WHY SELF-PUBLISH YOUR BOOK WITH CREATESPACE

- Fast, Easy, and Economical
- No title set up fees
- Free ISBN option
- Other Free Tools
    - Cover Creating Tools
    - Book Preview Tool – allows you to share a portion of your work with others for review
- Online Community – networking and insight from other authors
- Control – set your sales channels and list price
- For maximum exposure List with Amazon.com and also sell from your own site using customizable CreateSpace e-store
- Print On Demand – No upfront investment in inventory. Books are manufactured as customer orders come in. Customer service and order fulfillment are automatically handled through Amazon's online distribution channels
- Amazon.com – If you list your book with Amazon.com, you may be eligible for features such as *Look Inside* and *FREE super saver shipping*
- Royalties – earn more on sales and pay less per copies ordered
- Low Author Book Pricing – for personal selling efforts
- Non-exclusive rights allow flexibility for you to take advantage of any future publishing and distribution opportunities
- Enhance your Professional Brand and Expertise

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COVER CREATION TIPS

I recommend you have your cover created, or at least ordered before you start writing. This important step makes the book real and will motivate you in the next step of writing.

The exact size of the cover will be determined once the book is finalized and the number of pages is known. However, you can begin designing the cover and resize accordingly.

Review the CreateSpace Cover Guidelines BEFORE creating or outsourcing your book: https://www.createspace.com/Products/Book/CoverPDF.jsp

The cover is the most important part of the book because readers DO judge the book by its cover. The purpose of your book is to establish authority positioning.

For Authority Positioning, your image and name are the most important elements of the cover. You are the educator and advocate for the readers' success.

Don't skimp on quality or the principles of your book cover.

Outsourcing Your Cover

Because you aren't looking for an original artistic cover created like you might want for a novel or children's book, you can easily outsource your cover creation.

Resources for outsourcing your cover are listed at the end of this document.

Creating a Cover PDF for CreateSpace

You can get cover specification and size calculations here:
https://www.createspace.com/Products/Book/CoverPDF.jsp

The spine width is based on the number of pages in your book:

1. Design Your Cover
    a. Ensure text and images are within the Safe Zone
    b. Title and Author name must appear exactly as entered during the title setup process

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c. Images may be CMYK or RGB color. All images should be sized at 100%, flattened to one layer and placed in your document at a minimum resolution of 300 DPI.

d. Book Spine – allow a .0625" variance on either side of text for the fold lines of your cover. For books with less than 130 pages, it's best to leave the Spine blank

e. Barcode – CreateSpace will place your 2" by 1.2" barcode in the lower right corner of the book's back cover. Images or text in that location will be covered when the book is printed.

2. Prepare for Printing

   a. The printable area of your document must be the right size, including bleed

   b. Make sure printable area is centered within your document

   c. Make sure all live elements are inside the safe zone

   d. Export as print-ready PDF. Be sure fonts are embedded.

   e. Maximum file size is 40 MB.

FORMATTING TIPS

Make formatting the simplest step instead of the most difficult one.

I highly recommend outsourcing this step (view Resources section at the end of this document.) It will save you time.

Outsourcing

Make sure you give the proper instructions and communicate with the person formatting your book. Some elements to consider are below: (**At the very least, it should include a Title page and Table of Contents)*

- *A Title Page – centered followed by the Author name
- Copyright Page
- Dedication Page

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- Legal Disclaimers – if needed
- Foreword or Preface
- *Table of Contents
- Headers/Footers and page numbers
- Page Layout and Margins
- Explain any fonts you require
- Explain special elements of your book

Do-It-Yourself

If you intend to do this yourself, CreateSpace has a Step-By-Step Guide for formatting your book's interior https://www.createspace.com/en/community/docs/DOC-1482

If you don't already know how to format for CreateSpace and you don't want to outsource, download the CreateSpace PDF Submission Specification guide, or use the guides in the resources.

CreateSpace also has several downloadable templates available https://forums.createspace.com/en/community/docs/DOC-1323

PUBLISHING

Set up a CreateSpace account by going to https://www.createspace.com/ and click the "Sign Up" button.

Once you have activated your new account, you will be taken to the CreateSpace dashboard. To set up your book, select the *Do-It-Yourself* option by clicking on the *Set Up Your Book Now* button.

Starting Your Book Project

1. Enter a project name. (This can be changed at any time *before* your submit your book for review.)

2. Select Paperback.

3. Choose "Guided" setup process.

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Title Information

1. Verify your title.
2. Add the Primary Author
3. Include any Contributing Authors
4. If this is part of a series, include the Series Title and Volume
5. Enter an edition number, if applicable
6. Select the Language
7. Publication Date – If you leave this field blank, CreateSpace will automatically assign the publication date as the day you approve your book for publishing. If you are re-publishing a book, you can enter the date the book was originally published here. The publication date cannot be changed after you submit this book for publishing.
8. Hit Save & Continue

ISBN

An ISBN, or International Standard Book Number, is a unique 10- or 13-digit number assigned to every published book. An ISBN identifies a title's edition, publisher, and physical properties such as trim size, page count, and binding type.

Bookstores, retailers, and libraries identify books by their ISBNs. CreateSpace prints an ISBN barcode on the lower back right corner of every book they manufacture.

You have 4 choices for setting your ISBN number. Once it is set, it ***cannot*** be changed.

ISBN Options

Option	Price	Imprint	Distributors
CreateSpace-Assigned ISBN	**Free**	CreateSpace Independent Publishing Platform	CreateSpace

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Option	Price	Imprint	Distributors
Custom ISBN*	**$10**	You choose	CreateSpace
Custom Universal ISBN*	**$99**	You choose	You choose
Provide Your Own ISBN	**Existing ISBN Required**	You choose	You choose

*Both custom ISBN options are offered through an agreement with Bowker®.

For more information, visit https://www.createspace.com/Products/Book/ISBNs.jsp?sitesearch_query=isbn&sitesearch_type=SITE

Interior Book Options

1. Select Black & White
2. Choose your Trim Size
3. Choose *Upload Your Book File* for submitting your book interior

Cover

1. Select the desired finish for your book cover (we usually use Glossy)
2. Choose *Upload a Print-Ready PDF Cover*

Book Review

1. CreateSpace will ensure your book meets their PDF Submission Requirements.
2. You receive an e-mail within 24 hours with next steps.
3. (While you wait, you can set up your distribution channels.)

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4. After the book is approved by CreateSpace, you can order a proof. It is a good idea to get a physical copy of the book mailed to you to proof and not rely only on the online review as a proof.

Distribution Channels

1. Before you can set up your distribution channels, you must update your Royalty Payment Profile as well as your Tax & Business Information. (If you are a U.S. based company, this information is similar to what is collected in a W-9)

2. Your Royalty Payment profile includes your name and address. You can choose to receive your royalty payments via check or have them direct deposited into a specified bank account.

3. Select all options in the Standard Distribution Channels section (Amazon.com, Amazon Europe, and CreateSpace eStore)

4. Select CreateSpace Direct in the Expanded Distribution Channels section

Pricing

1. Set the list price for your book

2. CreateSpace can make recommendations for prices in GBP and EUR based on the U.S. sales price

Resources

CreateSpace Book publishing details

https://www.createspace.com/Products/Book/

CreateSpace PDF Submission Specification
https://www.createspace.com/ServicesWorkflow/ResourceDownload.do?id=1583

Cover Creation Resources

99Designs – Crowd sourcing marketplace. Get multiple designers submitting high quality covers based on your specs. Your bid can start at $299

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Crowdspring - Crowd sourcing marketplace. Get multiple designers submitting quality covers based on your specs. Your bid can start at $269

Fiverr.com – You can get covers very inexpensively, Check for reviews and gig details. The end product may be more than $5. Quality and customization will vary by provider.

Formatting Resources

CreateSpace Downloadable Templates https://forums.createspace.com/en/community/docs/DOC-1323

Fiverr.com – Do a search for CreateSpace Formatting and look for several good reviews. Be sure and check the file and test upload before closing the gig.

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