

## **SUE SHADE FREELANCE COPY-EDITOR AND PROOFREADER**

### **NOTES ON SELF-PUBLISHING**

Generally, I use Amazon's self-publishing platforms, **CreateSpace** – for paperbacks – and **Kindle Direct Publishing (KDP)** – for e-books. If you would prefer to use another platform, please let me know, so I can familiarise myself with their procedure.

#### **EDITING SERVICES ONLY**

If you have experience of the self-publishing process and only require my editing services, then after the initial structural edit and copy-editing, I carry out all necessary formatting and provide you with the following source files:

- a Word, or compatible, formatted file for the paperback\*
- a PDF copy of the above
- a Web Page, filtered HTML file for the e-book

\* In order to provide the file in its formatted state, I shall need a copy of the relevant template for the book size you require.

(The charge of £20 for setting up each account will not be applicable as presumably you will be using your own Amazon login details or creating your own account; performing all of the setup procedure, and managing the self-publishing yourself.)

Before you approve your book for publication, ideally, I would prefer a proof copy of the paperback to proofread. It is easier to find last-minute errors and omissions this way, especially after having carried out the editing on either the computer screen or A4 paper. Where corrections need to be made, I update the source file(s) and send them to you, thus replacing the earlier files.

#### **SHADENET PUBLISHING**

If you are *not* familiar with the self-publishing process, I can manage the whole project from start to finish using my own publishing imprint (Shadenet Publishing) for which I offer a UK ISBN number. (There is some important information about ISBN numbers on the next page.) However, I am not a publishing company, so I do not offer marketing and distribution options over and above those that the self-publishing platform provide. These will be explained at the time of your initial enquiry.

The way I set up the account(s) with the self-publishing platform means that we have shared access. I do recommend that you learn how to manage your own account(s), should you wish to order copies of your paperback book to sell privately, change the list price, change the royalty options for your e-book, or amend your account details. (I provide instructions on how to do this.) As any royalty payments will be paid directly to you, Amazon will require your bank details, and these are stored on the account(s). Unlike other self-publishing companies, I do not manage your royalties or take a commission.

After publication is complete, I remain on hand to offer support, free of charge, for 6 months. After this time, for any updates you wish to make to your publication, or additional support that may require a reasonable use of my time, there will be an hourly charge (currently £10).

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**A RATHER LONG NOTE ABOUT ISBNs**

ISBN stands for International Standard Book Number. You'll find one on the back cover of a published book. It is a product identification number that enables a publisher to distribute the book to outlets such as major bookselling chains, internet booksellers, and libraries. As a self-publisher, you may wish to take advantage of this method of distribution.

There is no legal requirement in the UK for an ISBN, but when self-publishing with the US-based platform, CreateSpace, you have to provide one. They offer a CreateSpace-assigned ISBN or you can provide your own UK ISBN (initially obtained from the Nielsen UK ISBN Agency).

The ISBN you choose should largely depend on how you wish your book to be distributed. If you are happy to sell your book via the range of Amazon websites and US outlets, then it's probably best to choose the CreateSpace-assigned ISBN. If you wish to take advantage of UK distribution as mentioned in the opening paragraph, then you need to provide a UK ISBN. To explain the differences between the two, I have, hopefully, offered some insight below. (CreateSpace currently provide four ISBN options, but two of these are not available for non-US members.)

**CreateSpace-assigned ISBN.** This option is free, but designates CreateSpace as the publisher and distributor of your work. As publisher, they use the imprint 'CreateSpace Independent Publishing Platform', and this will appear on any bibliographical references. Although you always retain the copyright to your work, with this option you have little control over publishing and distribution rights. Your book will be sold on Amazon.com, Amazon Europe and eStore channels, but distribution is only available to CreateSpace Direct, bookstores, other online retailers, libraries, and academic institutions within the US – worth bearing in mind if you specifically want to distribute your book to these places in the UK. A CreateSpace-assigned ISBN can only be used with the CreateSpace platform.

**Provide your own UK ISBN.** There is no charge by CreateSpace for this, but you will have to pay a fee to whoever provides the UK ISBN. This could be direct to the Nielsen UK ISBN Agency, or to whoever self-publishes your book. (I currently charge £14.40 when using my own publishing imprint, Shadenet Publishing.) If you buy your UK ISBN direct, you choose your own publishing name. This makes it more personal, but more importantly, you hold all the publishing and distribution rights, and your imprint will appear on any bibliographical references. You can also choose your own distributor. Your book will still be available via all the Amazon outlets, but will not be eligible for distribution to libraries and academic institutions in the US. It will also be available to US bookstores and other online retailers if your book's ISBN has not been submitted for distribution through another service, and you must use an industry-standard trim size for your book (5" x 8", 5.25" x 8", 5.5" x 8.5", or 6" x 9").

Any self-publisher can purchase an ISBN. Until recently, they were only available in blocks of 10, but the Nielsen UK ISBN Agency have realized that many self-publishers only want to publish one book, so they have started offering one ISBN, currently for £75. (Bear in mind, 10 can be bought for £149.00).

E-books do not necessarily require an ISBN number, but if you want to distribute e-books through channels other than Amazon, in the UK, then you will need to assign a different ISBN number.

*Note: If you decide to self-publish using your own ISBN number, then I provide an editing service only (as explained on the previous page).*