

How to Self-Publish

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*The Ins and Outs of Self-Publishing,
Zines, and Layout Design*

(For those of you who have just joined us,
we're having a little cookin' session for want-to-be publishers.)

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Content

*By Donald R. Anderson
Except where otherwise noted*

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Also check out:

Sun Shadow Mountain, Poetry and Art Anthology

and

the Chapbook in a Month series listed on
www.rainflowers.org/projects.html

*Dedicated to
living long, productive, and healthy lives,
each and every one of us,
for we are a global family!*

Preface (some words from Donald):

It has been hinted at that I am one of very few in my community who self-publishes anthologies and does many publishing projects that involve both myself and others. I do not want this to be the case! I want to promote the atmosphere that anyone, given the motivation and the means, could be a self-publisher that does it all. Thus, I decided to make this easier by “paying forward” the knowledge I gained from my years since 2002 in publishing, print, and layout design, through this zine series “How To Self-Publish,” also to be released (upon completion) as a paperback.

This is the first version: a simple first draft of what is to come, to plan for its long term completion. Like any project it is good to get something of substance by which to judge any corrections in the course it is headed in.

I. Project Direction: Theme, Guidelines, Judging, Title

Publishing can be hobby or profession; venting or communication of interests and passions; independent voice or shared collaborative voice. You can suit yourself AND please or impress by finding what you'd like to express and what audience is interested in it. For success with the publication one should set the short and long term goals. The short term goal is this publication and the theme or purpose of it. Systematically decide on a theme, by brainstorming lists spatially, scaling (rating on a scale) the items on the lists, then comparing to make the decision. The theme can adapt and be flexible if the long term goal takes you in new directions; it is effective to decide the short term goal first as a stepping stone.

Shakespeare said, "The world is a stage," well so is each publication, made up of content (the actors) which interact in a coherent unified structure which makes up the theme (the story, to continue the analogy). To keep the audience pinned in their seats the publication must cater to its interests, so that they read/peruse the publication from start to finish. Thus, the first decision is on the intended demographic.

A. Intended Audiences/Narrowing Down the Themes

What are your peers, groups, cliques, stereotypes, people with which you honestly share traits or interests with that you're comfortable being categorized with? (**Ref#1, will be referred back to later**) Write one in the center of a page (the larger the page the better) and then write similar ones next to it, and different ones closer to the corners, drawing lines to show if they're closely connected. If you run out of room feel free to use extra pages, and add them whenever you think of new ones. Photocopy the paper, or make a copy some other way, then cut each group into a piece and spread them all out on the floor, bed, table, or desk (anything you feel comfortable in front of with a large flat clear space) so that you can rearrange them. Then transfer the rearrangement to a new page (or pages) by taping each piece. When this technique is used for writing it is called the "cut-up technique/method" (as William S. Burroughs documented it being used by Brion Gysin, footnote this). Add any you can think of, keep the papers for referring to how things are connected later. Make a new, complete list of all of them, one to a line, and number them starting with 1 for the first and on up to the last one, no particular order, for reference.

What interests do you have: things you have experience with, skills at, are curious about that your peers have, or are important to you? List and arrange like you did with the peer groups, then make the complete list, though this time you will put the numbers of which peer groups share each interest next to it (referencing the peer groups complete list which was numbered) circling the numbers so that the numbers don't run into each other, so they're clearer to read.

Now it's scaling time. (*Does a dance.*) Rate from ten (best) to one (least) for each group of peers on the complete list, and for each interest on the complete list, basing the rating entirely on how important or interested you are in them. The decide (you can either guestimate or you can calculate, it's up to you) which five interests had the most points if you multiply the rating you gave an interest by the rating of each of the peer groups that share that interest. By all means get creative if math is a chore and do a draw out of hat between two at a time eliminating one of the two each time or something. Now pick the two peer groups that share the most of those five interests. That is your intended audience, and the five interests are your general themes. In the next section you will research what scope of different themes others are interested in.

B. Scoping the scope

1. Ask friends who would be interested
2. -email
3. -phone
4. -old fashioned letters or cards
5. Set scaled questionnaires for easier assessment
6. Leave room for comment on questionnaires
7. Compare interests that are choosing between
8. Questionnaires at similar interest events
9. Questionnaires at free counters with a Feedback Box
10. -((**Ref#3, will be referred back to later**)your local plastics shop—boxes, displays, distro racks)
11. Time to give for feedback (continuing or deadline)
12. Assessing responses
13. (**Ref#2, will be referred back to later**) What free counters are frequented by many peers that are interested in your theme?

C. Intended Purpose

1. What causes do you support related to interest area?
2. What would be cool areas to cover?

3. What areas do you know the most about, or are you involved in?
4. What do you wish the most to express?
5. What do you think you can help others with?
6. List them all with scales
7. Pick a “Top 10”

D. Brainstorming

a. Info from Zacary Nova (footnote this)

b. Info from Donald R. Anderson

1. List details or ideas for “Top 10”
2. Cut-up and arrange, then add new branch-offs and in between (**go to Ref#1**)
3. After taped up into new arrangement, make into a list in Outline form based on the connections.
4. Scale details or ideas

E. Peer Feedback

1. Dig up “Top 10” purposes and put in questionnaire

F. Decision-Making

1. Input the questionnaires data into a graph
2. Pick “Top 2”
3. Which of “Top 2”? One first, second for later
4. Title? Brainstorming

II. Publicity For Growth: Recruiting

A. Fliers

1. Drawing or collage or computer art
2. Quarter page or half page or business card size
3. Special event invite cards
4. At all free counters related to (**go to Ref#2**)
5. Enough to keep a flow (a small stack of 20 to 100, replenish when empty)
6. Plastic dispensers (**go to Ref#3**)

B. Request for Works

- a. Letters (template with personal info and small talk added)

b. Emails

c. Blog comments

d. Forum replies (better than forum topics of own—more personal)

e. Own blog posts requesting (better than forum topics of own—more personal)

1. Blog that you keep updated daily
2. Note progress on projects on blog
3. Create if don't have the blog yet
4. Publicize blog

C. Request for Permission When Quoting

a. Info from Carol Denbow:

Research & Permission For Your Book

Posted by Carol Denbow on April 21, 2009 at 7:23am

(Permission to reproduce post in “How to Self-Publish” granted on Sun, Apr 26, 2009 at 7:51 PM).

Non-fiction is written through research, and we are a fortunate generation to have the internet available to do our research. Using the search engines like Google and Yahoo, nearly every existing topic entered will return several resources. The library is a good source for research as well. For each fact you accumulate for your book, keep notes on where you found the information and who provided it to the location you found it, i.e., what website, book, newspaper, journal, article, etc. You will

need to source all your information in your book including the date when the information was printed.

You can post free requests for information on your subject at the Para Publishing website (listed below). These may include the personal stories or experiences of others.

A rule of thumb is never copy more than three words in sequence of another persons work (copyright infringement). If you want to use someone else's work word-for-word as part of your book, such as a quote or research document, you will need written permission from that person.

Your written request should include the original authors name, the title and copyright date of the work, a page number or reference site of the work, and exactly what part in total you are requesting to use. You can condense this information into a letter form, but be very specific on all details of their work. Include your name, contact information, and what you plan to use their work in conjunction with, i.e., your book title. Offer to give them credit in the book and source their name and work on the page where the work will be included. Use the following as a guideline for your request letter.

From: John Author

111 Book Writer Rd

Publishtown, USA 00799

J.author@copyright.com

To: Mr. Expert,

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I hope you will agree to give your quality work greater exposure.

For your convenience, enclosed are a self-addressed stamped envelope and a copy of this letter for your records.

Sincerely grateful,

John Author

Material to be reprinted: Excerpts from the book "The Way is to Write." Page 222, section begins with "Only you can write a book." Ends with, "Are you a good writer." Total 17 lines.
Copyright date: 2001

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The internet has made an easier job of locating people. Use the search engines to locate writers and professionals for

permission. If that fails, contact the publisher of the work. If you can't obtain permission, don't use it.

For a complete step-by-step guide to writing, publishing, and marketing your book, read ***A Book Inside, How to Write, Publish, and Sell Your Story*** available through Amazon.com or ask for it at your favorite bookseller or wherever books are sold (ISBN 9780615199245).

Visit Carol Denbow's Website for writers at <http://www.AuthorsBox.com>.

Resources:

Para Publishing marketplace newsletter archives:

<http://www.parapublishing.com/sites/para/resources/newsletter.cfm>

(End of quotation of Carol's contribution to this publication).

III. Creating Content: Writing to a Theme

- a. Info from Zacary Nova (footnote this)

IV. Sorting Content

- A. Cutting Out the Fluff (More Basic Word Replacement--Test For Content)
- B. Guidelines-Based Scales and Choosing Method
- C. Systematic Organizing of Content—Computers & Filing

V. Layout Design Part One, Choosing Word Processors and Layout Programs

- A. Microsoft Word
 - a. Info from Zacary Nova (footnote this)
- B. Microsoft Works
- C. Word Pad
- D. Corel Word Perfect
- E. Open Office

Outer Front to
Middle

Outer Back to
Middle



4 Double-Sided
Stapled Sheet
Zine Style
Publication

F. Mac word processors

G. Adobe InDesign Creative Suite (see illustration)

H. Microsoft Publisher

J. Quark X-Press

K. Others

VI. Layout Design Part Two, Publication Type and Dimensions

A. Zine / Mini-Zine

a. Info from Zacary Nova (footnote this)

B. Newsletter

C. Book/Chapbook

D. Manuscript

E. Brochure

VII. Layout Design Part Three, Publication Format

A. Desktop Publishing / Copier / Own Binding / Hand-Crafted

a. Info from Zacary Nova (footnote this)

B. Printer for Hire (and the difference from Vanity Presses)

C. (Online) Print-On-Demand

D. Submissions to Small Publisher

Christina P. Davis says, in a statement written for this book: “I think a huge part of getting published is about determination. You can’t let fear of rejection or even rejection itself hold you back from accomplishing your goals whether it is getting published or any other aspirations you may have. If you are rejected, you may lick your wounds, then move on and try again.

I’m not sure of the exact process of getting published for most people. I can only tell you what I did. I came across another poet online that I really enjoyed reading. I bought her book and looked to see who her publisher was. I then emailed her publisher and asked questions regarding getting a book published and emailed them samples of my work. The publisher loved it and things just took off from there. When you run across fellow poets, check out how they got published. Go online and research. Ask LOTS of questions and don’t give up!

Good luck!!”

(End of quotation of Christina’s contribution to this publication).

E. Submissions to Large Publisher

VIII. Paper Dummy/Sample: Mapping the Layout

IX. Trying to Fit Most of the Chosen into the Layout

X. Submission Responses & Edit Requests

XI. Draft One: Obvious Mistakes

XII. Feedback / Mirrors / Reviewing

XIII. Draft Two: Copy Editing

XIV. Print-Ready Test Run

A. Meeting Printer Format Specifications

B. Correcting Layout Mistakes

C. Correcting Details: To Rush or Not To Rush?

XV. To Print with Final Draft

A. Double-checking

B. Making the Deadline

XVI. Marketing

A. Word of Mouth

a. Info from Zacary Nova (footnote this)

B. Distribution

C. Fliers, Ads, and Promoting

D. Events As A Promotional Tool

a. Hosting

b. Time Management

E. Funds and friends

1. Extended friends of friends
2. Communicativeness—Tell Everyone!
3. Friend marketers
4. How big do you dream?
5. Budget

XVII. Closure and New Beginnings

XVIII. Planning the Next Publication Project

1. What did you like about the completed publication?
2. What would you like to do more of?
3. What haven't you tried yet?
 - research definitions: publishing, book, alternative press, and zine



I'd like to hear from you about *Poet's Espresso* and other publications! Editor: **Donald R. Anderson** practices graphic, web, print, and writing freelancing. Google search him, "poetsespresso" or "dramaartwriting". *Sun Shadow Mountain Poetry & Art Anthology* which he co-edited with Nikki Quismondo is available by request at bookstores and on the local bookshelf at Stockton's Barnes & Noble and San Joaquin Delta College's bookstore. See his *Chapbook in a Month* series each month in 2009 available through lulu, link on his website < www.rainflowers.org >.



Chrissy Davis works full time but every chance she gets she is involved with writing or poetry. She has just had her first book released, *Raven's Brew*. She also edits poetry for an online magazine of the fantasy genre which you can check out at < www.liquid-imagination.com >. She is also in the process of starting her second manuscript. Please feel free to check out her website at < www.ravens-brew.com >. She has a spot reserved there for artists who would like to display their work. She is trying to help promote local artists. Also she has a section called 'fledglings' which is for poets 13 and under to display their poems. For info: < www.ravens-brew.com > or email: < chrissysquill@gmail.com >.