. Learn from this.**

**Do 3 passes: Story level, scene level, and paragraph/sentence/word level.**

**Analyse that outline of yours again and update it as needed. (You will still need this for next parts)**

### Common issues:

**Character: Go back and add more in-depth emotional reactions and strengths and weaknesses.  
Remove/combine extra characters. Think about characters' relationships.**

**Scene setting: Make sure each scene is well set and doesn't make jumps that are unaccounted for.**

**Info dumping: Take out and redistribute anything more than a paragraph long explaining backstory.**

**Flashbacks and subplots: Do you have appropriate triggers and anchors for them?**

**Pay particular attention to the opening and ending.**

# Month 5

## WRITING THE BLURB

*Keep it  
brief!*

*Tell a story*

*Make it  
intriguing*

*Stay on  
genre*

*Introduce  
the  
protagonist*

*Keep it  
simple*

*Think of  
themes*

*Hook  
your  
reader*

### **INGREDIENTS**

**HOOK**

**CHARACTER**

**CONFLICT**

**QUESTION/MYSTERY**

*Exercise: Try to concoct 5 versions of your blurb.  
Aim for 150 words each.*

1.

2.

3.

4.

5.

## Month 5

# WRITING THE SYNOPSIS

*Ingredients:*

**Characters**

**Conflict**

**Narrative arc**

- 1) Create an outline from your final draft.  
(For each scene, write down the 5 w's)**
- 2) Rewrite a new Story Spine from the outline.**
- 3) Use these to craft an overview of your story including beginning, middle, main characters, main conflict, climax, and ending. Use 3rd person present tense.**
- 4) Edit for clarity, brevity, and tone. Make sure to include what makes your book unique and cool.**
- 5) Create a long version synopsis (5-10 pages) and a short version (1-2 pages).**

# *Month 5*

## SETTING UP AN ISBN

### *What is an ISBN?*

An ISBN is a unique identifier for your book.

It links to essential information about your book

### *Do I need an ISBN?*

Most retailers require ISBNs

If you are only publishing on Amazon Kindle select you may not need one.

You will need one ISBN for each edition and format of your book

### *How do I get an ISBN?*

In the US, the only official place to get an ISBN is Bowker Identifier Services.

Website: [www.myidentifiers.com](http://www.myidentifiers.com)

1 ISBN will cost you \$125. 10 are \$295. This is a better value ,  
as if you have an ebook and a paperback that is already 2 ISBN's

You may also choose to purchase barcodes which help with inventory but that is a personal choice.

# Month 5

## SETTING UP PREORDERS AND ARC'S

### *What to know:*

On Amazon, a pre-order counts only on the day of the order itself.  
Which means, the longer your pre-order period, the harder it is to sustain a high ranking on that book. This is not the case with all outlets.

For most sites final file should be uploaded no later than 72 hours before launch.

It's harder to promote pre-sales as many readers want instant gratification, so think of additional incentives.

Remember you must have the cover available and a draft before you do this.

When it comes to ARC's, 3-6 months before publication is standard for conventional pub.  
You have more leeway as a self pub author.

Follow up with ARC recipients to make sure they review/promote your book.

### *Here is the plan:*

You can choose to set up e-book preorders only on Amazon...

And/or use Ingram Spark for paper books

Then...set up preorders on each of the major retailers

And no matter what...  
Promote, promote, promote!

## *Month 5*

### **GETTING YOUR BOOK INTO A LOCAL BOOKSTORE**

#### *Things to know:*

**Having your book in many bookstores as a self published author is neither realistic nor is it financially advantageous.**

**Since books are returnable, after shipping & processing, it can COST you to have them in bookstores.**

**To have your book in bookstores, you need to distribute it via IngramSpark.**

**However, having your book in a few local bookstores helps build community, get press, and possibly participate in events such as signings.**

**Many independent local bookstores are happy to support local authors.**

**Many of these stores will take your book on a consignment basis.**

**Approach each bookstore in person with a copy of your book in hand.**

**If you can help with book promotion and bring more people through the door asking for your book, it can help.**



# *Month 5 Checklist*

- Did you write the blurb?**
- Long form synopsis**
- Short synopsis**
- Address editor feedback**
- Final draft**
- Final readthrough/Formatting**
- Did you set up ISBN?**
- Did you Google yourself/tweak SEO?**
- Did you set up ARCs?**
- Did you set up preorders?**
- Did you reach out to local stores & library?**