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## HELPSHEET

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## BOOK COVER

## SELF-PUBLISHING

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There are several self-publishing platform providers such as Barnes & Noble Press, IngramSpark, Lulu, or Apple Books, and I can, of course, discuss with you how you propose to publish. However, the most popular is Amazon's Kindle Direct Publishing (KDP) so everything here relates to the requirements I would need from you for that platform.

Please provide the following:

- Book size, check on your bookshelf for a size you would like - there are numerous options, eg: 5"x8", 6"x9", 7"x10" etc (check options with your printing company/service provider).
- Title
- Genre
- Synopsis
- Author name (or pen name)
- Blurb for the back (100-200 words)
- Price
- ISBN (see below)
- Images/logos (high res jpg, ie 300dpi in CMYK format)
- Stylistic requirements (colours, font, image or illustration)
- Examples of other cover designs you like

If you want me to help source appropriate images then that is fine. We can discuss ideas and I can look at your synopsis.

You may prefer to provide your own images, in which case they need to be high resolution, ie 300dpi and large enough for the space they fill. (This is not so important for e-book covers but if you work from the highest spec then you will be able to convert in either direction, ie from print to e-book to print).

I recommend the free site [wetransfer.com](http://wetransfer.com) for sending large files. Please ensure all images are clearly labelled and in logical folders.

## BOOK INSIDE PAGES

Please provide the following:

- Book size, check on your bookshelf for a size you would like - there are numerous options, eg: 5"x8", 6"x9", 7"x10" etc (check options with your printing company/service provider).
- Title, genre and synopsis
- Author name (or pen name)
- Your finished manuscript as a Word document. No formatting is necessary—apart from italics etc where required, together with page, chapter or part breaks, and annotations where you want images/illustrations placed.
- Copyright information for the title verso page - see below...

Published in the United Kingdom by:  
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[ISBN]

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A CIP catalogue record for this book is available from  
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First printed [MONTH] [YEAR]

Printed and bound by  
[PRINTING COMPANY NAME AND ADDRESS]

Cover design and typesetting [www.alisondrury.com](http://www.alisondrury.com)

- I am happy to do light proof corrections but I recommend your manuscript is fully proofread and edited before sending to me.
- My rate includes one set of light corrections but my hourly rate applies thereafter.
- I recommend the free site [wetransfer.com](http://wetransfer.com) for sending large files. Please ensure all images are clearly labelled and in logical folders.

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## ISBN NUMBER

The ISBN number is used by publishers, booksellers and libraries for ordering, listing and stock control. If you plan to publish more than one book, or to publish a revised edition of the original, or if you are going to publish your book in different formats (such as paperback and e-book), you will need a different ISBN for each version. Print copies cannot be sold without an ISBN, and, although Amazon KDP will allocate an ISBN for you, it is better to get one on your own as it won't be transferable.

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## BARCODE

Amazon KDP will automatically generate a barcode—I simply leave a space in the design to accommodate it. However, for other platforms I am able to generate this for you - you just provide me with the ISBN number.

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## PRINT-READY PDF

Once you've approved the proofs and are happy that it is ready to go, I will convert to a print-ready PDF which you can forward to your printer or upload yourself onto your chosen self-publishing platform.

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## LISTING WITH BOOKSTORES

Part of the service from Nielsen (ISBN number provider) is automatic entry to their database and the information will be listed on Amazon, WH Smith, Waterstones etc. You can also use their BookScan services to generate reports on how your title is selling. Their continuous retail sales monitoring service for print books represents sales through 6,500 retailers each week in the UK.

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## TIMESCALE

Obviously this all depends on the complexity and length of your book, but three weeks would be a rough guide on turnaround times.

