



# News & Views

St. Louis Publishers Association

October 2013

stlouispublishers.org

WEDNESDAY, October 9, 2013, 7pm

## ▶ Ebook Platforms and Design—How to Format Them, Where to Sell Them

### Formatting Workshop for SLPA

By Brad Cook

The e-publishing revolution is probably the biggest thing to happen to books since the invention of the printing press. I'm not here to argue if they are overtaking traditional print books. In truth, I hope print survives, but no one can ignore the e-book. A few years ago they struggled for acceptance, something for only the most tech-savvy to embrace, and now, everyone whips out their e-readers whenever they have more than five minutes of downtime. More importantly, publishing has opened to the masses, and the possibilities are endless.

Today, publishing is all about options, from Amazon, Nook, Diesel, and Kobo; to the aggregators like Smashwords and Book Baby. More companies are emerging every day. If there is one thing I can promise, in five years everything will have changed. Fiction e-books are easy to produce and even easier to distribute, once you know what you're doing. My advice, know the process, investigate the companies you work with, produce the best quality product you can, and it all starts by properly formatting your manuscript. It will save you time and that will usually save you money. The best part about e-books, anyone can publish and everyone should.



Brad Cook

Brad R. Cook, President of St. Louis Writers Guild, is a historical fantasy writer who daylights as a freelance technical writer. He is also a business writer, formatter, website developer, and graphic layout designer for *The Scribe*. A founding contributor to *The Writers' Lens*, a resource blog for writers; his poetry was published in *St. Louis Reflections*, and his short stories

have placed in several contests. He began as a playwright and still pens a few scripts, but every once in awhile has to sit down with a centuries' old book. Follow him on <https://twitter.com/bradrcook> Twitter @bradrcook or his tumblr page *Thoughts from Midnight* <http://bradrcook.tumblr.com/>. Learn more at <http://bradrcook.com>

### The Challenge of Non-fiction E-book Formatting

By Cathy Davis

While e-books are traditionally better suited for fiction, popular opinion indicates, when it comes to non-fiction, the e-book serves to complement the printed book—much as audiobooks have in the past—rather than serve as a replacement. Although e-books are perfect for commuting and plane trips, readers find them less suitable for everyday situations like lying on the sofa at home.

We automatically prepare both print and e-book versions of a manuscript for each book that we design. It is much easier (and cheaper) to prepare manuscripts that are strictly narrative, vs. those that contain a large amount of charts, graphs, photos, etc. Non-fiction books can be a challenge when converting to e-books, and the following variables affect a positive e-book conversion:

- Text/paragraph formatting
- Font choices and sizing
- Fonts within graphics
- Appropriate page breaks
- Inappropriate use of tabs
- Photo/Art formatting
- Caption treatments
- Imbedded hyperlinks
- Charts & Graphs
- Headers/Footnotes
- Sidebars, Pull quotes
- Multiple columns
- Imbedded style sheets
- Clean TOC
- Special character treatments (bullets, symbols, ellipses, etc.)

For books that require reader interaction (such as fill-in-the blank formatting), we often add links within the e-book, to the author's website, where the reader can download printable PDFs of forms and workbooks. Working with someone that can navigate the pitfalls of non-fiction e-book formatting can save you time and money in the long run.



As a veteran marketing professional, Cathy's love of books was sparked while designing catalogs and retail displays for a high-end regional bookseller. Followed by over a decade as Creative Director for a global financial institution, Cathy began working for herself in 2004, providing Brand Strategy and Graphic Design. As a Certified Professional Author Consultant, Cathy and her nationwide team provide Author-Assisted Self-Publishing, supporting authors throughout the US. [www.DavisCreative.com](http://www.DavisCreative.com)



Cathy Davis

**Interested in sitting on the Board for the SLPA?  
Contact Bob Baker, and become a part of the team.**

## ▶ Getting Your Book Published

Have you been thinking about writing a book (or perhaps you have written one) and are curious about how to get it published? In this four hour workshop we will cover traditional publishing versus self-publishing, how editing and good design can make your book look great, options for getting the book into print, eBook production and hints for book marketing. Presented by the St. Louis Publishers Association.

As part of our mission to empower authors and publishers to create and market books, the St. Louis Publishers Association will present a four-hour workshop entitled **Getting Your Book Published: What You Need to Know** at the St. Louis Community College in Kirkwood. Attendees will learn about traditional versus self-publishing from Warren Martin, Linda Austin. They will share how they got their books printed and distributed; book design costs and practices are covered by Cathy Davis; Bob Baker offers facts and figures on ebooks; and Tim Hill will discuss book marketing. Followed by a brief discussion from each presenter on the different marketing techniques they use with their books. There will be time for questions and answers to help you address your steps to Getting Your Book Published.

*Act now to reserve your place, we still have a few openings.*

**Date: Saturday, November 2, 2013**

**Times: 8 a.m. - 12 p.m.**

Location: Meramec - Social Science Bldg 206

Registration Code: 201325 70024

Instructors: SLPA Members

Fees: \$ 39.00

Cost for adults 60 and over \$25.50

**Call 314-984-7777**



*Bob Baker, just one of the presenters at the SLPA Publishing Workshop.*

### SLPA meets on the second Wednesday of the month:

Brentwood Community Center

505 S. Brentwood Blvd., Room 101 • Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

## ▶ News You Can Use

The following is a selection of articles, resources, and information to help you WRITE, MARKET, and PUBLISH books.

### WRITE

#### **The Novelist's Guide to Writing (Only) What You Know**

*By Brian Klem*

October 3, 2013

“If we can remain in a state of openness, ready for the great story that might come to us any moment, and if we can learn to identify these moments of power, we're off to a great start.”

<http://www.writersdigest.com/online-editor/the-novelists-guide-to-writing-only-what-you-know>

### MARKET

#### **Save Time in Getting Book Reviews**

*By Jim Kukral*

June 13, 2013

“Getting reviews is a core activity that you need to do to sell more books.”

<http://www.thecreativepenn.com/2013/06/19/reviews-descriptions-jim-kukral/>

### PRODUCE

#### **Self-Publishing vs. Traditional—Time for the Truth**

*By Tom Chalmers*

April 26, 2013

“I believe there is not only room for both sectors but also huge opportunities to work together.”

<http://www.futurebook.net/content/self-publishing-vs-traditional-publishing-%E2%80%93-time-truth>

## ▶ The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at [www.stlouispublishers.org](http://www.stlouispublishers.org).

## ▶ Questions about SLPA?

### Contact Membership Chair:

Kim Wolterman, [membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

SLPA News & Views is produced and distributed by:

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**Members:** Get your article featured in the SLPA newsletter or blog. For more info, email Tim Hill [communications@stlouispublishers.org](mailto:communications@stlouispublishers.org)

