



# 8 BASIC STEPS

1. **Write the book** . Read the book. rewrite the book.  
re-read the book. Rinse & repeat.
2. **Get feedback**
3. **Decide how to use the feedback**
4. **Make changes**
5. **GET AN EDITOR**
5. **Get a proofreader**
6. **Design your book.** Inner pages &  
cover/simultaneously get your reviews and quotes
7. **GET A GALLEY!**
8. **Publish**



# Proofreading & Editing

- Your manuscript should meet the same standards as traditionally published books with which you are competing for readership.
- Your best friend is not necessarily the best judge of your writing



Get  
professional  
help!

# do i need an editor? YES!

Some factors a copy editor will take into consideration include:

- Your audience
- Your market
- Syntax, sentence construction, punctuation
- Your writing style and tone
- The genre of the book



**GET  
AN  
EDITOR!**

Expect rewrites!

# Get a pro o f r e a d e r

You need more than **SPELLCHECK** and **GRAMMAR CHECK**

The seamen accomplished a great feat by hoisting there catch of four million pounds of fish from the chilling waters of the pacific unto the deck of the rolling fishing vessel. It was by no mean feet by any stretch of the imagination that they wore able to carry out this task. The taskmaster shouted loudly to the reporter” I wish I could have seen them create such grate history. It was a colorful event.”

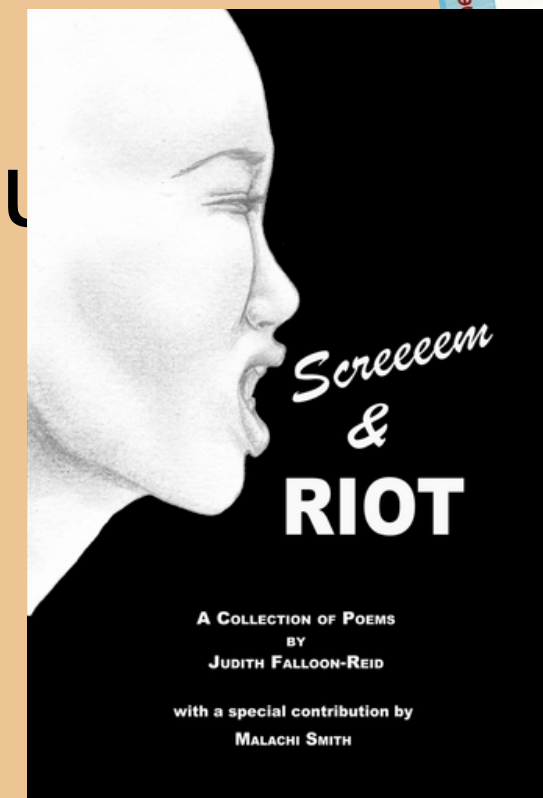
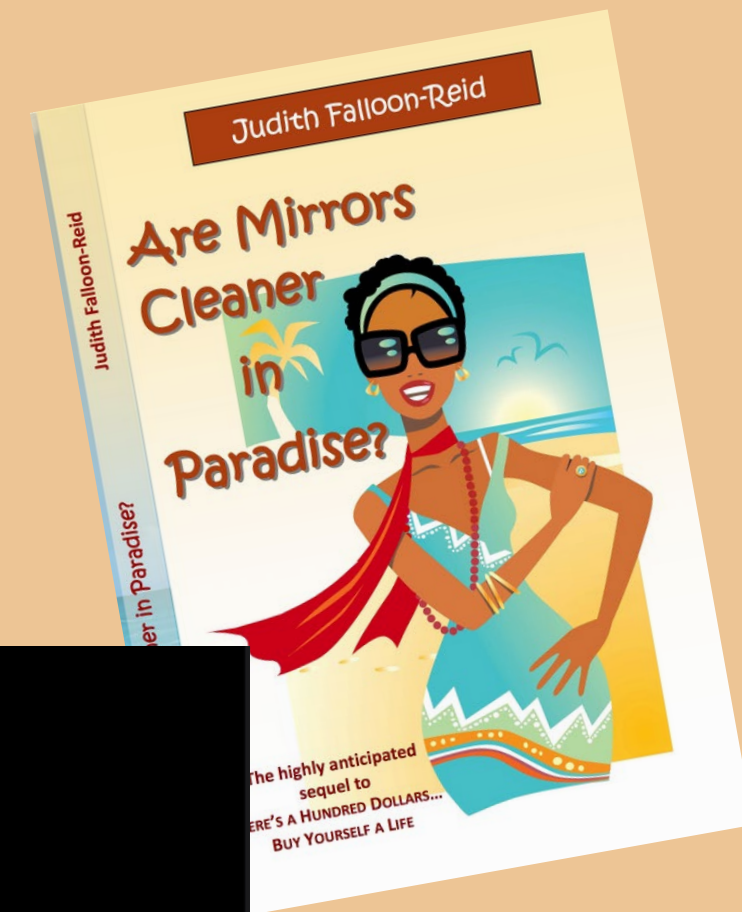
**British or American English?**

**Which version of Jamaican language?**

# designing your book

Designing your book is more than selecting a cover image. It is ensuring the following:

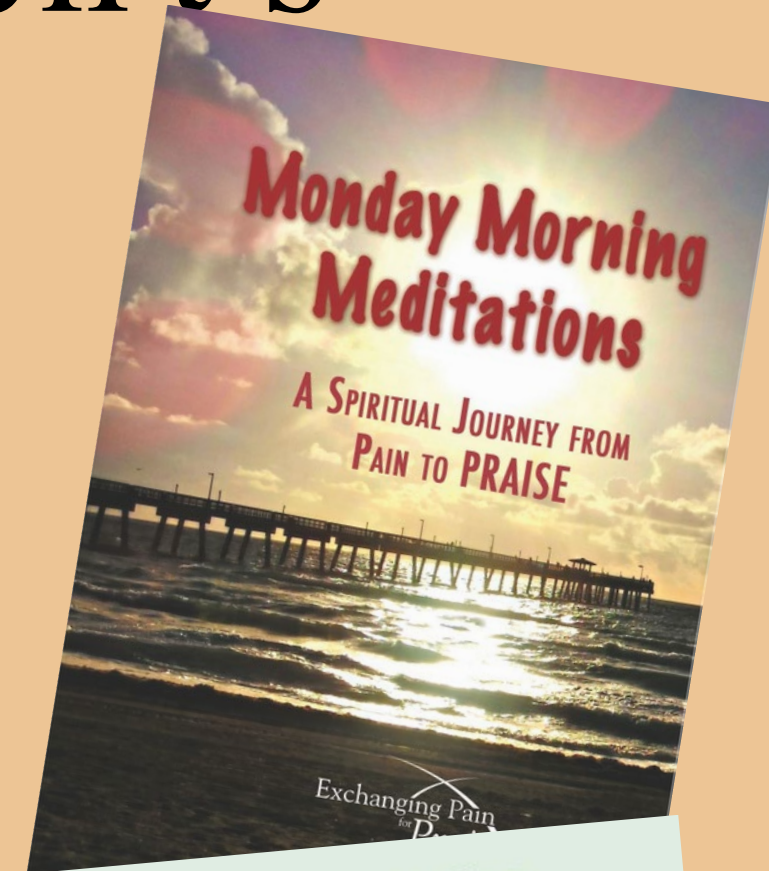
- Page layout is consistent and enhances the reading experience
- Images are the right size and orientation
- Appropriate software is used
- Files are saved and output correctly
- Colours are true based on the output you require and not your monitor



# DIY Design elements

- Select and purchase your own cover image(s) or use one of your own
- Layout your manuscript in print ready format
- Select your own colour palette
- Conceptualize your own cover design

**MICROSOFT WORD IS NOT A GRAPHIC PROGRAM!**

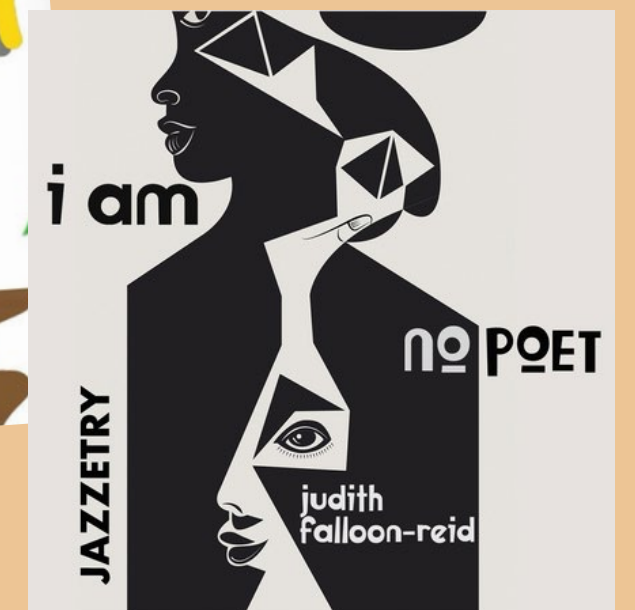
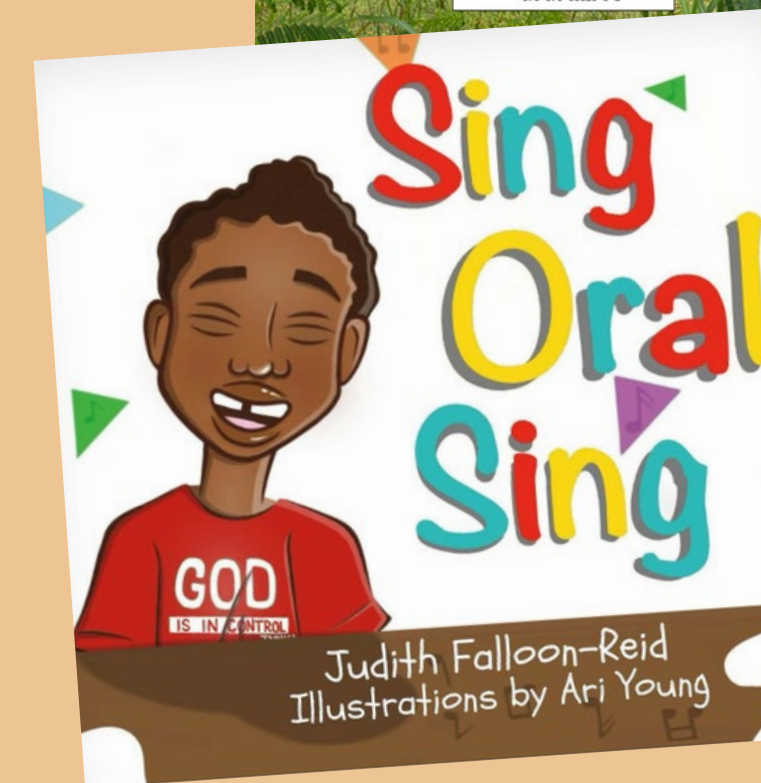
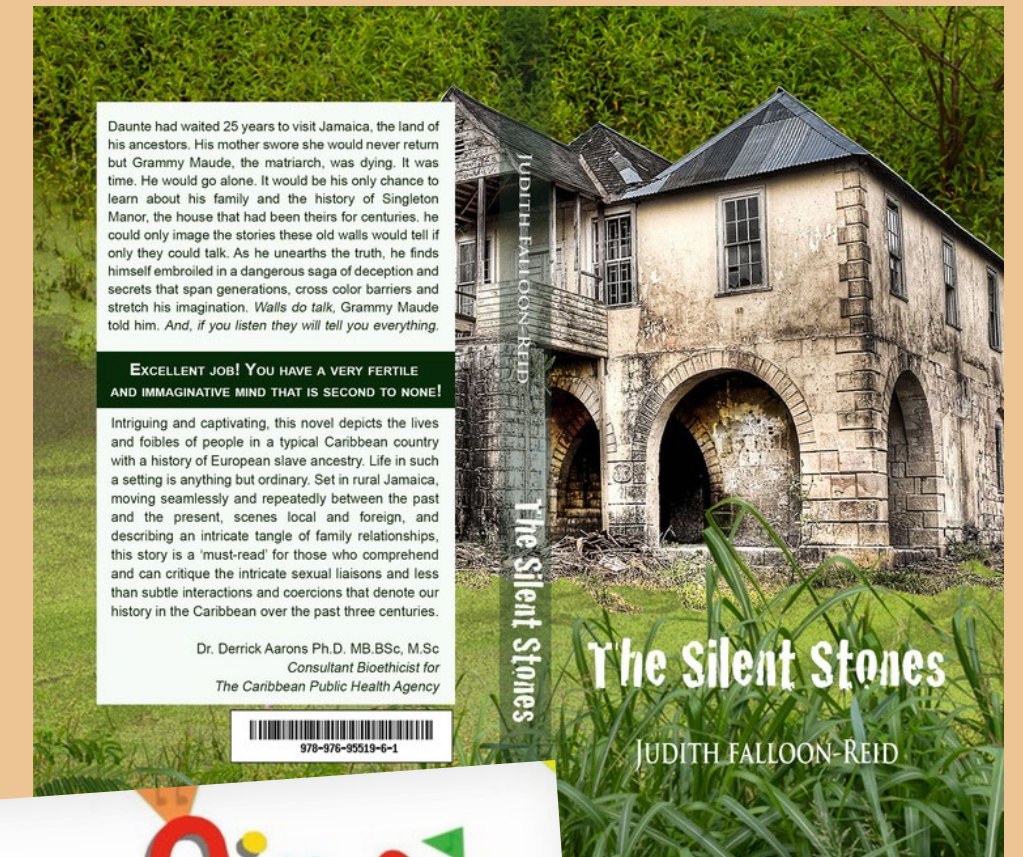


# Yo u r Bo o k Co v e r

- Take your time in selecting your cover image and designing your book cover
- Engage a professional illustrator or designer
- Remember the spine
- Design template vs custom

## Back cover:

- Book summary
- Review & quotations obtained advance
- Your image on the back cover  
yes or no?



# Lets talk DIY Designing vs Outsourcing

Free vs paid



# Your Internal Elements

Visit a bookstore & compare many books.

Pay attention to:

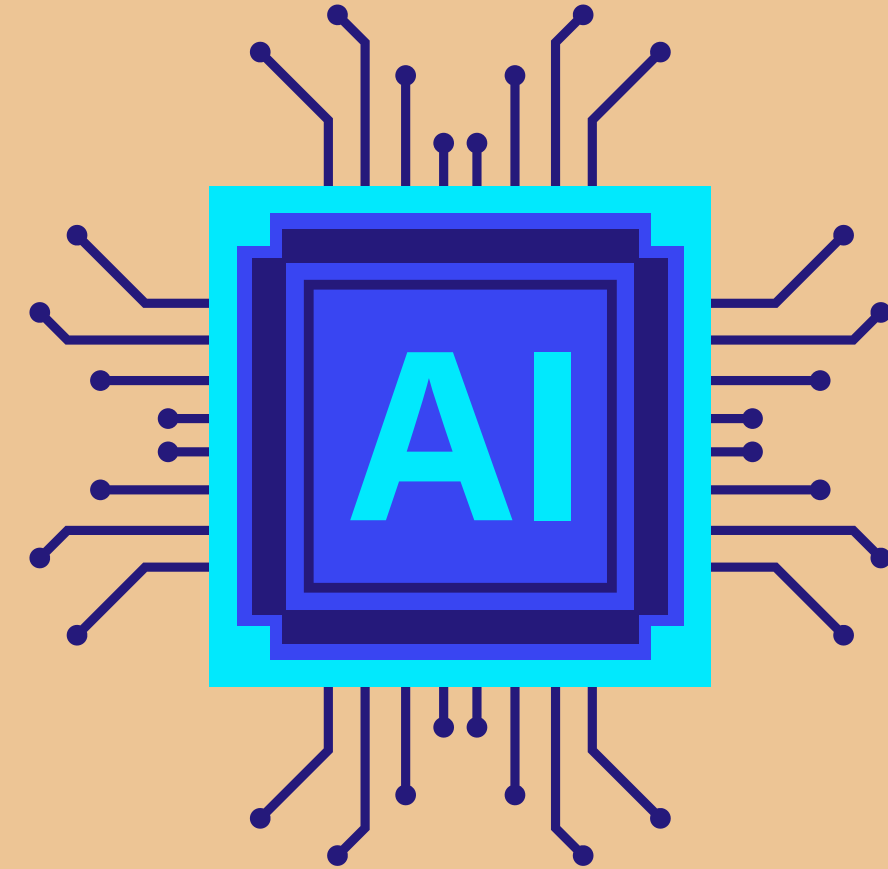
- Chapter settings
- Headers & Footers
- Fonts – types & sizes
- Paper – bright white vs off white
- Size – genre, reading experience



# FO N T S

- Consider the audience
- For interior pages block fonts are always better than script fonts.
- *Font Tip: Print out different fonts & sizes **BEFORE** choosing your font!*
- Beware fancy fonts! symbols and & bold & italics
- Fonts can convey their own feelings by their shape and style
- Match to the genre

# The Question of Artificial Intelligence Embracing AI Whether to use AI or not is a personal decision.



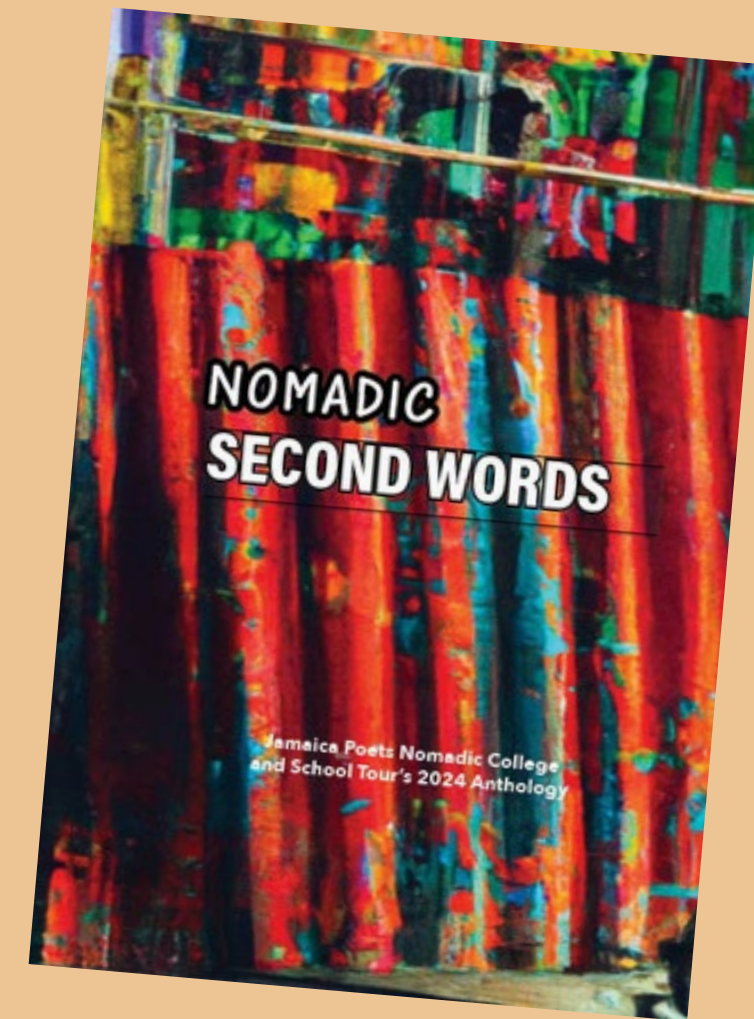
Things to consider when using AI as your designer:

- The intelligence is artificial. AI cannot think nor create for itself.
- AI can adversely affect the creativity and the livelihood of creatives

# Let 's t a l k AI

## Advantages:

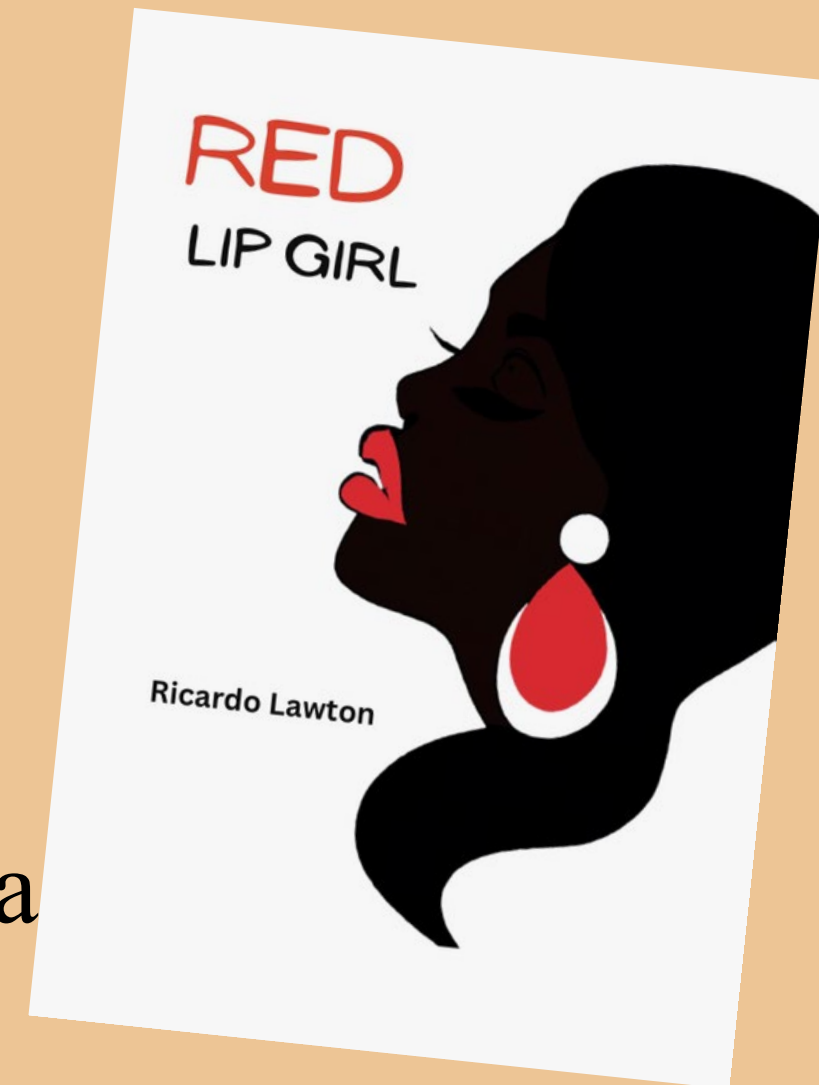
- Quick, easy way to create
- Generates ideas you can use
- Generates diverse options
- Insight into market trends
- Affordability
- Professional outcomes for a fraction of the price



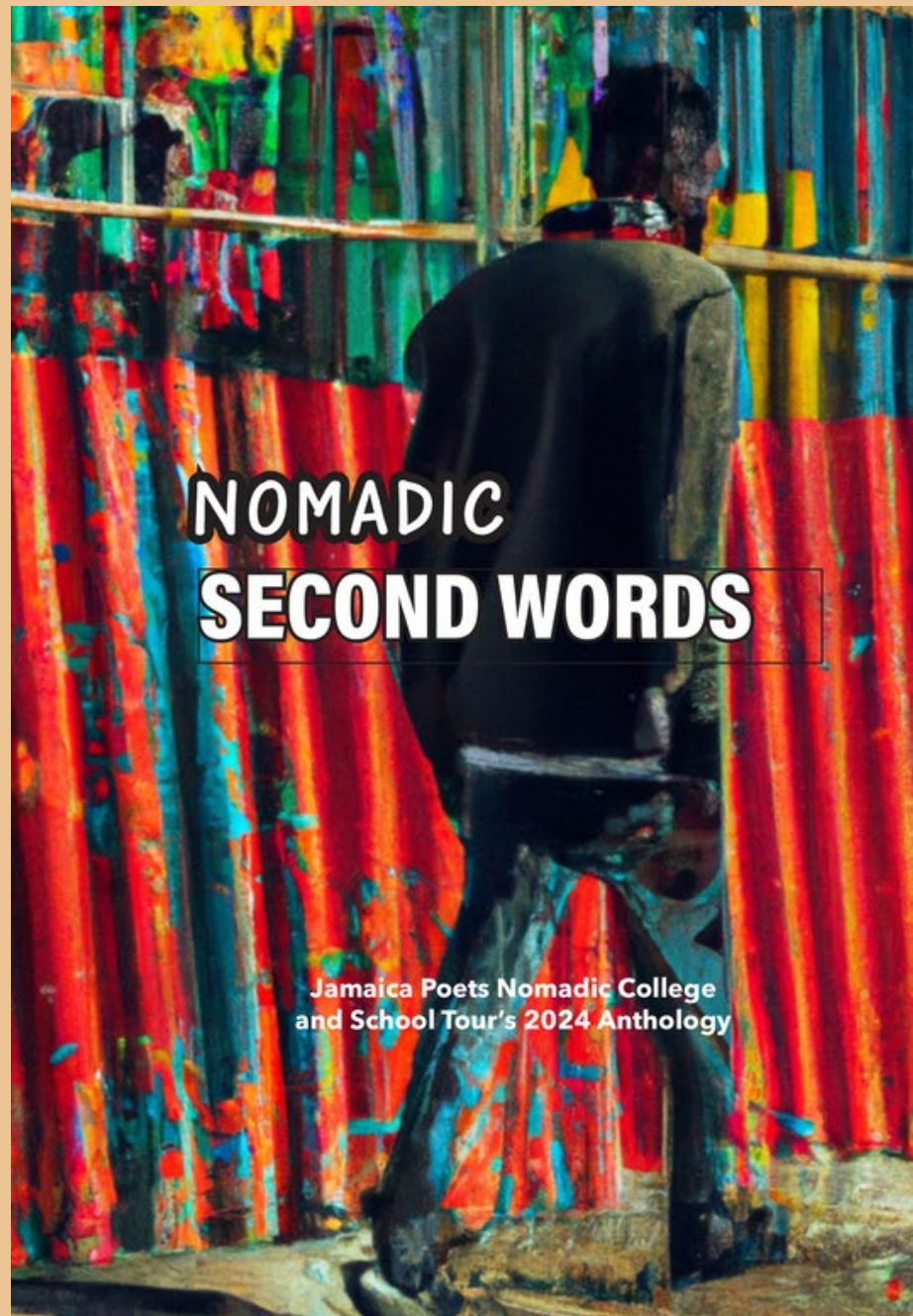
# Let 's t a l k AI

## Disadvantages

- Lack of creativity and originality
- Technical issues and distorted images
- Inconsistencies possible with design
- Quality not always hi-res
- Lacks human emotion and subject understanding
  - Your design may not be unique



# Features lacking details



**QUESTIONS??**