



SENIORS HELPING SENIORS
PUBLISH THEIR BOOKS

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Greypath Press

Self-Publishing Made Easy

We believe that self-publishing can be done at a realistic and honest cost. Greypath Press is not profit-driven but is a community of professional seniors who like to share information and knowledge in a like-minded friendly environment.



At Greypath Press we can help you get your project prepared and self-published without paying large fees for publishers, agents and other middlemen and without hidden or upfront costs.

If you have a story to tell, e.g. your memoirs or your family, business or shire history, a novel, volume of poetry, which you wish to pass onto

your children, grandchildren or friends, we can help you achieve this.

You don't need to have your story evaluated professionally by an assessment agency, although you might chose to, if you merely want a limited number of your book printed—even just one copy. We can help you achieve the best result possible within your budget.

You are in control of your project at all times. We will consult with you and guide you at every step—about the choice of paper stock, colours, cover, binding and printing. We will let you know if and when this might involve any extra costs. **REMEMBER**, the more you can do yourself the less it will cost you in the end!

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1. Introduction

The following information is a free 'how to' manual, designed to help seniors understand the steps required in having their work printed in book form—even a single copy—and covers all aspects of producing a book, from the initial idea through to the pleasure of having the completed product in your hand.

Greypath offers a wide-ranging support service, which covers everything that may be required, up to and including printing but excluding promotion, marketing and sales (but we do provide some tips and hints). There is no risk, as all potential additional costs are fully explained.

2. Getting started

You may contact Greypath Press before you even start writing your book to get an idea of possible formats, costs etc. by visiting www.greypath.com and following the prompts to e-mail the editors.

Alternatively, you can do so during writing or after you finished your manuscript.

In response we will contact you, perhaps with further questions, and ask you to mail us your manuscript

or e-mail it to us as an attachment. We will then have a look at it and give you an itemised 'pre-production' quote as per our price list on page 8.

This page also describes other services, available on request and at additional cost.

Please note that we cannot return manuscripts or photographs, so you should never send your original or your only copy.

***** **Up until this stage our service is free of charge** *****

3. Learning how to write

If you haven't written much before then why not do the free Greypath 'Creative Writing' course on www.greypath.com/Lyceum/index.htm.

In this course you will complete three writing exercises and be given free editorial advice on your work. If you are considering writing a family history we have a course on that too! If you need advice on how to add images, objects, tables, etc. to your text, the above writing course covers that as well—or you could ask friends, your children or grandchildren. Alternatively, try our computer advice help column, which is also on our website.

Copyright

Under Australian Copyright Law, if you wish to use other people's text (even part of it), data, photographs

etc., you need to obtain permission so as not to infringe on someone else's copyright. We have included a sample letter in the Appendix.

Before you begin to write

People often jump into writing without much thought. Sometimes and for some people, this is a great strategy. But how do you know that you're not simply wasting your time and energy?

If you are really serious about writing a book and investing possibly hundreds of hours into a potentially agonising—yet rewarding—process, ask yourself a few simple questions, like those below. This will help you clarify your goal.

1. Why do you want to write this book and what is the purpose of it?
2. For whom are you writing this book - why will someone want to read it? Thinking about your target audience can help you promote and sell your book later
3. What issue will the book address and how will it help the reader?
4. Has your message already been said? What is unique and remarkable about your message? Have a look in bookshops and libraries or on the internet



4. Manuscript options

Depending on your resources or skills, your manuscript may be handwritten, typed on a typewriter or in electronic form on a computer.



It may be on paper, a 'floppy disk' or a CD-ROM. You may already have actual hard-copy photographs or drawings, separately or glued in place on your pages, or have them in digital format.

For paper manuscripts—especially if you only wish to print, say, a single copy—it is possible to have this done by Instant or Quick Printers or a large stationery shop. We strongly recommend that you ask to see samples, if possible, to ensure a professional-looking result, if that is an important factor for you. Check that pages are straight and that binding and finish look professional.

5. Page Layouts

From the outset you need to decide which page size would look best for your book. Keep in mind that a standard paperback novel is in A5 format (110 x 180 mm); a family or shire history often in A4 format (210 x 297 mm). Good ideas on page layouts and where to place headings, tables, maps, photographs

etc. are provided in one of the lessons in the writing course on www.greypath.com/Lyceum/index.htm.

If you run into trouble, don't forget the computer advice help column on our website. Tip: Start all new chapters on the right-hand page, i.e. on odd-numbered pages.

6. Setting up your book for printing

Editing & Proofreading

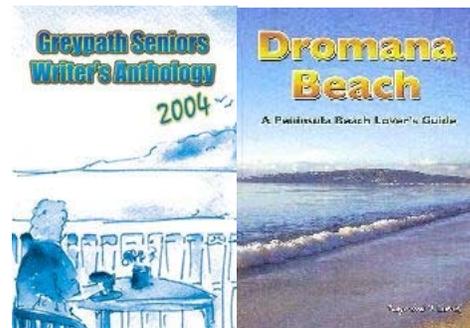
After you finished your manuscript, you need to edit and proofread your book very carefully! We are all human, and nobody gets it completely right. Writers rarely edit their own work as they are 'too close to the subject' and very few of us are truly gifted and lucky to be born editors as well as writers!

Errors in grammar, spelling and punctuation can distract from your book and make it less impressive than it should be. For a professional result it pays to engage an editor and/or proofreader.

Also, never rely on a computer's spell-check program exclusively but use it as a first checking stage only! It does not query words that are in the dictionary, e.g. it doesn't know the difference between 'form' and 'from'. The spellchecker will also use 'z' in words like 'synchronize', while in Australia 's' is commonly used.

Book cover

It is most important to get the cover right. Most people DO judge a book by its cover! It will cut costs if you can do it yourself or have someone help you with a cut-and-paste job. We generally use .jpeg format for our images. The one on the right used a photo as the cover's background. The one on the left used a black & white drawing, which was then coloured and inserted by the printer.



Contents pages & preamble

Don't forget those useful explanatory pages in the front and back of your book. Have a look in bookshops and libraries for what's included in similar books to yours. You might like to include some or all of the following:

- Page with title only
- Title sheet (title, edition number, author's and publisher's name)
- Page with details of publisher, editor, printer, copyright, ISBN, acknowledgement of cover designer, photographer, disclaimers
- A book summary, a dedication, a very brief author's biography
- Acknowledgments of others' contributions or quotes
- List of contents or chapters, including page numbers
- Subject index or bibliography in the back

7. Greypath services and costs

(Remember: The more you do yourself, the more you save)

You provide	Step 1	Step 2	Step 3	Step 4	Step 5
Handwritten manuscript	We type into computer, \$35/hour (if legible), editing additional	We format* and lay out, \$5.00/chapter	Final draft emailed to you for review	Printing quote, if you accept, 20% deposit due**. We send you proof for final approval	You authorise printing and pay balance **
Typewritten copy	We type into computer, 35/hour, edit additional	We format* and lay out, \$5/chapter	We email you final draft for review	As above	As above
CD, unedited, needs page layout etc.	We set-up page, 40/hour, edit additional	We format and lay out, \$5/chapter	We email you final draft for review	As above	As above
CD, pages formatted, images in place, cover designed	No added costs	No added costs	No added costs	As above	As above

*Formatting includes adding standard preamble pages

**Cheque made out to 'Greypath' and mailed to Greypath Pty Ltd, level 7, 209 Toorak Road, South Yarra, Vic 3141

Other services and costs

Authors face-to-face meeting	At our office, \$45/ hour (then \$10 for each quarter hour)
Image insertions	If supplied in .jpg or .gif format: \$ 5.00/image
	If supplied in printed form, scanning into the book at \$6.00/image
Editing only	\$125/15,000 words, then \$25 per extra 5,000 words
Proofreading only	\$20/hour
Binding and cover style	As agreed and quoted (usually approx. \$50-\$75 for cover design if in paperback style)
Postage (Aus. Post rates)	Quoted according to quantity and destinations
Courier, flat rate	Sometimes cheaper than mail (metropolitan area), we advise

AN EVEN EASIER WAY!

Alternatively, if you don't have the time and like us to take care of everything, we can handle your complete project for the special price of \$495. This includes typing or converting your manuscript, all formatting and editing, including insertion of images and cover (provided by you), dealing with the printer and forwarding your completed printed books to you.

8. Estimated printing cost per book

**Estimate A: Printer- ready (fully prepared CD or disk)
One colour, A5 pages**

Pages Books	50	100	200	300
5 minimum	\$3.50	\$4.40	\$6.00	\$7.70
50	\$3.30	\$4.00	\$5.50	\$7.00
100	\$3.00	\$3.75	\$5.00	\$6.60
200	\$2.95	\$3.50	\$4.70	\$6.00
300	\$2.75	\$3.30	\$4.40	\$5.50
Colour pages	\$3.00 for up to 20 pages per book, thereafter \$0.15/page			

Estimate B: As above, A4 pages

Pages Books	50	100	200	300
5 minimum	\$4.95	\$6.00	\$7.50	\$10.45
50	\$4.20	\$5.40	\$7.65	\$10.10
100	\$3.75	\$5.20	\$6.50	\$9.80
200	\$3.60	\$5.10	\$7.30	\$9.00
300	\$3.50	\$4.95	\$7.15	\$9.35
Colour pages	\$5.00 for up to 20 pages per book, thereafter \$0.25/page			

Examples of final book prices

Book Size	Number of Pages	Quantity printed	Colour Pages	Cost per Book	Please note that Costs can vary greatly with image placement requirements
A5	50	50	None	\$ 3.30	
A5	100	50	20	\$ 7.00	
A5	200	100	40	\$11.00	
A4	50	50	None	\$ 4.20	
A4	100	50	20	\$10.40	
A4	200	100	40	\$16.50	

- **In addition**, the printers require a one-off pre-production fee of \$220.
- You do not need to make a final decision on the quantity of books to be printed; you could print a minimum of 5 and see how you go. Subsequent orders of the same book only carry a pre-production fee of \$55. (All prices include GST)

9. Ideas on distribution, marketing and promotion

The best way to promote and sell your book is still be the old 'word-of-mouth' and direct selling. Tell people, friends and acquaintances in person or by telephone, e-mails, fax or letter. You could simply organise a big family reunion or BBQ with friends. Local radio stations, schools, libraries and newspapers might be interested in an interview, talk or a review (bear in mind that a

complimentary copy is usually required). If you wish to pursue this path, we can provide you with a standard promotional media letter as well as advice on getting an ISBN number and 'legal deposit' compliance, if required.

On a final note, we find that promotion by advertising is usually too expensive for new, self-published authors.

First-hand experiences of two self-published authors

'Self-Marketing – One Man's Experience'

The following is a description of one person's experience, which may or may not be representative but may provide a cautionary tale and/or some ideas for others who seek to seek to self-publish.

Background

The book concerned was a unique, comprehensive 190-page, 400-colour image, social and natural history of a small community beach. It was highly rated by various independent people.

It took about two years to research, write and prepare for publication.

During the writing period the author interacted with many area naturalists, historians and others who variously contributed and at all such interviews, pre-promoted the book.

Production was set for a month prior to Christmas when the book would have extra appeal and when the

annual influx of campers came to town.

Originally it was expected that maybe 100 copies would be sold.

A number of outlets were approached for support, as this was a community-bonding type of book.

Various deals were offered as the book had a fine margin at a sales price of \$20. This was believed to be the maximum price, above which locals could or would not buy it.

Overall the book was 'subsidised', as the costs of a digital camera, an essential macro and telephoto lens (for ships and insects), labour, travel, hall bookings, telephone calls, many printer ink cartridges, and more were not included in the pricing.

Selling deals

1. Some books were sold free of commission by some outlets (local goodwill).
2. Some books were offered to some stockists, at 1 free for every 10 sold, as a thank-you and incentive.
3. Some books were offered at a \$5 per book sales commission to more commercial outlets.
4. All books were stocked free on indent (paid for when sold) in lots of 5 or 10.
5. The bookshop required a 40% margin, so a compromise of a buying price at \$15 and a selling price of \$25 (\$5 above other outlets) was agreed to.

As the book was an expensive exercise to develop and produce, various community support grants etc were sought, but all declined to assist. (The local council and one major business indicated support but failed to do so).

Types of Outlets approached

1. *Local newsagency* - The best sales at the beginning, selling at 10 per week, but refused to continue stocking when the author's casual approach to bookkeeping upset them - a major blow at first
2. *Area Information Centre* - Steady sales over many months and assisted the author to professionalise receipts, orders, invoices, ABN etc
3. *A well positioned local small mixed business* - outstanding sales
4. *A nearby community's newsagency and bookshop* - little or no sales
5. *A major area tourist attraction* - declined to assist
6. *Two tourist shops* - helpful and sold about 20 between them
7. *A recommended plant nursery* - declined
8. *A boat club and a local bowling club* - both declined
9. *An upmarket coffee shop and restaurant* - enthusiastic supporter - about 15 sales
10. *Two caravan parks* - supportive but only one sale between them
10. *The local boat ramp and boat-hire shed* - supportive and some sales
11. *Local primary school* - hard to get interview, only one known copy sold
12. *Area library* - referred author to the book buyer who would not respond to calls. Later direct presentation led to 5 copies being taken.
13. *Local supermarket* - declined to even accept a display poster

Promotion

When copies were a week away from delivery, a number of A4-size colour notices were put up along the beachfront listing attributes of the book and when and where it could be purchased. These were all pulled down immediately by local zealots.

Same type but 'outlet personalised' notices printed for stockists.

A widespread letterbox drop of 1000 leaflets was made. Unfortunately these included the newsagency as a recommended stockist, and they later ceased to support the book as mentioned above. Another 250 leaflets were later dropped with alternative recommendations of stockists. 200 leaflets were dropped in beach boxes etc.

The community newspaper ran a good story, as did their competitor a week later.

A book launch was held, at which all and sundry were invited including many naturalists, town identities, historians, local committee representatives etc. 50 turned up, and it was catered for by the leading local real estate office. (Mention in the book on a benefactors' page was made by way of a thank you.)

Sales

Sales went well the first week of release with some 80 books sold at the book launch and 50 or so over the following days. Sales lifted further during the Christmas period, then slowed down substantially by the end of January.

Altogether 500 were sold before the author decided that it was not a good

commercial decision to buy any more in the hope to sell them.

Subsequently, however, over the next year, another 350 were sold.

Other

The book was originally intended as an 'environmental and social pride awareness' gift to the community, with perhaps a run of 50 copies for the local school, historical society, and others.

Eventually, a number of books, about 80, were given free of charge to people who had assisted the project or to others in lieu of commissions on sales.

In the end the exercise was commercially profitable due to the numbers sold, being well beyond what was originally expected.

The book was placed online at a major seniors website - no sales (no doubt due to its limited geographical appeal).



Never, ever, ever, give up hope!

'Self-Marketing – One Woman's Experience'

An open letter from the author of *Mad as a Hatter*.

Book launches

I've already had a Maitland and a Newcastle launch attended by 60 and 80 people respectively. I plan to have Dungog and Nelson Bay launches later in the year. For the Newcastle launch, I offered half the profit to charity - Masters Swimming. For the Dungog launch, I plan to offer half the profit to the Dungog nursing Home and for the Nelson Bay launch, half the profit to the Fellowship of Australian Authors.

Not only is this a 'charitable' thing to do, it enables me to ask some of the participants to provide the food, while I provide the drinks.

Local Retailers on consignment

In this regard I'm lucky, because the population of Nelson Bay swells ten fold in holiday periods and holidaymakers arrive with money to spend. I provide each shop with a small wire basket of books with advertising attached to the basket ('Local Author'), photograph of author and article from newspaper. This doesn't take up too much room on the counter and I give each retailer half the profit.

Shops near Specific Interest Groups

Because *Mad as a Hatter* is a tale of corruption in a mental asylum, I've targeted shops near hospitals, then alerted the staff of each hospital to the outlet, eg Morisset Newsagency

near Morisset Hospital, where I did my training, has sold the most copies.

Bookshops are certainly worthwhile, but sales are slow.

At the same time, I've been selling to libraries Australia-wide; with the help of the publisher, entering *Mad as a Hatter* in competitions (presently it is nominated for both the NSW Premier Literary Award and The Miles Franklin Award) and contacting newspapers to do editorials as soon as the last newspaper editorial gets a bit dated.

I gave myself a realistic goal of selling all 1,000 copies in 2 years (approximately 10 books per week). *Mad as a Hatter* was released last September, and I've already sold 500 copies.

I thought all the above information may be helpful for Greypath readers who have self-published. I can share with them the daunting feeling of seeing 18 boxes of books being off loaded from the delivery truck on arrival day! It was lovely opening the first box and taking out the first published book to hold in my hands, but the thought of 'how am I going to sell 1000 copies?' was enough to give me an attack of the vapours!

The message here is that self-promotion is a hard task for most people, can take a lot of energy and legwork, and pride must be swallowed at times if one seeks to achieve something worthwhile.

Appendix

Letter of request to use copyright material

Dear,

REQUEST FOR PERMISSION TO USE PART OF YOUR COPYRIGHT MATERIAL

I am writing a book on and would like to use a copy of the [photograph, paragraph, table, etc.] of, which is included on page of your publication.....[title]. I would also like to use lines ... to ... [number] of your introduction to chapter ... on page [be very specific!]

My book will be privately published with a run of copies and printed by in [Melbourne, Victoria]. [The photo would make an ideal backdrop to the cover I am planning.] I would be pleased if you would allow me to use the material, which I will then acknowledge in my book, together with a reference to your publication.

For your convenience, I have included an acceptance form and a stamped self-addressed envelope.

There is also a second copy of this letter for your own records.

Yours sincerely,

.....

PERMISSION TO USE COPYRIGHT MATERIAL

From my book '.....', published by, I hereby authoriseto

1. copy my photograph, entitled '.....', and to
2. use lines of page,

and make use of them in his/her forthcoming book '.....', and any subsequent editions. The [photograph] is to be used as part of the cover design.

Signed.....

Dated.....