

Issue 58 June 2014

My company, A Good Tale, is days away from publishing its first book. It is a collection of short stories written by members of the LinkedIn Fiction Writers Guild – unfortunately the FWG group disappeared about a month ago so you can't go join them.

I have learned a lot going through the process of publishing a book, things that I hope will make publishing the next book much easier.

In this case getting the stories was the easy part. The authors were writing stories every month and I agreed to publish a month's worth – actually three month's worth, which I decided to publish as three separate books.

After agreeing with fifteen of the writers to include their stories in the book, the first step was to edit the stories. Some of the stories didn't need any editing at all, some had a few grammatical issues, some had flow issues, and a few needed help with basic story structure. I spent a lot longer doing the editing that I had planned. While I should have just rejected the stories that needed a lot of work, I really enjoyed working with the authors as they made their stories better. In the end I think all of the stories are now worth reading.

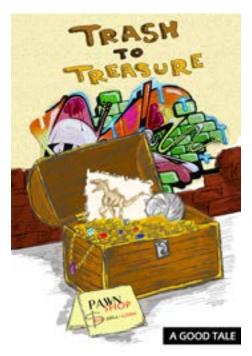
The next step was to get the afterwords from all the authors. An afterwords, as opposed to a forward, is a note from the author about how they wrote their story, what went into

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writing it, or some insight that they hope the reader saw while reading their story. Getting all of the afterwords took much long in calendartime that I thought it would and required several e-mails to some of the authors.

Like the afterwords, getting signed licences from all the authors took time and e-mail reminders.

The title for the book and the cover were two things that took creative work from my side. After many tries and several discussions with my daughter, Emma, I settled on, "Trash to Treasure" and commissioned an artist from Indonesia to create the cover. Here is the cover as it stands today, but it may changed a little in the next week before publishing.



Next came the formatting. I'm going to release the book as a paper-back as well as an e-book for both Amazon's Kindle and Apple's iPad. Simple right?

I created an InDesign layout for the paperback, which was a little time consuming, but gave the results I wanted. The hard part is getting the cover right, since it needs a front, back and spine. The size of the spine depends on the number of pages, which make sense since the number of pages determine the size of the book. CreateSpace has a tool that will create a template for you based on page count.

The Kindle is just an Rich Text Format (RTF) layout with "Heading 2" for each chapter so the table of contents comes out right. I have the book loaded on my Kindle and it looks good – chapters on new pages and text the right size, but for some reason the cover shows up in the book, but not in the user's library.

I tried using iBook Creator for the iPad version, but gave up because it is trying too hard to help me and I can't get it to come out right. Looks like I'll have to use the same RTF file for it, luckily I found a tool that will convert between the different ebook formats.

Next week is going to be the "big push" and I'm hopping that I'll be sending you all a mid-month e-mail to let you know you can purchase the book. Until then, enjoy your summer.