



# New Energy Publishing Guide

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# Publishing Guide

## Introduction

This is by no means a definitive guide. Also I don't suggest that the information within should be your sole source to create your publishing experience. After having gone through the process of writing and self-publishing I found people asking how I did it and what was involved so I decided to put together a simple guide covering the basic steps that you go through to get your book out to people.

## Some Creativity Basics

### **Step One; Breathe!**

Do this often. It will ground you, help you get out of your head and open your creativity. I don't just mean your artistic creativity, I also mean how you create a place in the universe for your book, who you attract to support its development and the opportunities you will come across. Always take the time to stop and step in your center of stillness when faced with a decision to choose with clarity and balance.

### **Step Two; Start!**

Write! .... and write and write. If you haven't anything written then publishing is a breeze because you have nothing to worry about!

### **Step Three; Have Fun!**

So many people dream of writing and never will. Each day celebrate your creativity. Create in joy and your book will carry far more than words to people.

## **Pre-Publishing:**

Ok, lets now join you at the stage where you have finished writing. Your book is pretty much word ready to send out to the world. The “artistic” bit is done and it’s now time to look at the 3-D logistics of publishing. Below I have listed the various stages and requirements for publishing and printing so that when I discuss them later as part of the different publishing options you will know what is meant and how they fit into the process.

### **Editing:**

Editing is the process whereby your writing is reviewed and tidied up. Spelling and grammar should be corrected so that you have the “cleanest” version of your writing. The more time and attention you put into this stage the less you will have to do when it is at printing and you are viewing proofs. This can also save you money as edits at that point can result in extra costs!

Initially you are the best person to scan your work. You know what you wanted to say after all and you can confirm spelling of names, etc that someone else may not be familiar with. Then get someone to look over it as well. A fresh pair of eyes will always find more. I read and re-read my own book a hundred times and still found commas missing at the proof stage!

Further to this you can hire a professional editor. Not only will they find spelling and grammatical errors but they can also help structure your writing. This is highly recommended if you are approaching a publisher. The more refined your edit the more likely they are to consider your manuscript. A publisher may decide to do another edit if they feel it needs more work though. If you are self-publishing it will also help to ensure your boxes of books are all the best they can be.

### **Layout/Design;**

This is how the book will look, such as

- Fonts (style of lettering),
- Will there be any headings (titles)
- How will pages be numbered
- How is the text arranged or spaced
- Will there be any color
- If there are illustrations, then how are they placed
- What will your cover look like

You may already have an idea, but if you don’t and this seems daunting then invest in an hour or two at a bookstore. Head to the section that suits your genre to start with and look at as many different books that you can. See what grabs your eye as a cover and what different finishes there are on covers such as glossy or matte. See what different size books there are and how they feel in your hand. Look through

them and see how the text was arranged and how they used fonts, titles and colors. All of this will help you when more technical terms are being used later on, especially if you self-publish and are dealing with printers, as you can have some reference for some of their terms.

You can always design and create your layout yourself which is what I did. This just means having access to a design program such as Adobe InDesign. If you are going to deal with a printer yourself just check that it is a program that they also use or you will have to convert all your work or pay to have it done!

Once again you can hire a professional designer or graphic artist do all this. They will have the most common programs to get your work “print ready” and may have more ideas to help your work look even more amazing.

### **Official Stuff;**

There are a few formal things you need to do to declare your books place within the publishing world. It kind of creates a declaration to the universe as well.

**ISBN;** This stands for **International Standard Book Number**. It is a 13 digit code that is assigned to your book for reference and is internationally recognised. If you go through a publisher then they organise this for you, however if you self-publish then you need to apply yourself. To find the agency in your country or area go to <http://www.isbn-international.org/en/agencies.html>

**Barcodes;** This is the rectangle of thick and thin stripes that is on just about everything and anything you purchase these days. These enable stores, etc to scan and have your book’s details into a sales or computer system quickly. These aren’t always a necessity however if you are considering having your book placed into book stores or anywhere such as large mail order services they will be much appreciated by your clients to assist their stock and sale records. Your barcode will be generated by your ISBN, adding to your book’s fingerprint. Your ISBN agency can usually generate this with your number or you could look around for other companies. Ensure you get your ISBN in a format you can use and that will allow for some alterations in size so that it can be adjusted for cover artwork.

**Copyright;** Copyright is the recognition of your work as your creation. It doesn’t protect the idea behind your work or it’s title but protects the expression of that idea. For instance the idea to write a story about a shipwreck isn’t protected, however the actual writing that the an author uses to tell that story is.

From Australian Copyright Council <http://www.copyright.org.au->

“You do *not* need to publish your work, to put a copyright notice on it, or to do anything else to be covered by copyright — the protection is free and automatic. There are no forms to fill in, and there are no fees to be paid.

A work is protected automatically from the time it is first written down or recorded in some way, provided it has resulted from its creator's skill and effort and is not simply copied from another work. For example, as soon as a poem is written, or a song is recorded, it is protected.

You may choose to put a copyright notice on your work to remind people that it is protected by copyright. You can put the notice on your work yourself; there is no formal procedure.

The notice is: © (or "Copyright") + copyright owner's name + year of first publication —for example: © Gus O'Donnell 1968."

For more specific information relating to your region look up the Copyright Council or agency for your country.

**Legal Deposit or CiP;** Legal deposit is a statutory provision that obliges publishers to deposit copies of their publications in libraries in the country in which they are published.

Legal deposit is the process whereby you actually submit your book to the major libraries of your country and/or region. The process is also known as Cataloguing-in-Publication (CiP for short). While this seems like a purely legal process it is much more. Legal deposit allows a country to preserve and record its written material, preserving it for generations to come. Your book will be recognised as part of your country's writing history. Legal Deposit can also aid in giving your book exposure. Smaller and regional libraries often use these records to scan available titles and order books.

You need to apply for your CiP and you can do this before printing. Your application can be noted along with your ISBN on your copyright notice page. You will have to physically send your book to the appropriate libraries within the first few months of the book's official release so don't forget to do this!

**Copyright/Notice Page;** This is the page that all books carry at the front, generally backing the opening title page. It is where the author's copyright is stated.

It can also list -

- Publishers details
- Dates of previous editions
- ISBN
- CiP application or listing
- Where/who printed and bound the book.

There are many different styles and ways to present this. Once again simply looking at some different books will help give you an idea on how you would lay out this page.

## Publishing Options

The publishing road has a few options. Each has its pros and cons and which way you decide to go is entirely up to you. You could even do a combination of them!

**Publishing Houses-** This is the “traditional” route where you submit your manuscript to a publishing company and they manufacture and distribute your book. There is minimal, if any, outlay on your part aside from providing the manuscript. They deal with the logistics of printing, handle all formalities such as ISBN’s and barcodes, provide editing and layout, have distribution services established and can provide promotional support. They also handle freight, storage and sales. They will also have a major say in the final edit and look of your book. You generally end up with around 10-20% of sales.

This isn’t an impossible road but having a book accepted into a publishing house can be a long road. To start this you need to search out the publishing houses and then see which ones your book is suited too. While most have the same requirements for submissions some may have their own idiosyncrasies so be aware to shape each submission to the requirements of the publisher you are submitting to. Also some publishers specialize in certain genres so make sure the publisher you submit to is open to your book.

**Subsidy Publishing-** This is the halfway house between publishers and self-publishing. You will have some outlay in getting your book published but it is usually far less than if you self-publish. Subsidy publishers will help in getting all the official stuff like ISBN’s, etc as well as layout done. However like traditional publishers they will own the books with the author receiving an agreed percentage of sales. While the subsidy publisher will assist in some publicity and distribution the author will still need to play an active part in marketing.

Some book printers call themselves publishers as such but they really just provide supporting services for what is essentially self-publishing. Who actually owns the books once they are printed is usually a good indication of what level of publishing you are dealing with.

**Self Publishing-** This is where the authors take full responsibility for publishing their own book. You over see all aspects of preparing your book such as editing and layout. You either do this your self or source people to provide these services. You also take care of all the formal business such as ISBN’s, barcodes and CiP applications. The author finds a suitable printer, stores the books, markets, distributes and manages sales. The more research the author does the better informed and prepared they will

be. As mentioned before look at as many different books as possible, shop around for different printers and see who is out there to support you once you are published. The author has to carry all financial outlays but then gets 100% of sales. You are also setting up a business so will also need to consider a website to promote and sell your book through and having something like a Paypal account to receive credit card payments. Set up a simple system to create invoices and record sales.

As mentioned before there are many book printers who are set up to support self-publishers. These can be great for those authors who feel a bit overwhelmed by all the formalities of putting the book together for printing. They all offer different levels of service and support so it is worth to check a few out and know exactly what you will get for your money.

**Print On Demand-** This is the newest branch of publishing that has developed through the evolution of digital printing. Books are only printed when they are ordered, even if that is only one book at a time. The agency/printer you place your book with processes any orders including postage to the buyer. The author then receives a percentage of sales. There is minimal outlay for the author and no one has to worry about storing books. This also means that the work can evolve after it is released as any changes can simply be uploaded to the publisher. You can be limited with such things as cover art so look around to see what each POD publisher offers. Also check what notice you need to give to withdraw your work from their services.

**'E-books'** - This is the abbreviation for electronic book. E-books are books published as a digital file and accessed by a computer or other digital reader. It may also give the purchaser the ability to print it out and have a "hard" copy. E-books have no manufacturing costs as such, can be updated easily and can be instantly accessible to the purchaser once their payment is cleared. They do not involve any postage and packaging and, along with not using any resources to be printed, can be seen as very eco-friendly. As such E-books can also be marketed at a lower cost. E-books are also seen as a wonderful way to test a market before the outlay of a print run. As with POD publishing the author finds an on-line agency and receives a percentage of sales. Many POD agencies online offer e-books as an alternate method to sell your book as well.

## **Marketing or “Getting It Out There”**

For self-publishers this can be the most daunting part. Even if you are on a POD site or your printer lists you on their website it is still your enthusiasm which will drive this stage.

The possibilities as to how you get your book into a marketplace and to readers are truly endless. Below is a list of the more obvious but if you are committed to your work you will soon create your own to add to the list.

**Distributors-** the most traditional way. A distributor acts as an agent for publishers, presenting books to bookstores and possibly libraries. Most large bookstore chains will only deal with distributors. There are distributors who specialize in representing independent and self-publishers.

**Stores-** Hit the stores yourself. As most chain stores will only deal with distributors you can approach small independent stores and create your own contract with the storeowner. This doesn't just have to be bookstores either. New age stores carry spiritual books and pet stores carry pet books. Think outside the square!

**Website-** Create your own website. Not just as a storefront but as a portal for people to connect with you and your writing. Most web hosts supply site-building software that allows most people to create a website. If that last sentence sounded like a foreign language then seek out a professional.

**Network-** Join writers groups, whether in person or on the Internet. Not only will you get your work and name known but you can also learn from other authors and self-publishers.

**Use the Internet-** Your own website and writer's groups are only two aspects of the Internet you can explore. There are endless forums on the Internet where you can share your experiences and let people know of your writing. There are many sites that allow listing your book for a percentage of sales or a fee. Explore and see what you can find.

## **Services Directory**

Below you will find a list of people who can assist with all the different stages of getting your book published.

If you would like to be included in this directory please contact Marisa at [marisac@newenergywriting.com](mailto:marisac@newenergywriting.com)

### **Editing;**

Jan England  
(Australia) - [jengland1@bigpond.com](mailto:jengland1@bigpond.com)  
- ph; +61 (0)8-87372006

Heather Smith  
(Australia) - [earthheart@westnet.com.au](mailto:earthheart@westnet.com.au)  
- ph; +61 (0)438 538 764

Eva Smarda Carney - [newenergyexpression@gmail.com](mailto:newenergyexpression@gmail.com)  
(Canada)

Kym McCabe  
(Australia) - [kym.mccabe@gmail.com](mailto:kym.mccabe@gmail.com)  
- ph: +61 44 77 47 140

### **Graphic Design/Layout:**

Kari Seppälä &  
Marjaana Tamminen - [tikutaku@webinfo.fi](mailto:tikutaku@webinfo.fi)  
(Finland)

Rupert Davis  
(UK) - [rupert@newearthphotography.com](mailto:rupert@newearthphotography.com)  
- [www.newearthphotography.com](http://www.newearthphotography.com)

Inga Bertelmann  
(Canada) - [ingab@sympatico.ca](mailto:ingab@sympatico.ca)

## **Artists/Illustrators:**

Anthony Butkovich - [ab@abartist.com](mailto:ab@abartist.com)  
(USA) - [www.abartist.com](http://www.abartist.com)

Jessica Simanowski - [jessie@js-artist.com](mailto:jessie@js-artist.com)  
(Portugal) - [www.js-artist.com](http://www.js-artist.com)

Marjaana Tamminen - [tikutaku@webinfo.fi](mailto:tikutaku@webinfo.fi)  
(Finland)

Heather Leane - [hleane@iinet.net.au](mailto:hleane@iinet.net.au)  
(Australia)

## **Photography;**

Rupert Davis - [rupert@newearthphotography.com](mailto:rupert@newearthphotography.com)  
(UK) - [www.newearthphotography.com](http://www.newearthphotography.com)

## **Web Design;**

Kari Seppälä &  
Marjaana Tamminen - [tikutaku@webinfo.fi](mailto:tikutaku@webinfo.fi)  
(Finland)

Jenni King - [jenni@anjenivisions.com](mailto:jenni@anjenivisions.com)  
(Australia) - [www.anjenivisions.com](http://www.anjenivisions.com)

Ben and Mariu - [info@radiantflow.com](mailto:info@radiantflow.com)  
(Italy) - <http://radiantflow.com>

## **Barcodes, UPC Numbers;**

Rae Jensen - <http://ezupc.info>  
(USA)

## **Translators;**

Mariu  
(Italian) - [mariu@radiantflow.com](mailto:mariu@radiantflow.com)

Jessica Simanowski  
(German) - [jessie@js-artist.com](mailto:jessie@js-artist.com)