

Publishing Made Simple



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PURPOSELY B  KED
— PUBLISHING —
BRINGING YOUR VOICE TO PRINT

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Hey you,

I am so proud of you for deciding to get started on your publishing journey. But listen, there are people who need the knowledge, experience, and expertise YOU bring! So what if other people are doing something similar to you? Honey, let me make a public service announcement so the people in the back can hear: **THOSE PEOPLE WHOEVER THE ARE, ARE NOT YOU!** You, my friend, were fearfully and wonderfully crafted by the Big Guy Himself! So get yourself together; no more excuses or waiting for someone to validate your gifts, callings, and anointing. It is time to step onto the platform, enter the rooms, sit at the tables and impact the lives of those who are drawn to your unique vibe. As a matter of fact, you don't even have to be invited onto someone else's scene; you can create your own! Yes, say it with me ***"I am more than someone's option or opinion. I am a whole vibe!"***

And this starts with you saying yes to yourself. Yes, you can do this; yes, your voice matters, and yes, you will impact, transform and restore through your writing. Nope, I am not trying to sound churchy, although that can preach! ***You are impacting others with your expertise, whether it is an autobiography, nonfiction, fiction, journal, magazine, workbook, or textbook.*** And honey, I am here for it!

I have put together some helpful information to help you on your writing journey! Are you thinking of writing but do not know where to begin? Do you have millions of ideas but have difficulty narrowing them down? Do you know what your publishing needs are? Use this document as a way to kickstart your writing process.

Ebony S. Bailey

This quick guide comes from the She Woke Up Season 3 Web Series, where Purposely Booked's founder discusses all things publishing.

Use the links below to access four part episode series that explain the sections in this book.

Week 1 :

- Writing with Intention.
- Selecting the best publishing option for you.
- The benefits of book + writing coaches.

Access episode 1: <https://youtu.be/mXK8iihKe5w>

Week 2:

- Establishing Timelines, Deadlines
- Successful Accountability
- How to identify your creative space
- Planned vs Pocket Writing
- Writing Strategies

Access Episode 2: <https://youtu.be/gQtXxYHfJSg>

Week 3:

- Editing
- Pricing
- Cover Design
- Selecting Vendors
- Interior Formatting

Access Episode 3: <https://youtu.be/7kIVsxnQMo>

Week 4:

- Print on Demand + Packaging
- Pricing Your Book
- Author Branding
- Erasing Excuses

Access Episode 4: <https://youtu.be/DTIyjRQHxJ4>



While you are there subscribe to the Ebony S. Bailey YouTube Page!

Writing a book can be overwhelming when you don't know where to start. But spoiler alert, it doesn't have to be! I made it my purpose to help other beginning and seasoned authors to amplify their voices and to do it with classy and trendy ways. So lets dive right in:

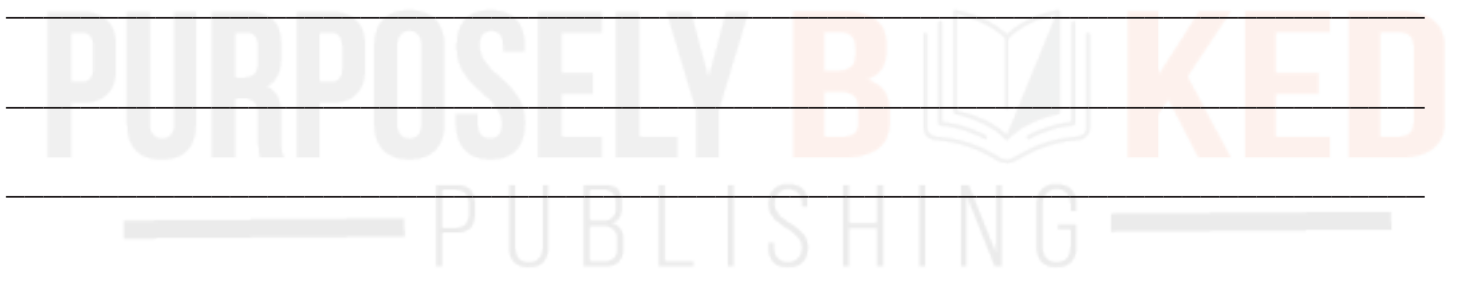
It is time to **CLEARLY DEFINE** your project:

Answer the following questions:

What is the purpose of this publication? _____

Who is the publication for? What does your ideal reader look like? How do they receive information? What type of learner are they?

What problem am I solving with this project or is it answering a need? If so, explain how.



What do you want your reader to experience emotionally as they read your publication?

What type of publication will you create? (Book, Journal, Calendar, Coloring Book, etc.)

Desired release date?

Let's *Brain Dump!*:

Write down all the ideas that come to mind surrounding the creation of your book. Whatever topic you can think of and write it down. No idea is too crazy; this is a brain dump.

Then you can look at them all and group them. Read the ideas out loud and sort them. Cross off the ones you do not connect with and Place the ones that stand out to you in a column.

Think about your why. Keep in mind the people who need what you are about to create, and reread your list. This time cross out the ideas that do not fit your why.

Rinse and repeat until you narrow your large list down to a few options.

BRAIN DUMP TIME:

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The benefits of a book and writing coach.

- They can help you find ways to turn down the noise and chaos that life can bring and create a plan to get you started and keep you engaged and motivated. They are your personal coach and cheerleader, all wrapped up in 1.
- Accountability
- They help to get the ideas from your head and onto paper in a digestible and understandable format so your reader can follow you
- They can ask probing questions that challenge you to dig deeper and gives a different vantage point on your project.
- They offer constructive criticism to make sure you are presenting the best product
- Industry intelligence.

3 Most Popular Publishing Options

Choosing the best company or path for you is like building or buying a home! Be careful because this is a significant investment.

Traditional Publishers

Advantages:

- Reputation – these companies have done the groundwork and created a name for themselves. These companies already have a following, contacts, and pull in the publishing arena.
- Minimum Author Investment - When working with traditional companies, they foot the majority, if not all, of the cost of the book and development.
- Complete Team – These companies have their teams that provide specific services based on your book's developmental stage. They typically have their own team of writers, editors, coaches, and graphic designers and require that you utilize their team.

Disadvantages:

- Creative Control – This is many authors' most significant determining factor. The traditional publishers take on the majority of the creative control for the project. The publishing house has the final say, from the manuscript and editing to the design and artistic elements of the book.
- Exclusivity – These companies choose you. You do not get to choose them. People submit manuscripts, ideas, etc., to these companies all the time, and most do not get picked up. These companies decide if you are a fit for their brand.
- Ownership – they almost always own the rights to the publication. Therefore you receive a portion of the finances received

Hybrid Publishing (mixture of both traditional and self publishing)

Advantages:

- Like Traditional Publishers, they typically provide the same services, editing, formatting, cover designs, and marketing/promotion of the book.
- Vast knowledge of the industry.
- Like Traditional, they have a specific network they work with
- Share the cost of producing the book.

Disadvantages:

- You have to submit your manuscript – it is up to the company to accept it.
- You share the royalties. There is a set royalty that the hybrid publisher receives per unit sold.
- Hybrids generally own the copyright.

Self-Publishing + Self Publishing Services

- You choose the services and vendors you would like to use. You get to assemble your own team. However, this can be a blessing and a curse. Be sure to vet the companies and services you choose to work with. Ask lots of questions and make sure you are comfortable with your selection.
- You have creative control! From your content to cover design, you get to determine how your baby is dressed.
- You Own all the rights to your work. 100%!

OR you can use a **self-publishing service**: these companies generally offer packages or ala carte services. You get all the perks of self-publishing.

However, if you do not adequately vet, you can spend more than you thought because of switching out vendors, etc.

Many self-published authors use services like Fiverr and upwork etc... these services can be great if you find the right person to work with.



Establishing Realistic Timelines + Deadline

Being honest with yourself as you determine the best timelines and overall release date for your project is imperative. So many people rush and try to put out a project quickly that needs more time to be developed. Giving yourself realistic timelines and reasonable deadlines helps you to create an action plan for success. Let's get started:

Choosing a Completion Date + Launch Date. *Now it is time to select a deadline. Then, depending on your project, you can determine how to break your project up into workable pieces.*

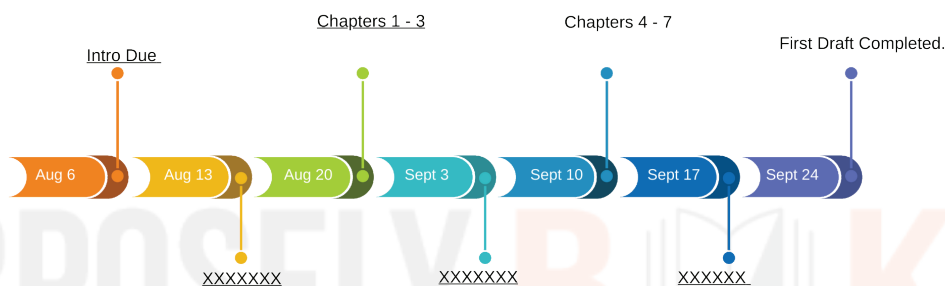
- If you are writing a chapter book and have given yourself a completion date that allows you to break your project up into reasonable stages of completion.

What is your projected date of completion? Write it below:

Create a Visible Timeline

Be sure to include your dates and the items due. Print it out and put it somewhere you can see. Then, add it to your calendar and commit to it! Please remember that this is essential to keeping your project's completion date. See the sample timeline below:

Sample Submission Timeline



Client: Sally Focused
Project End Date: March 15, 2023

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Let's Talk Accountability

Whew, accountability and discipline are like a cuss words! However, to achieve the goal at hand, you need both! Think of this as utilizing the buddy system when you are working out! Knowing you have someone depending on you to show up is even more motivating for you to stay focused.

Who am I going to be accountable to? Besides yourself of course! List them here:

Below you will find a few key things to share with your accountability partner

- Your **Writing Schedule** (more on this in the next section)
- Your **Timeline, Deadlines** and **Completion Date**
- Your **Overall Goal** for the project
- **Areas of Challenge or Weakness** (so they can be on the lookout)

When you speak to them comeback and document that here!

Who did you speak with? _____

Date: _____ Time: _____

Now it is time to write!

Most people overcomplicate this stage, and some never start because they get overwhelmed! They stress about where and how to start, and they even use the excuse of having a busy life. I know all about that. I have five children, a whole husband, and a full-time job, and I am building my publishing, journal, and speaking platforms. So, from the outside looking in, there is not much time, BUT I challenge you to look at it differently... You must schedule it.

Making time: I know we have heard that we make time for what is important to us. The things that you value, you stretch for. And if this is something you are called to do, then know you have to schedule it to make sure it is accomplished.

Below you will find some areas that will help you to identify the most opportune time to schedule your focused writing times.

Identify your creative space. Are you ready to create the ideal environment for your creativity to flow? Just like plants and vegetables need a suitable climate and soil to grow optimally, we need the same thing to produce the epic ideas we have in our heads.

- **Evaluate your day.** Figure out what time (s) of day you are the most alert and clear. What time do you feel your creativity flows best?

- **Environment is everything.** What environment do you write best in? Do you need instrumental music, jazz, or complete silence? Do you light a candle and drink a cup of tea or coffee as you get these epic ideas out of your head?

Planned vs. Pocket Writing Times

<p>Planned Writing is when you have set aside specific uninterrupted time to work on your manuscript or idea. Then, you designate these clusters of time to dive into your project, usually 45 mins or more at a time.</p>	<p>Pocket Writing is a sporadic cluster of time that you work on your project. These are usually random short spurts of times under 30 mins. However, they can be effective if you have pre-planned how to utilize them when they appear.</p>
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Both writing times are advantageous. But first, you must prepare your mind for how you will use them in advance.

o **Planned Writing.** *How many days can you commit?* Be honest with yourself. Writing is imperative if you want to complete your project. (If you know you have three mornings a week to work on your manuscript, place those three days on your calendar and the amount of time and location you will work.)

Pocket Writing. There will be random moments throughout your week when you may have 15 or 20 minutes. *Utilize pocket writing times to your advantage.*

“If all you have is 20 committed uninterrupted minutes each day, you will be amazed at what you can build!”

Writing Strategies:

Below are 4 Strategies that I recommend using to get started writing.:

Brain Dumping	Grab a sheet of paper and write or type out every idea that comes to mind. Nothing is off-limits! Utilizing this strategy helps you get an array of ideas from your head and onto paper.
Mind Mapping/ Branching	This is where you have a centralized idea, the base or trunk, and you find the areas that stem from the central concept and create branches. Sometimes these branches become chapters you develop for your story, manuscript, journal, or workbook.
Freewriting	This strategy is monumental for those overwhelmed, and thinking the process is too much for them. So, to alleviate the pressure, I tell them to start writing! Don't worry about anything. Just get all the thoughts out of your head and onto paper. Once that happens, we can take it from there.
Sketching/ BluePrinting (Outline)	This is where you take those concepts and structure the ideas. You put the main ideas down and then use bullet points for each concept or chapter that needs developing. You are creating the blueprint for your content development; this method ensures a more cohesive, organized writing plan.

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Editing:

Proper editing is one of the most critical parts of the book development process. Making sure to follow through with each phase of the editing process is key to producing quality work. *Your phases should include at least three rounds:*

1. Digitally review the completed manuscript. If errors are found (and they will be), make the corrections to the manuscript file and order a physical proof of the book.

2. Edit a printed version of your book. Evaluate the cover, page alignment, print quality, and manuscript. Check for any inconsistencies in the printing and the graphic elements (if you have any) in the design. Read your book from cover to cover. I cannot emphasize that enough. *This is super important. DO NOT SKIP this.* There will be things you will find as you physically hold the book you may have missed on the computer screen. If there are changes (and there may be), make them to the files (rename the file by adding the date).

3. Final Book Review. If you do not need to make any significant cover or layout changes, then uploading the corrected file and PRINTING OUT a pdf version to review one more time before going live with the book is acceptable. Only go live with your book with a thoroughly checked copy of the manuscript and cover.

Selecting Vendors:

- If you are not designing or laying out your cover and manuscript, it is in your best interest to find companies, vendors, or individuals who have proven skills in the areas where you need assistance.

- There is nothing wrong with outsourcing any of the pieces of your project to different vendors. However, it is your responsibility to *vet each person or company.* Ask for samples and proof of their services. Explain your expectations and make sure they are a match for you.

You can check places like Upwork, Fiverr, and Etsy to fulfill many of your needs. However, I caution you to ask several questions.

****If you are getting design work done, ask for the source files. Obtaining those will help you in the event changes need to be made to the finished product.*

These services are generally booked like gigs, so if you need revisions after the fact, they will most likely charge you again.

Cover + Interior Design

Cover and Interior Design are the way you dress your book baby. It is the finishing touches you put in the house you just built. The thing that gives it character and makes it visually stand out from the others.

Research your market and see what types of cover designs and interior pages your market likes.

- Do they like bold colors and statements?
- Do they like pages they can take notes on inside the book?
- Do busy design pages distract them?

Make sure you keep your target market in mind when developing your book's interior and exterior design.

Print-On-Demand

When selecting the place to upload your manuscript evaluate the things they offer. Some of the popular self-publishing sites are:

Amazon - https://kdp.amazon.com/en_US/

Ingram Sparks- <https://www.ingramspark.com>

Lulu - <https://www.lulu.com>

Bookbaby - <https://www.bookbaby.com>

Each one has its perks.

- Some offer free ISBNs (specific to their site).
- The opportunity to print books without a trackable number and order them only from you.
- Printing upgrades. (Do you want a hardcover, spiral-bound book? Would you like to have premium ink and upgraded paper?)
- Print-on-Demand Services

Being clear on your finished product will help you narrow down the best company to use to print and publish your book.

Packaging

If you decide to ship your books, think about your brand colors and what type of experience you want your customer to have when they receive your book(s).

Check amazon, uprinting, uline, stickermule, and other vendors for bubble mailers, boxes, stickers, pens, and shipping materials.

Author Branding

It is a great idea to establish a brand around your author platform.

- Logo
- Brand Fonts
- Brand Colors
- Brand Icon
- Author Website + Social Media Pages

Utilizing brand-specific elements in all advertisements, posts, and more will create a solid and consistent author platform for you to stand on.

No More Excuses. Get Started!

No more excuses! It is time to build the author brand that you desire.

No more excuses! Commit to carving out the necessary time and dedicate it to writing, planning, and creating the book(s), journal(s), or printed publication that has been brewing inside you. *Someone is waiting on it. They need to see you do it, so they have the courage to move forward with their dreams.*

This quick guide was just a simple overview of the writing process to provoke you into creating your purposeful publication.

Let Us Help You Bring Your Voice To Print!

If you need assistance, contact our team at Purposely Booked Publishing by emailing publishing@premierbms.com or visit <https://purposelybooked.com>. We promise to build a plan that is right for you.

If you are a creator and desire to learn how to make your book covers and interior layouts in Canva, join our Facebook community, “Crushing it with Canva” (<https://www.facebook.com/groups/411203554517621/>) There we have live trainings and an open platform to ask design questions.

