



ARDITH'S NOTEBOOK

THE FREEDOM TO PUBLISH

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Editorial

Online between type and print

You've worked hard to write the best book you possibly can. You've checked the manuscript for typos and spelling mistakes and you've corrected every one you found. Off goes your book to the printer but when it comes back, your buddy, who loves to read, says, "You know, I liked reading your novel but there are a few mistakes that you should have corrected."

What?!

It never hurts to use a computer spell checker, but remember that there are lots of words in the English language that sound the same but are spelled differently. An automatic spell checker will pick up only those that are spelled incorrectly. "Your," "you're," and "yore" will all be registered as correct, in any context, as will "they're," "there," and "their," or "blue" and "blew"... You actually have to look at the sentence to be sure you've got the right word.

And, spelling mistakes aside, no matter how great your writing is, an editor can help make your work even better. You know those words inside and out, you've read them so many times, and you just can't see anywhere your book can be improved. Then, along comes your editor, with fresh eyes, and says, "You know, your main character talks as though she's much older than you've said she is," or "I can see that you use sentence fragments for emphasis, but I think they lose their power when there are five on every page," or "Did you mean to change that character's hair colour halfway through?" or just, "you've got a few wayward apostrophes here...."

These days, you won't even sacrifice any trees in your pursuit of good writing: we can do it all online using the "Track Changes" facility in Word.

Here's how it works:

You send your work to Ardith in a Word file.

Make it as clean as you can, and if you want to make it double-spaced, do this with the "Alignment and Spacing" tool that you find in the Formatting Palette (if you can't find yours, look under the "View" column).

We look over your files and make suggestions and comments, telling Word to "track" changes. Our suggestions are shown in red, with lines drawn through the original wording and comments in boxes in the margins.

We send it back to you.

You go to "Tools" and then to "Track Changes" and "Accept or Reject Changes."

Marketing

What is print on demand and how can it help me?

The Ardith distribution system uses "print on demand" technology. This means, when a book is ordered, it is printed and sent to the store or reader. You don't have to tie up huge amounts of money in printing books before they are sold. You don't have to pay warehousing costs and you are never stuck with books that you can't sell.

You set the retail price for your book. Then, bookstores buy your book at about a 45 percent discount from that price. Ardith takes a 10 percent commission from that net value. The price of printing is deducted from the amount received by from the bookstore. You receive the balance.

For example, here's the breakdown of a book set at a retail price of \$20.

Retail price	\$20.00
Bookstore buys the book at	
45% discount	\$11.00
Ardith sales commission	\$1.10
Printing cost	\$4.50
Amount author receives	
from the sale	\$5.40

What's missing from this list? The cost of storing books that you may not sell in a warehouse. The cost of having to pulp books that have become shopworn from sitting in that warehouse. The delays in getting the book from the warehouse to the customer.

With print on demand, your book reaches your customers quite literally "hot off the press," and you keep more of the money you've made.

Editorial: Editor's

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You can look at each suggestion and either accept it or keep it as it was originally. And, if you want friends to give you a second opinion, the facility will allow multiple editors: it keeps track of who said what with a system of different colours. There are lots of online tutorials that will teach you how to use Track Changes, and all Word's other features.

Just remember to accept or reject changes before you send the document to production, otherwise both versions will appear in the finished text.

When publishing a book with Ardith, please consider using one of our experienced editors: you'll be really glad you did.

Production

Make sure your cover sends the right message

No matter where you are planning to sell your book—whether it's through a bricks and mortar bookstore or online—potential buyers will see the cover first. You need to be sure that it makes a good first impression because you might not get a second chance to capture a reader's interest.

The architect Mies van der Rohe said, "Less is more," when he was describing his philosophy of architectural design, but it's also a good phrase to keep in mind when you're thinking of book jacket design. One strong image will stand out further than a collection of small ones, no matter how many different things about the book those small pictures convey.

Remember, your book will have to fight for attention with hundreds of other titles. If you need help deciding what makes a good cover design, visit your favourite bookstore at a busy time of the day. Look around you: which books stand out? What kinds of cover leap off the shelf and demand that you look at them?

Take a look at the other books in your genre or subject area: what do their covers look like? If the fashionable cover colour for crime novels this year is lemon yellow, you might want to consider using blue. If every other romance novel has a silver foil cover, perhaps it's time to go with red. But no matter what colour you're

chosen, try to think of a way to let readers know something about your book without using words.

Pick one or two images that sum up the book for you. A landscape reminiscent of the book's setting, a clever way to portray a main character, or a theme that runs through the book are some you could use. There are lots of online stock photo collections that you can browse through to find images. You probably won't get one for free, but the usage fees are small and it's worthwhile to use a professionally produced image. Your cousin Bill's cartoons might crack everyone up around the family dinner table, but they might not be graphically strong enough to carry a book cover.

You needn't confine yourself pictures, either. Some of the strongest book covers use only type, but they use it well and judiciously: more than two "typefaces" or styles of lettering will probably confuse your readers and potential buyers will turn away.

Here are some award-winning book covers:

What do they have in common?

Some careful thought during the production process will help your book's cover support its content and not fight against it.