

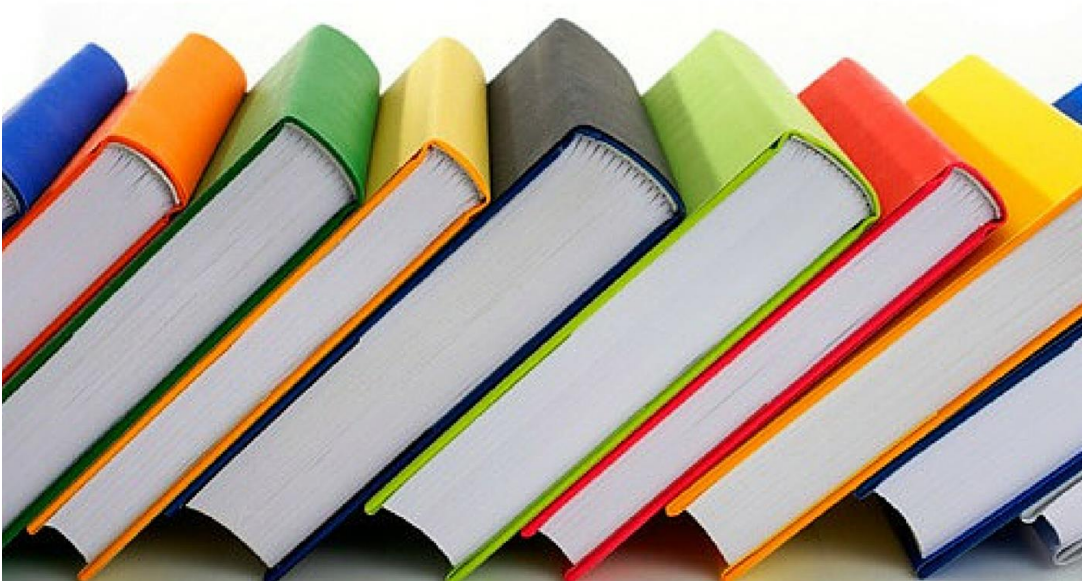
# STEP *by* STEP

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GUIDE TO SELF-PUBLISH  
USING CREATESPACE

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KAYLA FIORAVANTI



## ***Step by Step Guide to Self-Publish Using CreateSpace***

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**Author website:** [KaylaFioravanti.com](http://KaylaFioravanti.com)

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## INTRODUCTION

Let me first start out by telling you how empowering self-publishing is for authors. Indie publishers enjoy full and often superior distribution to retail sales, faster time to market, greater creative control, marketing and promotion flexibility, four to five times higher ebook royalties, and the ability to price dramatically lower.

Anyone who has read my book *How to Self-Publish: A Guide for Authorpreneurs*, heard me speak or taken one of my Selah Press Author-Preneur Training classes might wonder why I am creating a PDF eBook. I have expressed many times that I am totally sold-out to publishing using CreateSpace and Kindle Publishing. The reason is simple. I wanted to provide screenshots of each step along the way. CreateSpace and Kindle do not allow screenshots from their websites to be published through their platform. I sincerely request that you do not share, copy, forward via email, print extra copies or otherwise reproduce extra copies of this eBook.

This eBook is designed to help you overcome the obstacles technology may be presenting for you as you work your way through the Self-Publishing process. This book is supplemental to my book *How to Self-Publish: A Guide for Authorpreneurs*. It does not repeat or replace the information provided in the book, it simply adds on a visual guide to improve your ability to navigate self-publishing using CreateSpace.

In this eBook I will explain how to use Word to publish in CreateSpace. Using Word will make life so much easier and it is inexpensive these days. You can spend more do book formatting in another program—the explanations in this eBook will be related to using Word as well as the template you will be instructed to download from CreateSpace.

## GETTING STARTED IN CREATESPACE

Your first step into the realm of self-publishing is setting up an account on CreateSpace.com. It is quite simple. Just follow the prompts. Once you have set up your username and password. Let me quickly go over setting up your free account on CreateSpace touching upon some important steps. Your email account is used as your ID. You can change it and the password at any point. You will be sent to create a new account to put in your email address, password, first name, last name, country, type of media you plan on publishing in. Select a combination of media. CreateSpace makes the information available for you in case you decide later to publish a book, audio, or video. It isn't the end of the world if you didn't select this up front because everything is always available to you through CreateSpace.

That will bring you to the Member Agreement. With all agreements you should read the fine print. That way you have no surprises. Agree to all the terms and then click continue. Next you will need to go to the email address you used to create your account. You will find an email from CS asking you to verify your email address. Click on the link in the email and this will bring you back to CS.

You will find a prompt from CreateSpace saying, *Action Required! The tax information does not match the Internal Revenue Service (IRS) records.* To resume publishing with CreateSpace, please update your tax information. Submit Tax Information. Well of course it doesn't match because you haven't put it in yet. Just click on Submit Tax Information.

This will bring you the Royalty Payment Profile. Chose the country, Payee name or your company name—if you have a separate business for publishing you will use it. If not use your personal name. If you have not incorporated simply use your author name and social security number. If you incorporate your publishing company at any point in the future, simply update the information with your business entity and Federal Business Tax I.D. number.

Include your address, city, postal code and province if it applies. Chose Direct Deposit or Check. If you chose direct deposit they will deposit monthly, but if you chose check you must meet a minimum threshold to receive payment. I always chose Direct Deposit because it is just easier.

Fill in whether you are a U.S. citizen, type in your name as a signature, add your date of birth, tax ID number, the email address of your createspace login and click submit. If you have a business use the Tax ID number of your business, if not use your Social Security number.

Another tax related step you can take if you live in a state with sales tax is to get an exemption on sales tax for the books you order to resale. First you need to download and submit the Resale Verification form: <https://s3.amazonaws.com/csp-mw-landing/resaleverification.pdf>

And then fill out the CreateSpace Direct Seller Application  
[https://wwwcreatespace.com/pub/1/createspacedirect.do?rewrite=true&sitesearch\\_query=state%20tax&sitesearch\\_type=SITE](https://wwwcreatespace.com/pub/1/createspacedirect.do?rewrite=true&sitesearch_query=state%20tax&sitesearch_type=SITE)

Once you follow those steps you may not have to pay sales tax on books that you purchase to resell. Once you have your CreateSpace account set up it is time to start setting up your first title. I always keep a dummy title on my member dashboard. This dummy title allows me to test out ideas, copy, play with covers, page count, grab templates, and otherwise test out ideas without disturbing my published titles.

A CreateSpace Member Services Representative will contact you within 2 business days of your application submission with ordering instructions or next steps to complete certification.

Contact Name\*:

Business or Library Name\*:

CreateSpace Customer ID\*:

Your Customer ID can be found on the confirmation page after you have set up your CreateSpace Customer Account in Step 1 above.

E-mail Address\*:

Please use the same e-mail address as the one you used to set up your CreateSpace account.

Address\*:

City\*:

State\*:

Zip\*:

Phone\*:

Fax:

Type of Business:

Years in Business:

I agree to the [terms of use](#) and [privacy policy](#) of this site ☐

I agree to the [terms and conditions](#) of the CreateSpace Direct reseller program ☐

## TITLE PAGE IN CREATSPACE

To add a title click on *Add New Title*. This will open to a page for you to name your title, which can be changed up until you hit publish on your finished project. You can publish a paperback, Audio CD, DVD or Video Download. To publish a book chose *paperback*. I always use the *guided* set up. I like the *guided* set up over the *expert* set up because it helps me not miss any of the steps. The guided is simple set up is easy enough to use that I don't see the need for the steam-lined *expert* version.

Once you click on *get started* you can set up your title information. You should always see a *working* pop-up on CreateSpace whenever it doesn't take you immediately to the next page. If you don't see a working *pop-up* or a new page doesn't open you may need to click on the prompt again. Once you are on the title information page you can fill in all the details.

On the title information page you can add your book title, subtitle, primary author add contributors, designate the book as part of a series, add the series title, include an edition number, set the language and publication date.

Adding contributors is a little bit tricky. The contributor choices on CreateSpace map into Amazon.com differently than expected. Createspace provided a list that shows where a choice on CreateSpace will map to on Amazon. This handy list will help you chose the right contributor on CreateSpace for your books.

The screenshot shows the 'Title Information' page on the CreateSpace website. The page is titled 'How to Self-Publish' with ISBN 4207623 and ISBN-13 978-0615800745. The left sidebar shows the project progress: Title Information (checked), ISBN (checked), Interior (checked), Cover (checked), Complete Setup (checked), Review, Distribute, and Sales & Marketing. The main form fields include Title, Subtitle, Primary Author, Add Contributors, Series Title, Edition number, Language, and Publication Date. The form is locked, indicating the review process is complete.

Abridged by—Maps to Editor  
Adapted by—Maps to Adapter  
Afterword by—Maps to Afterword  
Appendix by—Maps to Contributor  
As told by—Maps to Narrator  
Assisted by—Maps to Assistant  
Associate Editor—Maps to Editor  
Authored by—Maps to Author  
Authored with—Maps to Contributor  
Books and Lyrics by—Maps to Author  
Commentaries by—Maps to Commentary  
Compiled by—Maps to Compiler  
Conductor—Maps to Conductor  
Continued by—Maps to Author  
Contributions by—Maps to Contributor  
Consultant Editor—Maps to Editor  
Cover design or artwork by—Maps to Cover Design  
Created by—Maps to Creator  
Designed by—Maps to Designer  
Director—Maps to Director  
Dramatized by—Maps to Author  
Drawings by—Maps to Illustrator  
Edited and translated by—Maps to Translator  
Edited by—Maps to Editor  
Editor in Chief—Maps to Editor  
Editorial Board Member—Maps to Editor  
Editorial Coordination by—Maps to Editor  
Epilogue—Maps to Epilogue  
Footnotes by—Maps to Editor

Foreword by—Maps to Foreword  
Founded by—Maps to Author  
From an idea by—Maps to Creator  
General Editor—Maps to Editor  
Illustrated by—Maps to Illustrator  
Index by—Maps to Contributor  
Interviewee—Maps to Author  
Interviewer—Maps to Author  
Introduction and Notes by—Maps to Introduction  
Introduction by—Maps to Introduction  
Literary Editor—Maps to Editor  
Managing Editor—Maps to Editor  
Maps by—Maps to Cartographer  
Memoir by—Maps to Author  
Notes by—Maps to Editor  
Original Author—Maps to Creator  
Other—Maps to Contributor  
Other Adaptation by—Maps to Adapter  
Other Compilation by—Maps to Compiler  
Other Direction by—Maps to Director  
Other Primary Creator—Maps to Author  
Photographs by—Maps to Photographer  
Preface by—Maps to Preface  
Preliminary Work by—Maps to Author  
Prepared for Publication by—Maps to Author  
Producer—Maps to Producer  
Prologue by—Maps to Contributor  
Retold by—Maps to Adapter  
Revised by—Maps to Editor

Screenplay by—Maps to Author  
Selected by—Maps to Compiler  
Series edited by—Maps to Series Editor  
Summary by—Maps to Contributor  
Supplement by—Maps to Contributor

Text by—Maps to Author  
Translated by—Maps to Translator  
Translation with Commentary by—Maps to Translator  
Volume Editor—Maps to Editor

The majority of the rest of the sections on the title page are self-explanatory, but I will go over them each briefly. If your book is part of a series click the box asking about series and fill in the series title. This will help Amazon organize the material and increase the odds of them automatically suggesting it as a follow up book to the first title. A common practice with series is to sell the first title at full price while it is the only book in the series available. Later when the other books in the series are published the first book often becomes a lost leader that is either free or with a significantly reduced price. Series can create loyal readers and an increased following.

If your book is a series add the series title and the volume number of the book you are currently working on. Next choose what language your book is written in. Your final choice on this page is to pick your publication date. CreateSpace will fill it in with your actual publication date if you leave it blank.

And then if you leave the publication date blank it will automatically set it to the date you publish. If you want to post-date a book you can do it here or if you want to pre-sell your book you can set a future publication date. All of these things can be changed or updated before you hit publish. You can even leave everything but the title and author blank while you work through the process. Make sure you click the *save & continue* button before moving off this page. A *working* pop-up should appear before you are redirected to the next page.

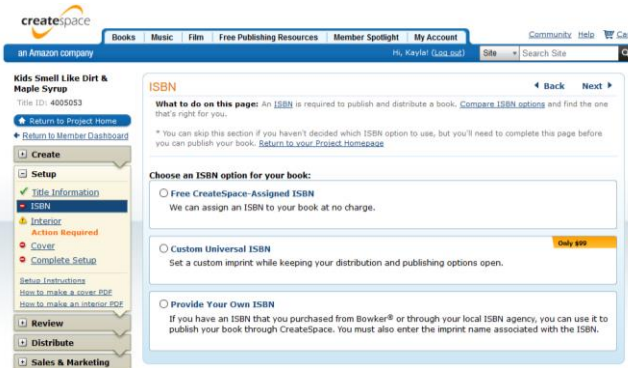
## ISBN PAGE IN CREATESPACE

Your next choice is get an ISBN for your book. You can always come back to this later. This is one of the last steps I normally take in the self-publishing process. You have four choices for setting your ISBN.

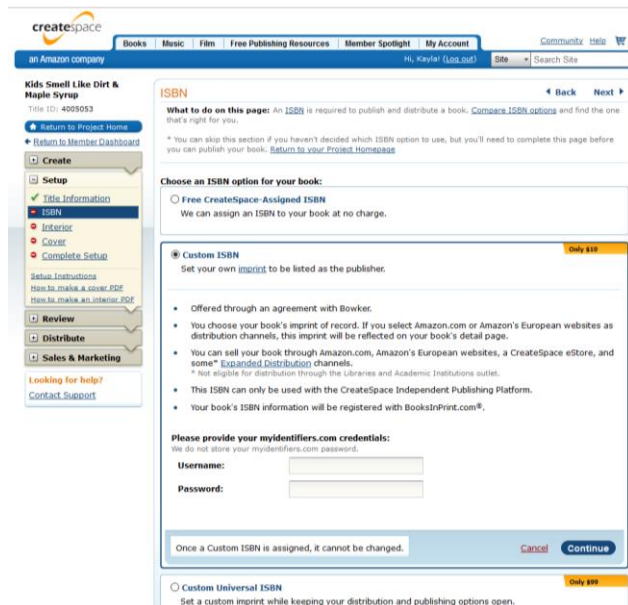
**Free CreateSpace Assigned ISBN**—This choice makes CreateSpace Independent Publishing Platform your book's imprint of record. With a free CreateSpace assigned ISBN you can sell your book through Amazon.com, Amazon's European websites, a CreateSpace eStore, and *all* Expanded Distribution channels as well as libraries. If you chose to leave CreateSpace you will lose your ISBN because it can only be used with the CreateSpace Independent Publishing Platform. Your book's



ISBN information will be registered with BooksInPrint.com<sup>®</sup> with CreateSpace as your publisher.

A screenshot of the CreateSpace website's ISBN selection page. The page is titled "ISBN" and has a "Back" and "Next" navigation bar. It explains that an ISBN is required for publishing and distribution. A sidebar on the left shows the project progress: "Create" (Setup, Title Information, ISBN, Interior, Cover, Complete Setup), "Review", "Distribute", and "Sales & Marketing". The main content area has three radio button options: "Free CreateSpace-Assigned ISBN" (no charge), "Custom Universal ISBN" (labeled "Only \$99"), and "Provide Your Own ISBN". The "Custom Universal ISBN" option is highlighted with a yellow background.

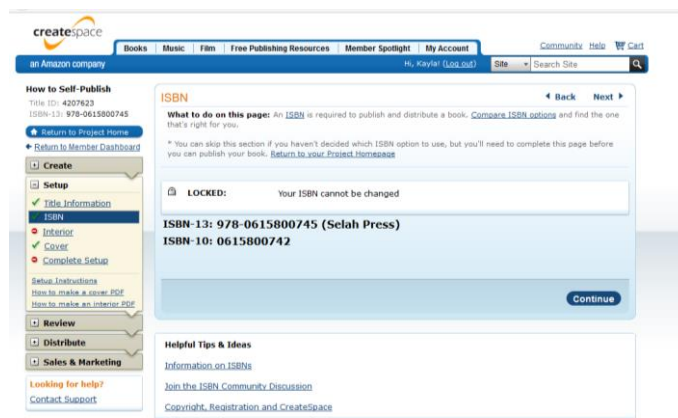
**Custom Universal for \$99**—Choosing a Custom Universal ISBN allows you to move your book outside of the CreateSpace system to any publisher. You can set your own imprint as the publisher of your book. This means you can publish under your own publishing house. When you have a custom ISBN you can sell your book through Amazon.com, Amazon's European websites, a CreateSpace eStore, and Expanded Distribution channels. You are not eligible for distribution through the Libraries and Academic Institutions outlet. However, your local library will pick up your book if you contact them. You can set up direct purchases with academic institutions. I do this with my books that are used in universities and colleges.

A screenshot of the CreateSpace website's "Custom ISBN" page. The page is titled "ISBN" and has a "Back" and "Next" navigation bar. It explains that an ISBN is required for publishing and distribution. A sidebar on the left shows the project progress: "Create" (Setup, Title Information, ISBN, Interior, Cover, Complete Setup), "Review", "Distribute", and "Sales & Marketing". The main content area has three radio button options: "Free CreateSpace-Assigned ISBN" (no charge), "Custom ISBN" (labeled "Only \$10"), and "Custom Universal ISBN" (labeled "Only \$99"). The "Custom ISBN" option is highlighted with a yellow background. Below the options, there is a section titled "Please provide your myidentifiers.com credentials:" with fields for "Username:" and "Password:". At the bottom, there is a "Continue" button and a "Cancel" button.

Your book's ISBN information will be registered with BooksInPrint.com<sup>®</sup>. To do this

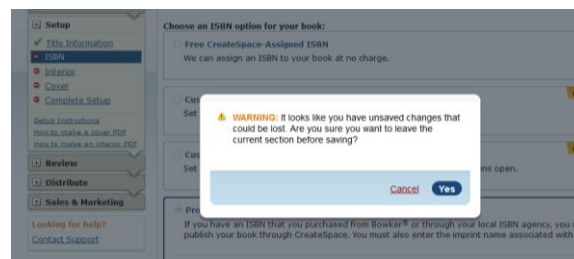
yourself you will be directed to Myindentifiers.com to buy your ISBN from Bowkers via CreateSpace. Once you have your account simply input your username and password.

**Provide your own ISBN**—If you have previously purchased an ISBN through Bowker or another ISBN agency you can submit it. Or you can follow the prompts to buy a new ISBN. This is also a way to move a book you own the copyright to with a current ISBN to CreateSpace. If you are reprinting your book, the title, author name, and binding type must remain the same. A new edition requires a new ISBN. The publisher of record remains the publisher so if you want to take it over as the publisher do not chose this option.



Once you set the ISBN it cannot be changed. The ISBN will be locked. This is why I always leave this to the very last minute in case I want to scrap the book, make a major change and or want to change what kind of ISBN I want for the project. When you are ready to assign your ISBN click on *Assign this ISBN*.

If you are not ready you can jump to the *Interior* by using the menu on the left hand side of the screen. If you skip assigning the ISBN a *warning* box pop up making sure you meant to leave the page with unsaved information. Click *yes* and move onto the interior page.

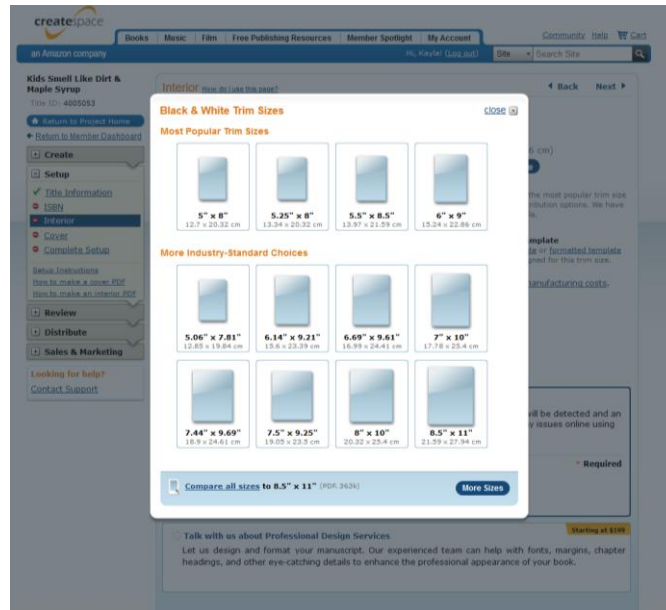


## INTERIOR PAGE IN CREATESPACE

The interior page is where some big decisions about your book will be made. You can chose to print the interior in *black & white* or *full color*. Need to decide if you want to print on *white paper* or *cream paper*. The paper color does not impact the manufacturing price of your book. If you want to have *full color* printing then you can only chose *white paper*. I suggest ordering a sample book with *white paper* and *cream paper* if you are not certain. The only choice that will impact the price of your project is if you chose *full color* printing.

Page Count	Binding	Color or B&W	Manufacturing Cost
100	6x9	Black & White	\$2.15
100	6x9	Full Color	\$7.85

Next chose the *trim size* of your book. The trim size is the final size of your book after it has been printed, bound, and trimmed. Trim sizes are measured in inches and are given as width by height. In the above example, the trim size is 6x9 which means that the printed book is six inches wide and nine inches tall.



I recommend using an industry standard trim size. They can be sold on Amazon.com and your CreateSpace eStore, and are eligible for all distribution outlets within the Expanded Distribution Channel. (More on distribution channels later!) If you chose a custom trim size the book will be eligible to be sold through Amazon.com and your CreateSpace eStore, but will be

ineligible for the Bookstores and Online Retailers distribution outlet within the Expanded Distribution. Unless the size of your book is part of your gimmick it is worthwhile having a standard print size.

You can click where it says *many more sizes available* to see all the standard trim sizes. I published four books with a 7x10 trim and four books with a 6x9 trim. I determined that two of my books needed to be a 7x10 trim size because of the page count of the books. In a 7x10 book you are able to drop your page count more than you can in a 6x9. I guesstimated by using the *Estimate your book's manufacturing costs* calculators and a rough template that the manufacturing cost of the book in a 7x10 would be \$4.45 based on page count and \$5.36 in a 6x9 based on page count difference.

Let's look closer at the *estimate your book's manufacturing cost* options. Once you click on it a new page will open up. This is one of my favorite pages in CreateSpace. It can help you make decisions about your word count, trim size, full color or black & white printing options and so forth. The two tabs I want you to pay attention to are the *royalties* tab and the *buying copies* tab. You click on the other tabs and find some great information at your fingertips at any time.

The page count of your formatted book will not be the same as the page count on the Word document you most likely wrote your book in. A Word document typically is set to print on a 8x5x11 piece of paper. When you use a 6x9 template with mirrored formatting and book sized margins the page count increases significantly.

The best way to get a rough estimate of your page count in order to estimate your manufacturing cost is to cut and paste your text from your original Word document into the 6x9 blank template. This won't be exact because you will be leaving blank pages as you format so that all the first pages of your chapters land on an odd page, but it will be close. We will go into those details later in this eBook. In the meantime, mentally add an extra page per chapter or physically move each chapter header to an odd page temporarily by going to *Insert* in your new 6x9 Word template, click on *Page Break* in *Pages*. I am giving you this temporary page break method because the more permanent method shouldn't be done until you are actually formatting your final draft.

You should also mentally account for a title page, front matter page, a table of contents page, dedication page and then any other things you may add such as a from the author, forward, acknowledgements, end notes, appendix, resources and so forth. This will give you a rough estimate on your page count. This will allow you to make decisions about cutting your word count by making a series or editing. Use that rough page count to check your potential royalties under the *royalties* tab and *manufacturing costs* under the buying copies tab.

To use the royalty calculator click on the *royalties* tab. Fill in your estimated page count, trim size, interior type and then set your price. Next click on calculate and CreateSpace will figure out the rest for you.

**Royalty Calculator\***  
Use the royalty calculator to figure out how much you'll make every time your book is manufactured.

**Print Options**

Interior Type:  Number of Pages:   
Trim Size:

**List Price**

USD \$

Channel	Royalty
Amazon.com	\$3.34
eStore	\$5.34
Expanded Distribution	\$1.34

☒ Yes, suggest GBP price based on the U.S. price

GBP £

Channel	Royalty
Amazon Europe For books printed in Great Britain	£1.96

☒ Yes, suggest EUR price based on the U.S. price

EUR €

Channel	Royalty
Amazon Europe For books printed in continental Europe	€2.88

\* Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

Learn more about all the [Distribution options](#) available.

To estimate the manufacturing cost click on the *buying copies* tab.

**Member Order Calculator**

Interior Type:   
Trim Size:   
Number of Pages:   
Quantity:

Per Book	Order Subtotal
\$2.65 each	\$26.50 10 copies

\* Figures generated by this tool are for estimation purposes only. Your actual order costs will be calculated when you set up your book. This does not include shipping and handling, which can be calculated below.

**Order Shipping Calculator**

Quantity:   
Country:

Shipping Options		
\$8.00	Standard	5 business days
\$19.99	Expedited	2 business days
\$37.99	Priority	1 business days

\* See the [rate table](#) used to calculate shipping and handling.  
\* Shipping times do not include the printing of your order.

Use drop down menus to confirm the interior type and trim size. Next fill in your estimated page count and the quantity you imagine you would purchase at one time. You can also estimate your shipping cost here as well. The shipping cost per book drops when you order more books at one time.

Self-published authors need to price their books at or below \$9.99. This is the reason that it is so important for a self-published author to evaluate their page count, royalties and manufacturing cost. I've found that in CreateSpace a book with a word count of 50,000 words is able sell in all distribution methods at the \$9.99 price point for the paperback version.

A great case to study of why to stay under \$9.99 can be found by evaluating my own books. One of my books, *The Art, Science & Business of Aromatherapy*, is 97,000 words and must be priced at \$14.99. I created an abridged edition, *The Art & Science of Aromatherapy*, which is 55,000 words and is sold for \$8.99. I evaluated my income from Amazon sales for the abridged edition and the full length version in April 2016. My income for the shorter, less expensive version was 1122% higher

than the higher priced full edition.

## CREATING INTERIOR IN WORD FOR CREATSPACE

Once you have finished writing and editing book it will be time to work on formatting. This is a slow and tedious process, but doing it right will make a world of difference in the professional appearance of your book. If you haven't already, chose your trim size and then *download the blank Word template* onto your computer. I recently switched to always choosing the *blank template* rather than the *formatted template*. I have discovered that the formatted template is full of bugs and issues that can be avoided by using the blank template.

Cut and paste your book interior into the blank template you have downloaded. Next from *file* in the new Word document chose *Save as* and save the document as *THE NAME OF YOUR BOOK 6x9*. As you work on formatting make sure you save any major changes as a new document. For instance: once you finish the basic formatting and are ready to load the document into CreateSpace you can name it *THE NAME OF YOUR BOOK for CreateSpace* and when you think you are at your final name it *THE NAME OF YOUR BOOK Final date* and as you make fixes change the date to that date. This will help you down the road if a step you make messes up the formatting and you want to revert to the previous one and it will help you always know exactly which version is the final version you loaded into CreateSpace.

As I get to the final versions of my books I create a folder called *work product* and another called *final*. If I have to make a change a few weeks, months or years down the road I change that final folder to *not finals* and create a new folder called *current final*. Find the system that works for you. It is really easy to lose track of where you are in the process.

My advice as we move forward in the formatting process is to resist the urge to skip ahead. Formatting in this order has saved me countless hours and when I diverge I tend to cost myself time. Next go to the top of the document and insert your title page, front matter, dedication page and table of contents. You can find examples of front matter material at [Selah-Press.com](http://Selah-Press.com) under *resources*.

You can create a table of contents go to *Insert* on your Word document, click *Tables* and then build a table that is 3 cells wide and as long as you need. It will give you the option of adding 8 cells deep. Chose that and then cut and paste the same table below to extend the table of contents as needed. In the first cell write *1*, go to the cell beside it and write the chapter title and then the cell beside that one will be reserved for the page number. The page numbers go in after you have

finished the final formatting of your book. Until I finish the final step of formatting I leave the cell walls visible to remind myself to put the page numbers in. Once the page numbers are in you will change the borders to *no border* and leave a clean copy of your table of contents.

Below are examples:

1	Becoming an Author-preneur	1
2	A Comparison of Publishing Options	9
3	Advice from One Writer to Another	23
4	Budgeting Money	35

1	Becoming an Author-preneur	1
2	A Comparison of Publishing Options	9
3	Advice from One Writer to Another	23
4	Budgeting Money	35

I always add the back matter prompts after the final chapter in my table of contents to remind me to include the about the author section, an appendix if necessary, glossary, index and acknowledgements. After your table of contents page you can start chapter one of your book unless you have a forward or preface that needs to go in before the first chapter. Scan to the final pages of your book and add the prompts for the back matter that your book will need.

Recently authors have started to put the about the author and acknowledgements at the back of the book. Sometimes you see these at the front of a book, but I recommend putting them at the back of the book because you want to best optimize the *Look Inside* feature that is available on Amazon for potential customers. An interested customer can read a limited preview of your book using *Look Inside* on Amazon. If the first few pages full of the necessary front matter plus the acknowledgments and about the author then you limit consumers preview of your book. *Look Inside* shows consumers the cover of the book plus 8 pages of the interior and then the back cover of the book. If your about the author is part of what will sell your book to potential readers then by all means put it up front, but if it isn't then don't.

## **Global Changes in Word**

Now that all the prompts are in the book it is time to work on some basic formatting. First let's do the global changes. Select all the material in the book by holding down the *control* and *a* button at the same time. If you are on a Mac computer use the *command* and *a* buttons. Once everything is highlighted take a moment to make all the font the same. Don't use a font that is too common like *Times New Roman* and don't be too funky either. You should use a font that isn't one you use every day on your computer as a glorified typewriter. You should choose a font that is easy to read but slightly different than the default fonts in Word like *Times New Roman* and *Arial*. The font size should be somewhere in the neighborhood of 10 to 12 depending on your font. A common and very readable font used for book publishing is *Garamond*.

The font needs to be supported by CreateSpace, but there isn't a list of supported fonts. If you don't use a supported font you have to insert the html code in the final version. Why get complicated unless html is your second language?

Once you chose the font and it is time to move over to the paragraph choices. Click on justified. This will make every paragraph justified. Do not use align left, right or center. Once you justify the text go over to the line spacing options. The best option for print is 1.15. Click *line spacing options* in the drop down menu you used to change your document to 1.15. From there a new box will open up. Look at *spacing* and find *before* and *after* and change those both to zero. This will allow you to manually create the spaces in your document.

The next global change is in the *paragraph* section on Word click the arrow box in the very right hand bottom side of that section. This will open the paragraph dialog box. When that opens up you have two tabs available to you. Chose the tab *line and page breaks*. When that opens up look at the *pagination* section, now make sure all of the buttons are totally unchecked including: *Widow/orphan*, *Keep with next*, *Keep lines together* and *Page break before*.

In most cases *Widow/orphan* will be checked. Uncheck it and any others. This give you control of the orphans, widows and line breaks. In a future step I will show you how to use those when necessary. In Word processing, an orphan is the first line of a paragraph that appears as the last line of a page. A widow is when the last line of a paragraph appears as the first line of a page.

The next step is to remove all the dreaded double spaces after sentences. If you are like me and you took typing class in the 1980's or earlier, then you have the same ingrained habit I have when it comes to overusing the space bar after periods. The old school method was to hit the spacebar twice after every time you ended a sentence. The new rule is to only leave one space

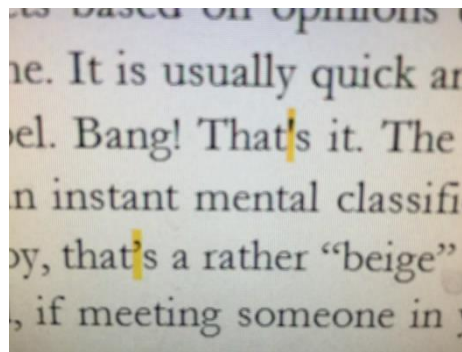


between sentences—two spaces is literally a typing crime these days.

To fix double spaces go to *replace* (found in the top right hand side of your tool bar) or use *Control* (or *command*) and *H*. A pop-up window will appear. In the space for *find* you are literally going to type a period and hit the space bar two times. In the space for, *replace* type in a period and hit the space bar one time. This will find all of your dreaded double spaces and wipe them away. Repeat the same process for alternate sentence endings such as question marks, exclamation marks, quote marks and so forth.

Make a note to yourself to do this again whenever you do edits on your document. Double spaces are a major habit and hard to break. I find them in mine all the time and I have been trained to edit them out for years.

Another smart global search to do at this phase of formatting is a review of all the commas, apostrophes and quotation marks. For some unknown reason you may occasionally find these in the wrong font in your document. I've spoken with Word experts and computer experts and there is no consistent explanation for this abnormality.



To do this you use the *find* function in the top right hand side of the tool bar or *Control* and *F*. This will pop up a box to put whichever punctuation mark you want to search into the find box. All of that punctuation mark will show up and go through them one at a time. If you find an incorrect one simply back space over it and put a new one in. It should go in correctly.

### **Page by Page Changes in Word for CreateSpace**

Once you are done with these changes it is time to go page by page. First let's do some easy changes. Look to see if justifying your document caused any of the last sentences of a paragraph to spread across the page. Occasionally you may find a four word sentence spread out all the way across the page as Word attempts to justify the line. This can happen with short or long sentences. When you see this, it is easy to fix. Simply put your cursor at the end of that sentence and hit *enter*. This will

cause the last sentence to behave and get into line.

Next fix all the indents on the document. The hard and fast rule of indentation on books is that the first sentence of the first paragraph on the first page of a chapter should not be indented. From there the rules vary about indentation. The key is to pick a style and then be consistent about it. You can choose to never use an indent on the first sentence at the top of a page on every page or not. But it is too early to remove indentations in your document now—wait until you are totally done formatting and then go through and look at the first line of each page. In nonfiction this looks nice and clean. But in fiction it can get messy because of all the indentations for dialogue. You can choose to stick with the standard indentation in Word or you can change it to be fewer spaces.

With line and paragraph spacing stay consistent as well. This is an especially tedious layout step in a nonfiction book. Often you have a paragraph or section header or recipe header. You have to decide if you want a double space between that header or not. Both are right. Just chose one. If you are a blogger you may be in the habit of adding spaces between paragraphs rather than indenting each paragraph. For printed books, you should not indent the first paragraph on a page or the first sentence after a heading. You should indent all of the other paragraphs. Go through the document changing these things.

Chapter headings are a big factor that should be considered before you add page breaks. All chapter headings generally take up the first one-third or one-half of the page and the new chapter starts on the lower half of the page. You can create a chapter header in Word by using a larger font size and physically spacing down a few space. In recent books I have changed this practice because I like to have my chapter Headers in the same font as my book cover. I now create pictures to use as my headers using the font, any images and spacing that I want. I think it looks super clean. But that isn't necessary either. Find what works for you. Either way as you do the next step be sure you space down each new chapter one-third or one-half of the page.

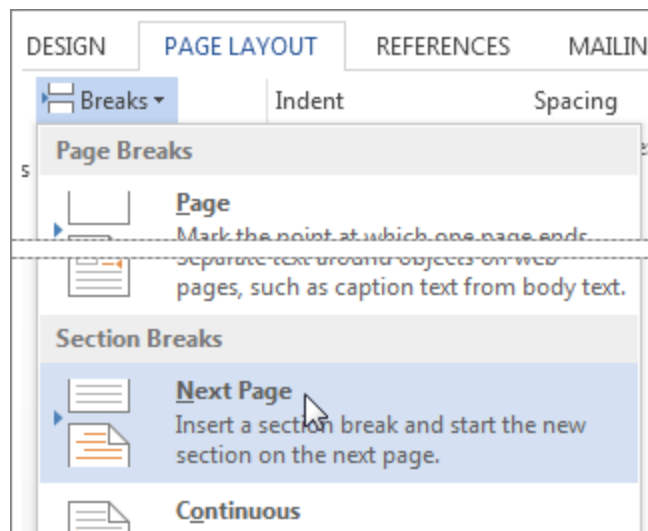
Now you are ready to look at orphans and line breaks in your document. The widows we care the most about are when the last line of a paragraph appears as the first line on a page. The other one that can look funky in a book is *keep with next* and *keep lines together*. If Word controls it then you may have giant gaps at the bottom of a page because Word is keeping an entire paragraph together. And sometimes it will over do things by considering half a sentence an orphan. I try not to have less than 3 words orphaned or widowed, but I always make a decision based on how it visually looks as I come across them. When you see a widow or orphan that looks funny you can manually fix it by highlighting it. An then the *paragraph* section on Word click the arrow box in the very right

hand bottom side of that section. This will open the *paragraph* dialog box. When that opens up chose *the line and page breaks tab*, when that opens up look at the *pagination* section, now check *widow/orphan*. That should fix it. If things look funky still open it up again and chose *keep with next*.

The next big step is putting in *Page Breaks*. Start at the very top of your document. We are going to put in our page breaks. In order to get our page number and headers to work down the road we need to create a page break between every section of the book. In order to do this we must work from the “page layout” tab of Word rather than the “Insert section.” You will see the option both places but if you use the one under “insert” you will have problems when we get to the page numbers and headers. You are not going to want the page numbers to be the actual page numbers. Page one is going to start several pages into your document a Chapter One of your book. In order to make that work we must set up our document correctly for page numbering to start later in the document.

To start page numbering later in your document, you must first divide the document into sections and unlink them. Later I will show you how to display the page numbering and alter the starting value, remove page numbers on blank pages and so forth. To divide the document into sections start on the very first page of your document. This will be your title page. Click on the document after the prompt for publisher logo.

1. Click **Page Layout > Breaks > Next Page**.



Repeat this action at the bottom of each page that should be its own section. That means after the front matter copyright page you will repeat by clicking **Page Layout > Breaks > Next Page**. After the prompt for the dedication click **Page Layout > Breaks > Next Page**. After the

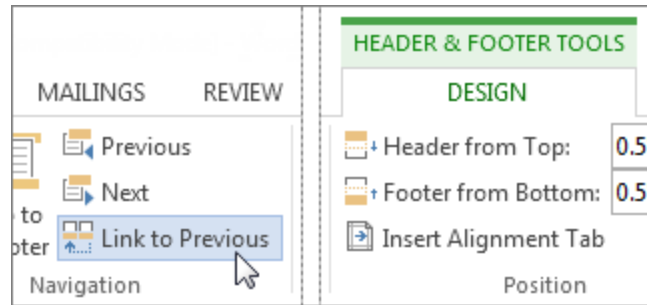
table of contents. Now that you have hit the chapters it is time to start each chapter out 1/3 or 1/2 down the page. Then go to the end of the chapter and go to **Page Layout > Breaks > Next Page**. Repeat this process all the way through all the chapters and even through to the back matter. You may chose not to add the spaces at the top of each of those sections, but you still need to hit **Page Layout > Breaks > Next Page**.

Now assuming that all of your content is written for the book you should then go through the document making sure the first page of every section starts on an odd page number. You will notice the title page will be page one of your document. The only time that the next page should or could start on an odd page is the copyright front matter page. That is okay if it falls on an even page. Sometimes the front matter is so big that you need to use a smaller font to get it all to fit on one page. And still sometimes it has to be two pages long. In that case I normally start page one of the front matter on the next odd page and allow the second page of it fall on an even page. As you work your way through the document never assume that you are seeing all the pages once you have added *next page* breaks to your document. Click on each page and then look in the bottom left hand side of your screen to see what page it shows of your document. That is the only true way to know what page you are on. Especially as we get deeper into the process.

Once next page has been added you do not always see the blank pages that have been added. Your next step is to go through each starting page of each section and make sure it is an odd page number. This is especially true in nonfiction books. With fiction books it is a matter of preference to start each new chapter on odd page after chapter one. If you section is not on an odd page you are going to add a blank page by going to **Page Layout > Breaks > Next Page**.

Again make sure the new page is on an odd page and then continue through the document. This will make all the chapters start on the right hand page of the book. It looks nice and neat and professional. Once you have finished doing that we are going to go back through the entire document unlinking the sections. This will make the headers and page numbers work correctly. To do so double-click in the header or footer area where you want to display page numbers. This will open the **Design** tab under **Header & Footer Tools**. Click **Link to Previous** to turn it off and unlink the header or footer from the previous section.

The headers and footers are separately linked. I normally go through the entire header section and hit save. And then go through the entire footer section and hit save. **Once everything is unlinked you can work in the headers and footers.** Whenever anything doesn't work double check those links—the problem normally can be solved by unlinking the sections.



Occasionally your automatic setting of Word may hide the header and footer section. Word has a mysterious disappearing footer and header setting. It is quite simple to fix. Word usually displays the white space between the first (or last ) line of text and the edge of the paper. By default, Word displays the white space, but you can easily hide it without realizing what you've done. To fix it in the document you are working on simply hover the mouse over the top or bottom edge of any page until Word displays the white space arrows. Once you see it, double-click the edge and Word will unhide the header (and footer) and the white space.

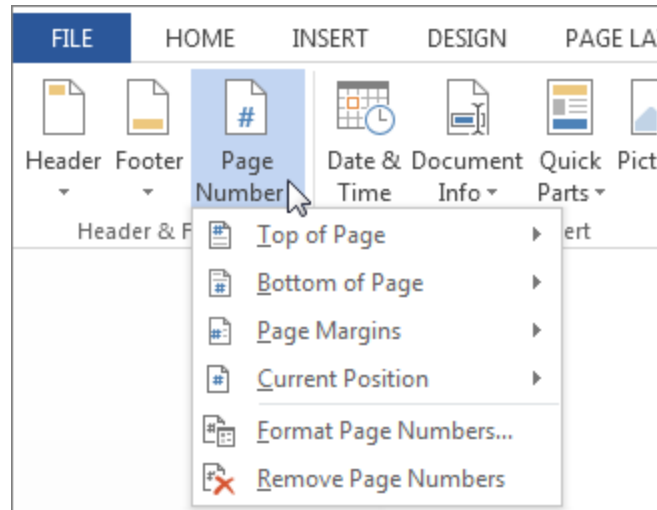
If you want to permanently remove the white space on your document do the following:

1. Click the File tab and choose Options in the left pane. In Word 2003, choose Options from the Tools menu.
2. Select Display in the left pane. In Word 2003, click the Display tab.
3. Uncheck the Show White Space Between Pages in Page Layout View option.
4. Click OK.

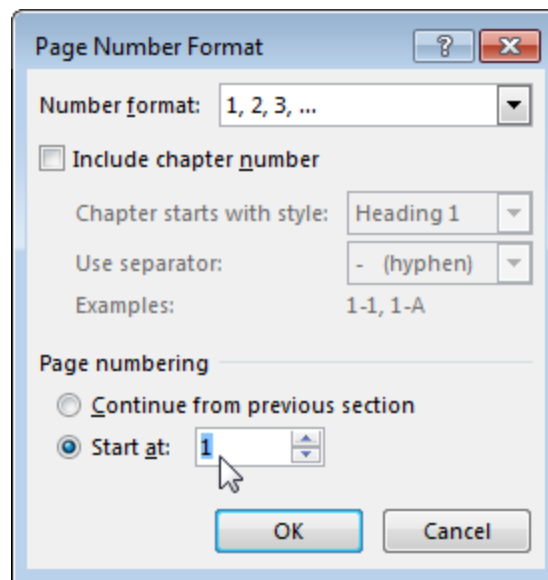
**Now that you can see the header and footer space (if you couldn't already) let's get into page numbers and headers for real.** We do not want any page numbers or headers in any of the front matter. You do not start counting pages until you get to chapter one. If you have a forward or a prologue you still don't start those on page one. In those cases your page numbers often starts using small Roman numerals rather than page one. To get started click in the header, 99% of the time a line will show up and insert itself into your header. To remove that place the curser into the header and then click on the home tab >Paragraph area >drop down border menu >"no border" Repeat the same process in the footer. **Now we can really get to page numbers!** Make sure they are cleared out and empty in all the front matter.

When you get to the first page you want to add page number click in the footer. To do so double-click in footer area where you want to display page numbers. Click **Page Number** and then

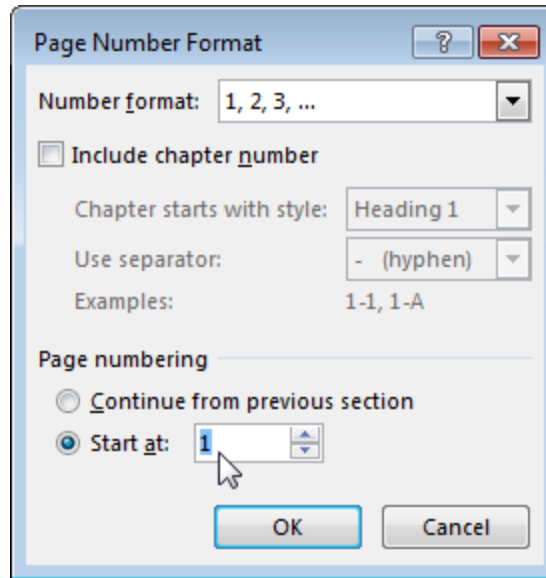
pick Current Position, and chose Plain. 99% of the time that will put the page number on the left hand side of the page. Hit Tab to move it to the center of the page.



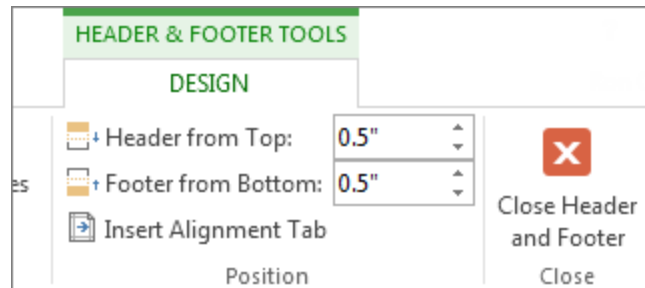
Next go back to **Page Number > Format Page Numbers** to open the **Page Number Format** dialog box.



If this is a forward or prologue you would change the number format from 1, 2, 3,... to i, ii, iii...

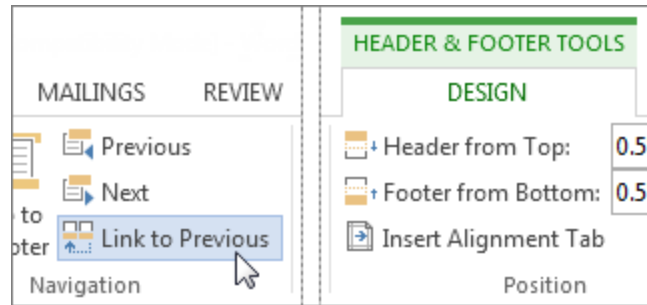


Click OK. When you're done with each section, click **Close Header and Footer** or double-click anywhere outside the header or footer area.



Then hit save. Get out of the header section and hit save over and over again as you go. This work is too tedious to let anything happen to your document or make you lose your work along the way.

Occasionally you will need to leave blank pages between chapters in order to start your new chapter. Those blank pages should be totally naked. Don't leave a header or a footer on them. Once you hit your first blank page you will need to make sure you have a true section break (Layout tab, Breaks, Next page) and not the page break that can be found at Insert. Make sure **Link to Previous** is turned off in both the header and the footer and then delete the header and footer.



Since all the links to the previous pages are broken between chapters you will need to start each new chapter off by repeating the process to insert page numbers. Tell it exactly which page to start on again. To determine what page you are on you should check the even page before it. This may be the end of the previous chapter or a blank page. If it is the end of the previous chapter simply use the next page number. If it follows a blank page count the blank page mentally. For instance: If chapter 1 ends on an odd page you will need to add a blank even page. If the odd page was page 11, the even page is counted as page 12 and then the following chapter starts on page 13. Tell Word to start the new chapter on page 13.

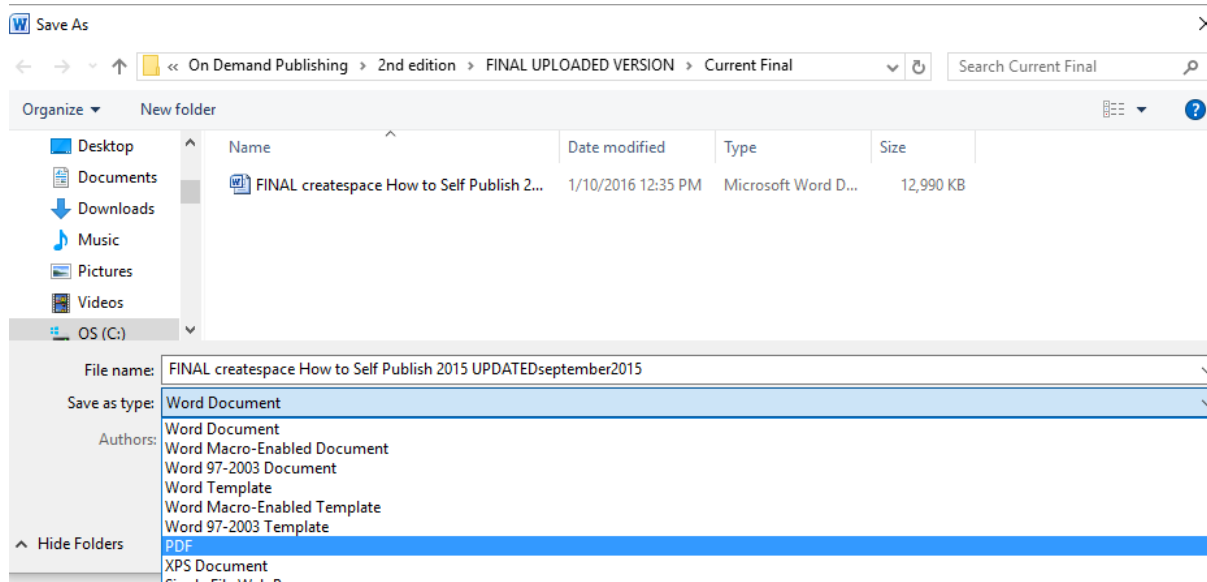
The last step is going to be adding headers. You should already have all the link to previous page links turned off. The simplest option for headers is to name the header of each chapter the name of the chapter. This is my favorite option right now not only because it is easier, but it gives a directional guide to the reader on every page that they are on. Obviously they are going to know what the book title of the book is and most likely the author as well. And if they forget it only takes a simple flip to the front of the book that will remind them. But often you may forget what chapter you are on. And in nonfiction this can be really helpful to remember.

My suggestion is to use the chapter titles in the header. To do so simply go the header and type in the title of the chapter. Mostly likely the curser will go to the left hand side of the page. Resolve that by hitting the tab button. You may need to type in the header on all pages or some pages. Just make sure it doesn't go onto the blank pages. At this point you might be ready to cry, or at least take a break. Always, and I mean always, hit save before you take a break.

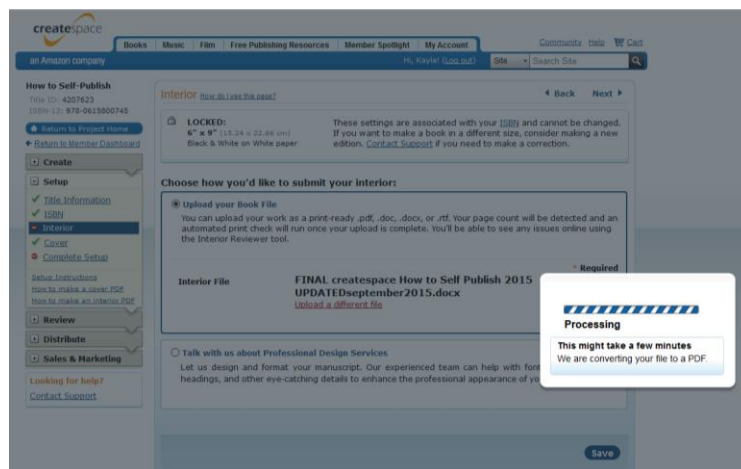
These are the really big parts of formatting. If you do any editing after you set headers and footers you may have to go back into the document and fix a few.

Now let's pretend that you are totally done with editing and formatting and you are ready to load your interior. You would hit "save as" on your document and change your document from a Word document to a PDF.

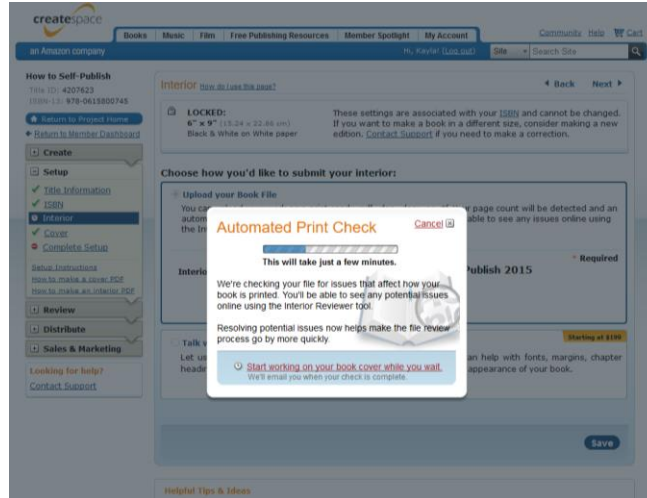




Loading a PDF rather than a Word document cuts down on errors when CreateSpace uploads, processes and converts to a PDF. If you want to load in Word that is okay, but if you are having problems show up when you view the Digital file that you cannot see in your Word document then it is being caused when CreateSpace converts your file to a PDF. So if you load it in a PDF you eliminate that problem.



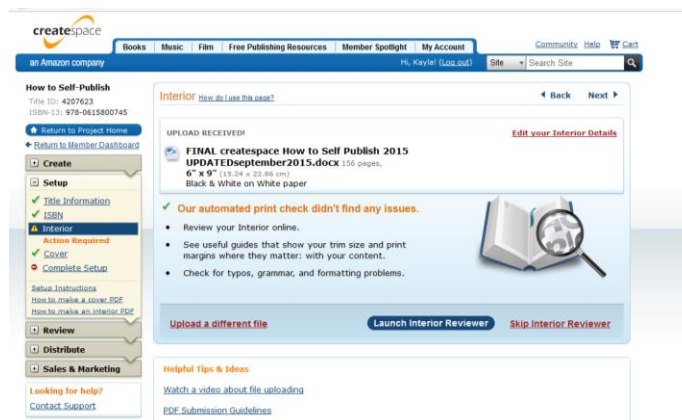
If you load in a Word document then CreateSpace will convert the file to a PDF. CreateSpace will do an automatic print check. They will point out resolution issues and spelling problems. This does not mean they are checking to see if you did a nice job with the layout or not. That is totally up to you.



In the final review by CreateSpace they do check your page numbering and point out any errors.

Createspace wants all images to be saved in at least 200 dpi. They will let you continue processing even if you load something that isn't high resolution, but they warn you in advance that it may not look clear when printed.

I always double check that my images are high resolution, and sometimes I get the warning anyway. I've also published a book that had images that we knew were not high resolution because they were old photographs. They still ended up printing just fine. Do your best to have high resolution images though whenever possible.



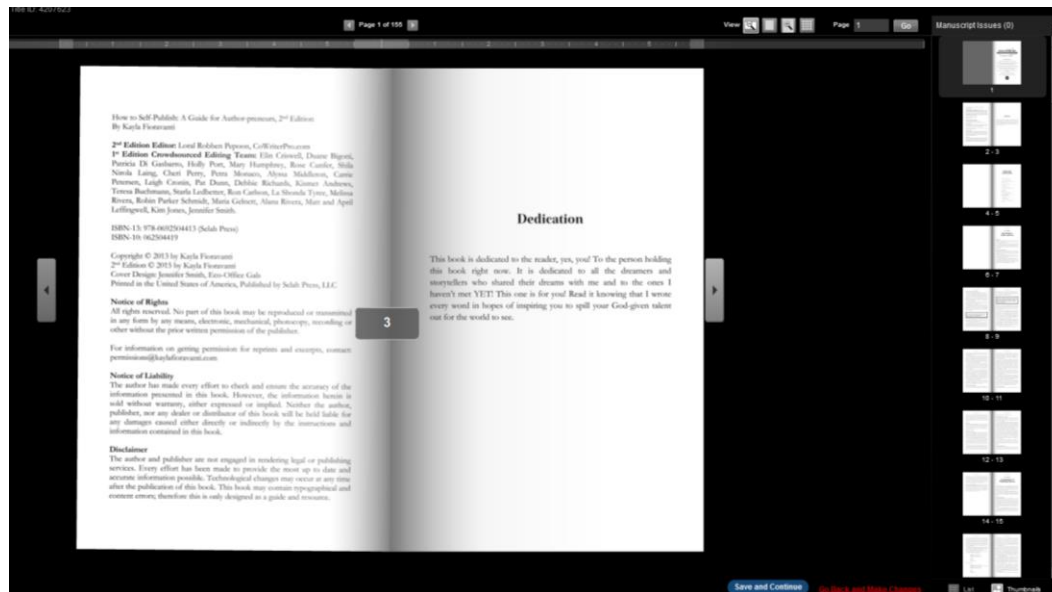
Once CreateSpace finishes their print check, a message pops up telling you if they did or did not find any issues. If you need to fix something, do it and then repeat this step. You will see on left bottom hand side of the page *Upload a different file* and that is what you will click on if you need to fix something.

Your next step is to click the blue button that says *Launch Interior Reviewer*. This will open up digital interior reviewer.



Click “Get Started”

From here you are going to go page by page looking at the details. You are looking at page numbers, headers, indentations and all the visual details of your book. You may also catch other errors as well. Go through the entire document and as you find errors fix them on the most recent Word version of your book.



I always hit *save as* and change the date or edition number of the new revision. Once you go through the entire document page by page and make the fixes in the document then you are ready to

choose *save and continue* (if there are no changes) or *Go back and Make Changes* (if there are changes). Repeat as many times as you need to until the PDF version you load is perfect. And then hit “Save and Continue.”

Do not get discouraged if you have to repeat this process many, many, many times. I’ve been through this step dozens of times and always have to make changes several times until the little bugs are worked out. After you choose *save and continue* you will be brought back to the interior page. This time click on *Continue* instead of *upload a different file* or *launch interior reviewer*.

## **COVER PAGE IN CREATESPACE**

You will be brought the Cover page. Choose *matte* or *glossy*. It is WAY too early to be designing a book cover but you can use this extra time to order a sample of a Matte and/or Glossy cover. I have been slowly converting all my covers to matte. It just looks awesome in matte. But above that consumers seem to like matte better.

Before publishing Puffy & Blue I ordered a proof in both matte and glossy. Both on social media and in person the matte cover won hands down. It wasn’t even a contest in person. Matte was a clear winner.

### **What people don’t like about GLOSSY**

- It shows fingerprints and fingerprints
- It looks less modern.
- It causes a glare that makes it harder to read the copy on it.
- If it gets bent, the glossy sometimes peels off.

### **On the plus side GLOSSY**

- The colors are more vivid in glossy
- Shiny things draw attention on a shelf...but according to many experts the glare outweighs it because you can’t stand anywhere in a store and read it.

### **The negatives of MATTE**

- The colors aren’t as bright.

## The positive about MATTE

- People like the feel of a matte book in their hands
- The matte looks more professional.
- It seems more durable.
- It doesn't show as many fingerprints.
- Lots of books are matte these days, which makes a debut author look with the times.

## Professional Cover

You can see the prices in here of the cost for having CreateSpace make your cover for you. Theirs start at \$399 – you can find ones for more and for less. For instance Selah-Press cover design starts at \$300. You can pay more or less.

**How to Self-Publish**  
Title ID: 4207623  
ISBN-13: 978-0615500743  
[Return to Project Home](#)  
[Return to Member Dashboard](#)

**Create**  
Setup  
✓ Title Information  
✓ ISBN  
✓ Interior  
**Cover**  
Completed Setup  
Setup Instructions  
[How to make a cover PDF](#)  
[How to make an interior PDF](#)



**Review**  
**Distribute**  
**Sales & Marketing**  
[Looking for help?](#)  
[Contact Support](#)

**Cover** [Back](#) [Next](#)

**What to do on this page:** Select your cover finish and choose how to submit your cover file. Select from Cover Creator (our free design tool), a professionally designed cover, or upload your own print-ready PDF file.  
\*We will superimpose a barcode on your cover at no additional charge.

**1. Select a finish for your book cover:**

☒ **Matte** ☐ **Glossy**

[Order a Sample](#) [Order a Sample](#)

Note: We'll send standard CreateSpace sample books for sample orders.

**2. Choose how to submit the cover of your book:**

☐ **Build Your Cover Online**  
Cover Creator is our free online tool for designing a professional-quality book cover using your own photos, logos, and text. This handy tool automatically formats and sizes your cover based on your book's trim size and page count.

☐ **Professional Cover Design** [Starting at \\$399](#)  
Work with our expert team to design a standout cover for your book. Select impactful colors, fonts, and images, and use your own back cover text and favorite author photo.

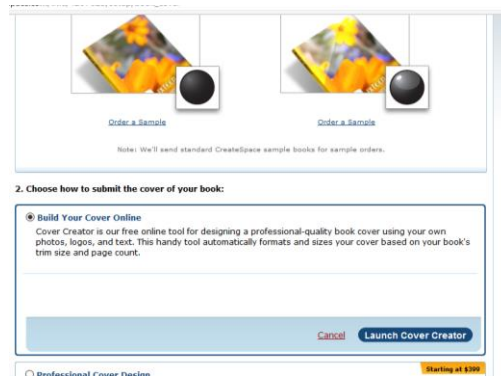
☐ **Upload a Print-Ready PDF Cover**  
Design your own book cover and format it as a print-ready PDF.

[Save](#)

Under #2 you can choose to *build your own cover online* or have CS build you a *Professional cover design* or *upload your own print-ready PDF cover*. We are going to go over *build your cover online* and *upload a print-ready PDF cover*. My two cents on using *Cover Creator* is that it just isn't good enough in most cases makes the cover scream, "I am self-published and I took the cheap route."

But I want you to know how to do it. There may be a case where the image you have works perfectly using Cover Creator. And I also sometimes use it to toss a simple cover onto the proof while we work out the final cover. To build your own click on the circle.

Click *launch cover creator*.

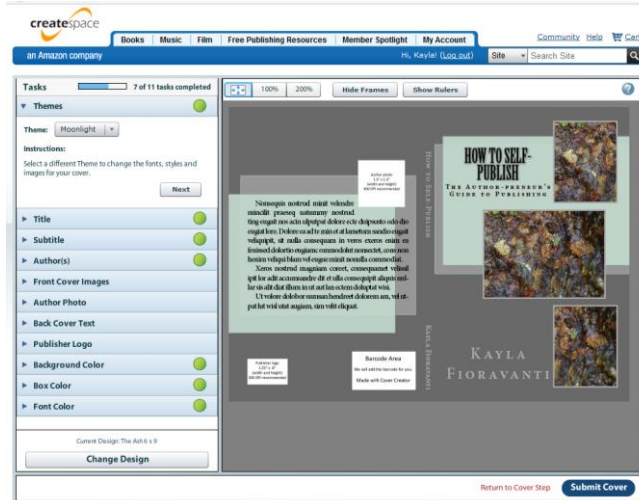


This will open to a page to choose from themes, fill in the title, subtitle, authors, front cover images, author photo, back cover text, publisher logo, background color, box color and font color. There are many theme options – they change the font and layout of each design.



Once you find on you like click “next”.

In the following steps CS may transfer the information-still take the time to look it over.

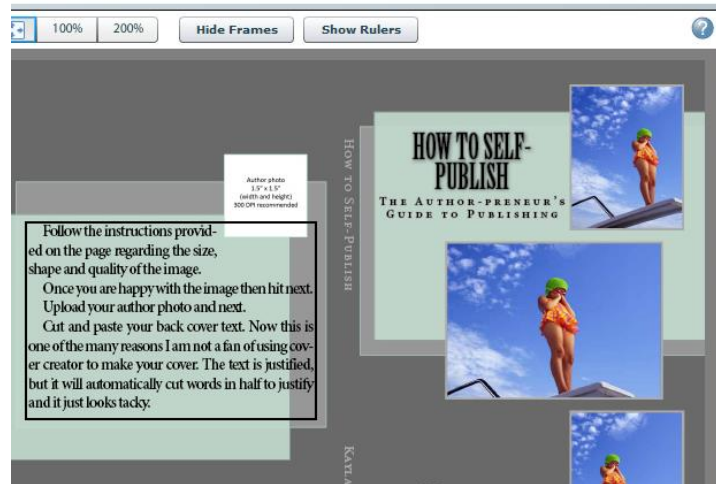


Fill in the title and hit next. The subtitle and next. The author name and next. And then you can fill in the front cover images. You can use one of theirs, but I don't recommend it because you could end up looking like someone else's book. Or choose to upload your own image. This particular layout I clicked on repeats the same image. There are a variety of themes that do different things.



Follow the instructions provided on the page regarding the size, shape and quality of the image. Once you are happy with the image then hit next. Upload your author photo and next. Cut and paste your back cover text. Now this is one of the many reasons I am not a fan of using cover creator to make your cover. The text is justified, but it will automatically cut words in half to justify and it just looks tacky.





Once you have your text in hit *apply*. Load your publisher logo and next. It will need to be the right shape and size. 1.25x0.8 with an image resolution of 300 dpi. And now you can choose your color background.



Once you find one you like, hit next. If you theme has boxes in it then you can choose your box colors. Once you are happy hit next.

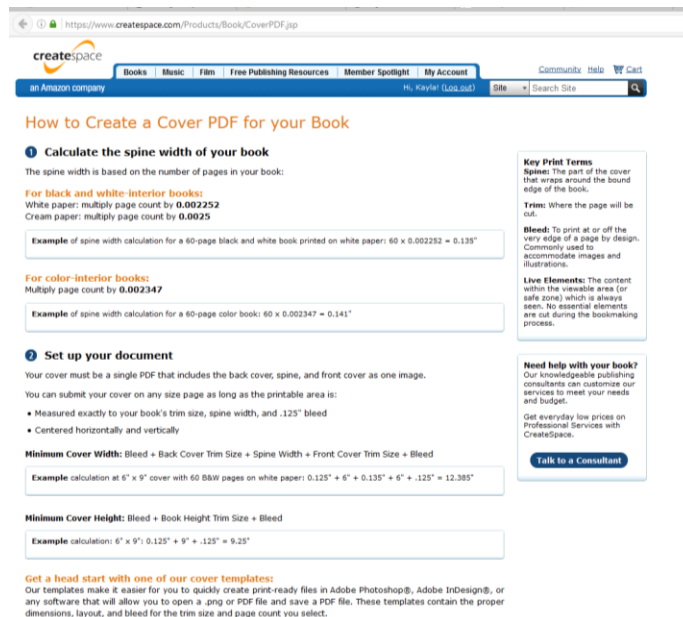
Choose your font color and next. If you like your design, hit “submit cover.” But if you don’t like it you can choose to “change design” or go into each tab one by one and make changes.





## Professional Design

If you have the skills to do your own cover design using software such as Adobe or Corel Paintshop or Serif or whatever then you simply need to get the dimension of your book. Or if you are going to hire this step out your graphic designer can use the information from this step. Click on *submission requirements* to be sent to this page. <https://www.createspace.com/Products/Book/CoverPDF.jsp>



See the link *download cover templates*. Click on that to have CreateSpace make a template that accounts for your trim size and exact page numbers.

Fill in the trim, page count, color of paper and print color and then click build template. It will then take you to a template to download.

1. Open the PDF or PNG file for the Paperback Book Cover Template in your image editing software.

2. Create a new layer in your image editing software. This layer will serve as the design layer.

3. Design your cover in the design layer, using the template PDF or PNG file as the guide layer. The artwork should extend to the outside edge of the template's pink zone to ensure a white border will not exist within the printed work. Do not move the guide layer, as it is properly aligned for our printing specifications.

4. Ensure text and/or images that are intended to be read do not appear in the pink zones of the template.

5. The barcode area is indicated in yellow on the template. Do not place important images or text intending to be read in the barcode location. We suggest filling in this area with your background color or design.

6. Once your design is complete, you will need to turn off the guide layer so that it is not printed on your final product or rejected during the review process. If you are unable to turn off the guide layer, then you will need to format the artwork so that it completely covers the guide layer.

7. Flatten all layers, save the file as a [press quality PDF](#), and upload the file through your CreateSpace account.

Once you have your template than your designer or you can build the cover and come back to load your cover on the main cover page. Once you have it loaded click *save*. Once your cover is ready you can hit continue. If at any point you need to skip a step while the interior or cover are

being worked on that is okay. You can use the navigation buttons on the left hand side of the page to navigate.

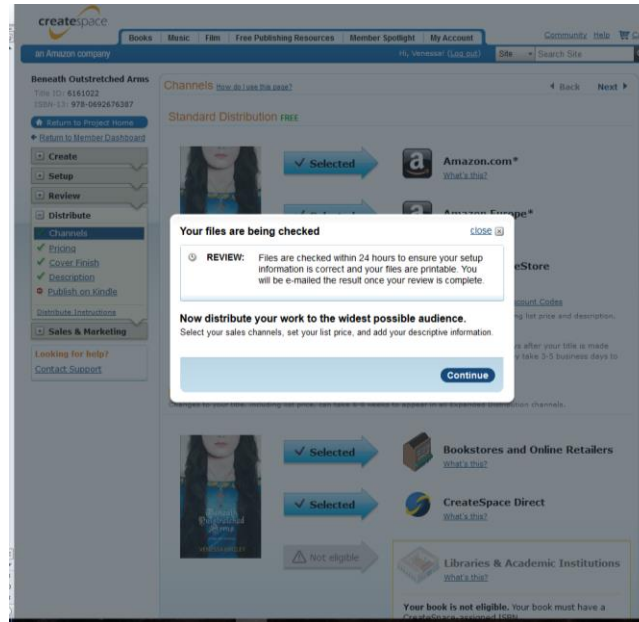
But to *complete set up* you will need to have your interior and your cover loaded.

The screenshot shows the 'Complete Setup' page in the CreateSpace dashboard. On the left is a sidebar with a 'Create' button and a list of steps: 'Setup' (with sub-items 'Title Information', 'ISBN', 'Interior', and 'Cover'), 'Complete Setup' (highlighted), 'Review', 'Distribute', and 'Sales & Marketing'. Below these are links for 'Looking for help?' and 'Contact Support'. The main content area is titled 'Complete Setup' and includes a 'Back' and 'Next' navigation bar. It contains a summary of the book's setup information: 'How to Self-Publish: The Authorpreneur's Guide to Publishing BY AUTHOR Kayla Fioravanti', ISBN-13: 978-0615800745 (Selah Press), 6" x 9" on WHITE Paper (156 pages, Black & White), and the interior file 'FINAL\_createspace How to Self Publish 2015 UPDATEDseptember2015.docx'. The cover is listed as 'Cover Finish: Glossy' and 'Cover: SelfPublishKFBookCover.pdf'. A 'What happens once files are submitted?' section explains the review process. A 'Help Box' provides links to guides and the community. At the bottom, there is a 'Return to your Project Homepage' link and a blue 'Submit Files for Review' button.

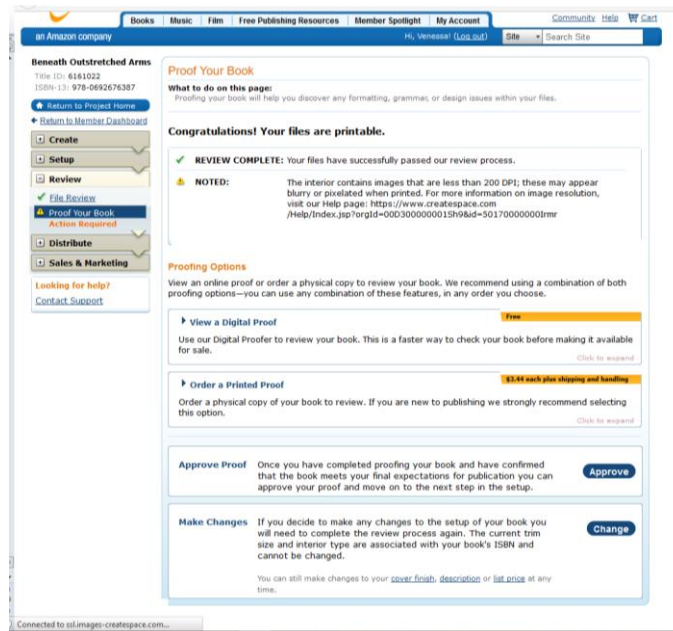
Once it is all loaded you can click the blue button on the bottom right that says *submit files for review*. This will trigger a process that can take up to 24 hours to complete. CreateSpace does a closer review of your files. But they still won't tell you if it doesn't look pretty. They will tell you if you messed up your page number though and repeat any other messages they have been telling you about resolution.

While you wait for the email you can continue working on details. But when you get the email you it will be time to order a printed proof. You are getting close to having an actual proof copy of your book in your hands!

**“Being the first to cross the finish line makes you a winner in only one phase of life. It's what you do after you cross the line that really counts.” ~Ralph Boston**



To order a proof you will pay your manufacturing cost of the book plus shipping. I normally am so excited that I pay for the overnight or faster delivery choices. Every time you order your books from CreateSpace they will quote the price and estimated delivery date so you can choose the delivery method that fits your time frame.



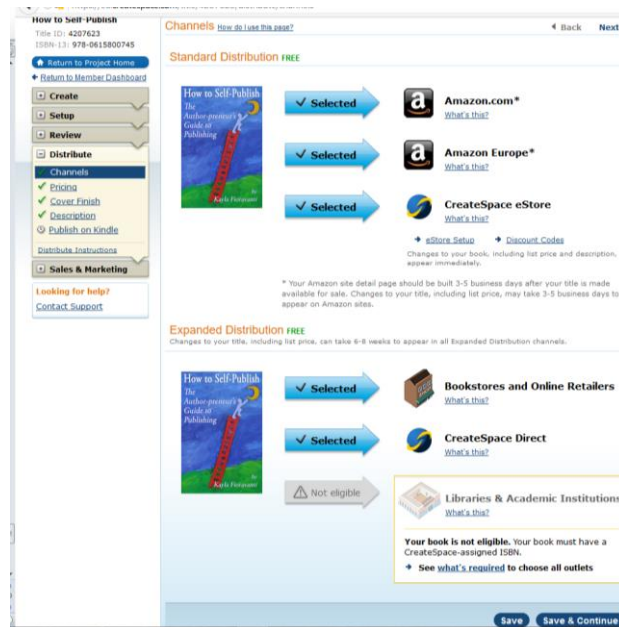
My preference is to have my editor do a final edit on the printed proof first and give it back

to me. From there I go over the book in great detail looking at the formatting and fixing any repairs from the editor. My preference is to go through this process 2x. Both times I carefully review the digital proof and then order another printed proof. You can never be too safe or careful, especially when you are new to the book publishing process. You don't want to order 100 or even 10 and discover you caused a new problem when you did the edits. The one time I rushed the process and ordered 10 copies—I missed an error. I did a drawing for people to win the bloopers.

While you wait the 24 hour process for Createspace to do their review you can finish filling out all the other details for your book.

## DISTRIBUTION CHOICES IN CREATESPACE

Under the Distribute Tab go to *channels*.



You want to choose everything available to you.

**Under the standard channels you will see:**

Amazon.com

Amazon Europe

CreateSpace eStore

**Under Expanded Distribution you will see:**

Bookstores and Other Retailers

CreateSpace Direct

Libraries & Academic Institutions

I mentioned all these options when I talked about ISBN numbers earlier in the course. Libraries & Academic Institutions are only available to people who choose a CreateSpace-assigned ISBN number. Your highest profit margin is going to be in the Standard Distribution. But don't discount the importance of Expanded Distribution. Amazon is the largest retailer, but there are people who prefer to shop at Barnes & Noble or other online bookstore. If your book isn't there they will never find you. When you enable **Bookstores and Online Retailers**, you can make your book available to thousands of major online and offline bookstores and retailers, and expand the size of the potential audience for your books.

When you enable **CreateSpace Direct**, you can make your books available to certified resellers such as independent bookstores and book resellers. The CreateSpace Direct program allows eligible resellers to buy books at wholesale prices directly from CreateSpace.

You might get to this page and find that one or more of the Expanded Distribution choices that should be available showing up as "not eligible." This is because you haven't finished all the steps. You simply need to go to the "Description" page which can be found under "Distribute" and finish the process. What is holding you up is that you haven't entered your BISAC Category.

BISAC Category stands for Book Industry Standards and Communications (BISAC) category – which are used by the book-selling industry to help identify and group books by their subject matter. Choose the BISAC category that best fits your book. Click on Enter a BISAC code and you will see a blue button that says *choose* beside the box.

This is a very important step. THE BISAC is used throughout the book supply chain. It will help a brick and mortar store determine where to shelve your book or online stores know whether your book is the right fit for their market.

The screenshot shows the 'How to Self-Publish' form in the CreateSpace dashboard. The sidebar on the left contains links for 'Create', 'Setup', 'Review', 'Distribute', and 'Sales & Marketing'. The main content area is titled 'How to Self-Publish' and includes a 'Description' section with a text area and a 'BISAC Category' dropdown menu. The 'Additional Information' section includes fields for 'Author Biography', 'Book Language', 'Country of Publication', 'Search Keywords', and checkboxes for 'Contains Adult Content' and 'Large Print'. At the bottom, there are 'Save' and 'Save & Continue' buttons.

Click on it and a new box will appear. Scan through in search of the best category for you. There are several layers to most choices. For instance if you write a *fiction* book another subcategory would pop up, and when you choose one of those another may pop up. Make choices as specific as possible. A good example is my customer Venessa. Her book is fiction, Christian, historical.

If you wrote a soap book you would choose Crafts & Hobbies, a new window would pop up and you could choose Candle and Soapmaking and that would be the end of the choices. But if you wrote a needlework book about knitting it would be Crafts & Hobbies, Needlework, Knitting. Just follow the prompts as far as they take you.

The screenshot shows the BISAC Category selection process. It includes a list of categories on the left and a list of subcategories on the right. The selected category is 'Language Arts & Disciplines / Publishing' and the selected subcategory is 'Choose this Category'.

On the description page you also should add the book description. The description tells potential customers about your title. The description displays in your eStore and on your book's Amazon.com detail page, and may be used as your book's description in other sales channels you choose. Your description can have up to about 760 words.



**What to include in your book description:**

- Describe the story and characters without giving away details that are crucial to the suspense, mystery, or surprise ending of the story. A good example of an appropriate book summary is the kind you often find on the inside flaps or back cover of a physical book dust jacket. If you do provide information from the book cover, be sure you have all necessary rights to the book description you provide.
- Focus on the book itself, but you may also include references to other comparable books and/or authors.

This book description should be part of the editing process. Don't write it at the last minute. In fact add it to the prompts on the homework I gave you. Your editor should ensure that it matches the book itself. This is also the page that you should add your author biography. This should tell your potential customer about you. You can include information your relevant background and qualifications, previous works, or personal interests. The author biography displays in your eStore and on your book's Amazon.com detail page. The author biography can have up about 475 words.

The other key element on the Description page is your search keywords. Search keywords can help your title show up on both Amazon.com and search engines. Pick phrases that you think customers are likely to use when either searching for your title specifically, or when shopping for products that may be similar in subject matter.

If you have taken my *How to Start Writing a Book* class you already heard my spiel about using Google to search and rank these keywords. Basically what you are going to do is use Google Adword Keyword Planner to search all the keywords related to your book. Evaluate them to see what people are searching for. You will see if tens, hundreds, thousands and even millions of people are using those keywords to search Google for answers. Double check those keywords on Amazon by searching Amazon using the words you have narrowed down to. In Createspace you get 5 keyword or key phrases that you can enter in and separate with commas. On Kindle you get more so save them all for future use.

There are a few other self-explanatory choices you can make on this page such as book language, country of publication, adult content and large print. Make your choices and hit save and continue. Go back to channels and you will find that all but the "libraries and academic institutions" will be available to choose. Add all the sales channels that you can and click save and continue.



The next page to fill in is *pricing*. This is a great tool. You can plug in your price point and calculate what your royalty will be in different channels.

The screenshot shows the 'Pricing' page in the CreateSpace dashboard. The left sidebar contains navigation links: 'How to Self-Publish', 'Return to Project Home', 'Return to Member Dashboard', 'Create', 'Setup', 'Review', 'Distribute', 'Channels', 'Pricing' (selected), 'Cover Finish', 'Description', 'Publish on Kindle', 'Distribute Instructions', 'Sales & Marketing', 'Looking for help?', and 'Contact Support'. The main content area is titled 'Pricing' and includes instructions: 'Set your list price and calculate your royalties for each sales channel and manufacturing location. How are the royalties calculated?'. It features three input sections for different currencies: USD (set to \$7.99), GBP (set to £5.87), and EUR (set to €6.87). Each section has a 'Calculate' button and a note about the minimum list price. On the right, a table displays the calculated royalties for various channels.

Channel	Royalty
Amazon.com	\$2.07
CreateSpace eStore	\$3.67
Expanded Distribution	\$0.47
Amazon Europe For books printed in Great Britain	£1.26
Amazon Europe For books printed in continental Europe	€1.65

The majority of sales come through Amazon, but there are opportunities in all of the channels. If you only have one book send consumers to your CreateSpace eStore because the profit is so much higher. If you don't like the profit margins of the first number you put in try another, but never go higher than \$9.99 if possible.

This screenshot shows the 'Pricing' page after adjustments. The list price in the USD section is now \$9.99. The checkboxes for 'Yes, suggest a GBP price based on U.S. price' and 'Yes, suggest a EUR price based on U.S. price' are now checked. The corresponding GBP and EUR list prices have been updated to £7.02 and €8.84 respectively. The royalty table on the right has also been updated to reflect these changes.

Channel	Royalty
Amazon.com	\$3.27
CreateSpace eStore	\$5.27
Expanded Distribution	\$1.27
Amazon Europe For books printed in Great Britain	£1.95
Amazon Europe For books printed in continental Europe	€2.83

To get the Amazon Europe prices to change click on the “Yes, suggest a GBA Price (or EUR price) based on the U.S. price. I always click on those because I don't know foreign economies or money systems. Once you are happy with your profit margin click Save if all the areas in

Distribute already have green check marks. If not click save and continue. Once you have a green check mark everywhere you can simply hit save and close out.

But it always good to circle back to the Title page under Setup and make sure you have included all the contributors to the book that you want to include. You can keep it as basic as only adding your name as author or you can add everyone who worked on the book. I like to include all my contributors. It often causes Amazon to suggest my books when their books are ordered on Amazon and their books show up when my books are ordered on Amazon. I think it is win/win for everyone. It is also extremely helpful for building a resume and online footprint for everyone involved.

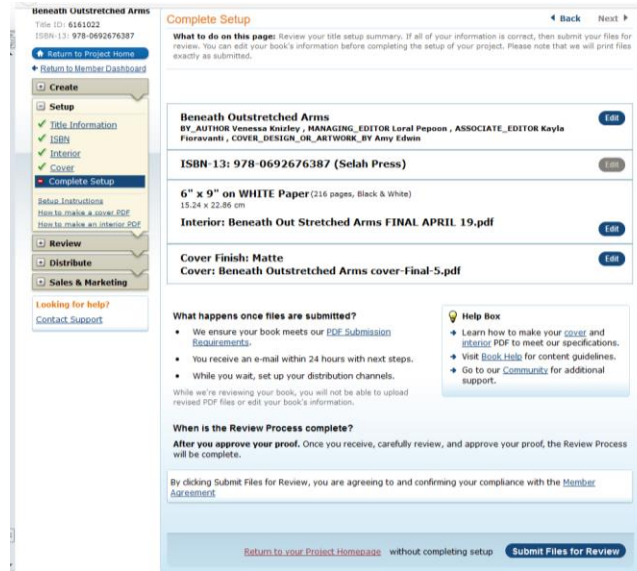
After Amazon has finished their review and you have looked at digital and printed proofs you can take the final publication steps.



At different times in the process you will see in the project homepage where action needs to take place. When action required is showing in “interior” it normally is because you need to either do a digital review, order a proof or choose “skip interior review” (because you have reviewed and reviewed and the copy loaded is the version you are ready to publish.

This will cause a pop-up window to make sure that you really want to skip it. Once you say yes to that you will come to a new page that shows you if you cover is matte or glossy and the name of the final cover version you loaded. Click continue. This will bring you to Complete Setup.

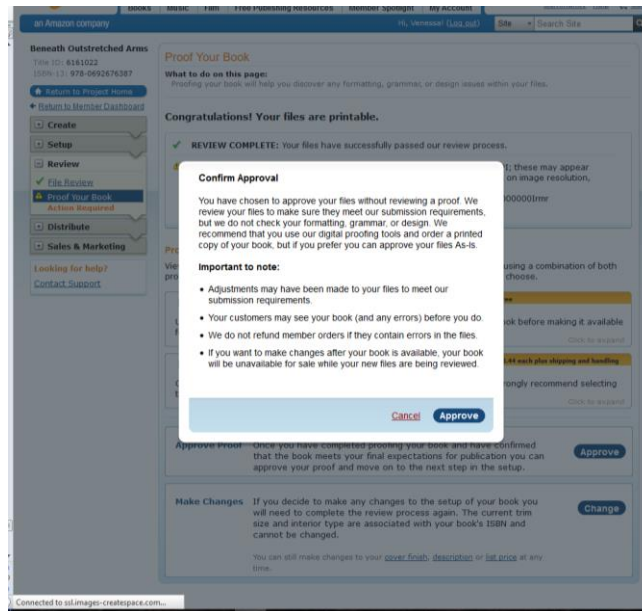
I happen to be on the final step of Venessa Knizley’s book so I used her set up page for the image. You will see that everything can still be edited but the ISBN. At any time after you publish the book everything is open to edit other than the ISBN number. If you find an error, want to update information, want change the cover, or whatever you can still do it.



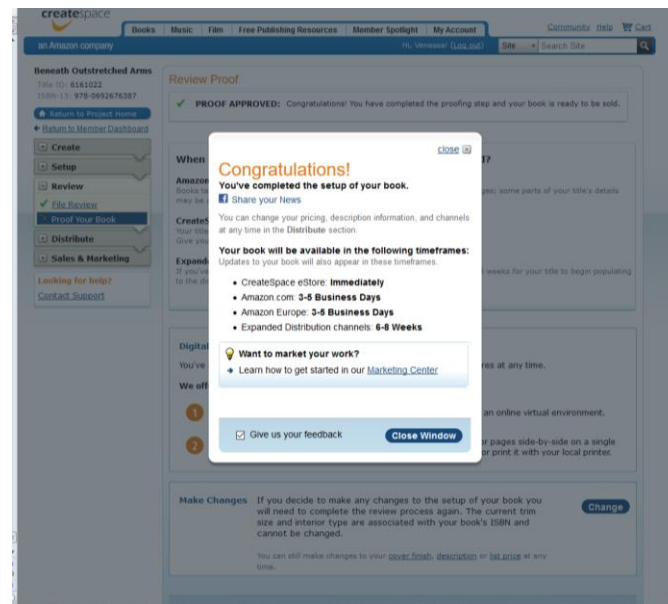
I like to make my changes late at night so that the book will only be down overnight and by morning the updated version will be available. *If your book's status is "Available" and you upload new files, it will become unavailable for purchase. Your book will remain unavailable until you have approved a new proof with your revised files. Any orders placed for your book prior to it becoming unavailable for purchase will be fulfilled using the previously approved files.*

When you order proofs you will reach this page as well. This is what prompts CS to do their internal review. Within 24 hours you will receive an email prompting you to order a proof. If you have made all your changes and are ready to make this the version you publish then do not order a proof. Your book's status will say "Awaiting Proof Order." At that time, you can view a digital proof, order a printed proof copy of your book, or if you've previously reviewed a proof, you will have the option to make your book available right away. Simply choose "Approve Proof" and your book will become available immediately through the CreateSpace eStore and for your own author orders.

Your book will be available on all the Amazon.com avenues within 5-7 business days, although I normally find it on Amazon.com within a few hours. Expanded Distribution is said to be 6-8 weeks, but again I see it there earlier. One thing I have noticed about Createspace is that they often under promise and over deliver. I never get my books late, always get them on time, but often early.



Once you confirm your approval the next screen will pop up.



You will see a pop-up notice telling you that all the steps have been completed and with further information.

One of the options you may stumble upon as you look at the pock around CreateSpace is that they will create the formatted Kindle version. Don't do that. I am going to teach you how to go in and make sure you Kindle looks professional. There are so many little odd ball things that happen to a book when it is

converted to MOBI when you load it into the KDP. Those do not get handled in the CreateSpace conversion. Look for those details in my eBook *Self-Publishing through Kindle*. For more details about self-publishing check out my book *How to Self-Publish: A Guide for Author-preneurs*. The chapters include: *Becoming an Author-preneur, A Comparison of Publishing Options, Advice from One Writer to Another, Budgeting Money, Building an Author Platform, Budgeting Time, The Importance of Editing, Formatting, Layout & Other Details, Cover Design, Pricing to Sell, Business Tips for Author-preneurs and You're Published, Now What?* and so much more.

## About the Author

Kayla Fioravanti is a wife, mother and award-winning author. She lives in Franklin, Tennessee, with her serial entrepreneur husband Dennis, her three kids, three cats, ten chickens, two dogs, one duck and a herd of bison.

Kayla's writing is a sincere reflection of who she is. She writes everything from poetry to textbooks used in natural medicine programs. Kayla loves to research complex problems, dissect the information to its smallest component and write it to her readers in every day English. Kayla teaches Author-preneur tele-seminars through Selah-Press.com.

Kayla's natural product, soap and aromatherapy books exemplify her easy-breezy style that makes learning fun:

- *DIY Kitchen Chemistry: Simple Homemade Bath & Body Projects*
- *The Art, Science & Business of Aromatherapy: Your Guide for Personal Aromatherapy and Entrepreneurship*
- *How to Make Melt & Pour Soap Base from Scratch: A Beginner's Guide to Melt & Pour Soap Base Manufacturing*
- *The Art & Science of Aromatherapy: Your Personal Guide to Aromatherapy, Abridged*

Kayla Fioravanti is living proof that the mind of a scientist can live concurrently with the heart of a poet in one body. Her honest non-fiction books invite the reader into her heart and mind:

- *Puffy & Blue: The Chronicles of Nine Lives Together*
- *When I was Young I Flew the Sun Like a Kite*
- *360 Degrees of Grief: Reflections of Hope*

Kayla loves to teach, share and encourage other writers on their journey. These desires lead to the ultimate how-to book for authors:

- *How to Self-Publish: A Guide for Author-Preneurs, 2nd Edition*

Kayla is also a business and author coach. In 1998, Kayla co-founded Essential Wholesale, which was listed as an *INC Magazine 5000 Fastest Growing Companies in America* three years in a row. Essential Wholesale began in her kitchen with a \$50 investment in 1998 and sold for millions in 2011. Through Essential Wholesale, private consultations, publications and public speaking Kayla have literally been involved in thousands of businesses. The root of Essential Wholesale's success was its involvement in helping thousands of other small business owners succeed. Through Selah Press and coaching, Kayla enjoys having her success fully dependent on the success of the authors and small business owners she coaches. Kayla's author and business coaching is based on nearly 20 years of writing, speaking and business experience.

## References

CreateSpace: Self Publishing and Free Distribution for Books, CD, DVD. CreateSpace is a DBA of On-Demand Publishing LLC, part of the Amazon group of companies. <http://createspace.com/>

Microsoft: Word Help. <https://support.office.com/en-us/word>