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Jennifer Hope Webster

***Author, Mentor, Writer,
World Traveler
President, Founder & CEO of
ChatwithGod.org Ministries***

***Enjoys family, gardening, walking with
dogs, coffee with friends, extended
family, writing, reading, technology,
publishing, photography, social
networking, cultural differences
through travel experiences through art,
people, gastronomy, history and
architecture***

***It is a pleasure to share with my
readers, writers, and publishers about
the art of publishing. I have spent
many years in disappointments, dead-
ends, to finally success. Here is the
simple road less traveled to self-
publishing your book in the 21st
century...enjoy the journey.***

Create an Environment and a Working Space.

This is the most crucial stage of all...since this is where you will be spending most hours of every day. **I write in one room and I work on the business in another...**completely different environments.

In **developing your own writing environment**, consider all your senses...taste, smell, touch, sight, hear...café mocha, a cinnamon burning candle, a velvet blanket with my beagle lying on my feet, a lamp angled only on my writing, and classical music echoing in my ears. Am I driving you to retrieve your long forgotten writing pieces stuck in a box?

A business environment should contain some **basic essentials**:

- Large Desk
- Filing Cabinet
- Computer
- Printer (prefer a work center type with fax, copy, scan, and print capability)
- Business line with Message Capability
- E-Mail Address
- Personal Organizer
- Brief Case with File Folders
- Lots of Writing Pads for New Ideas
- Comfy Chair...create to your own needs and liking.

Your first file needs to be “Expenses”. Collect all your receipts within this file. This is crucial when filing for taxes.

Fax capability can be added to your email address by connecting to www.efax.com (You can receive faxes by email and send out a file via fax, but you can't send out paper based with e-fax.) An option when you are in small space. Use it well. I also like the fact that documents are all saved to my

computer. They are easier to forward and to file into compartments and saves me on the paper clutter.

Create Your Piece and Transpose it to the Computer.

Consider the following when writing:

- Purpose of piece
- Purpose statement
- Content
- Spelling
- Cohesiveness
- Clearly thought out material
- Title
- Graphics
- Illustrations

Target an age group for the reading audiences...don't be afraid to venture out...write from your soul.

“We must be doing something about bringing our dreams into the world every day, even if we only have fifteen minutes out of every twenty-four hours to concentrate on our calling. Is there a phone call you can make? A letter you can send? One page that you can write? A mailing list you can get yourself on? Five pages of a book you can read? ...You’ll be amazed at the power of fifteen focused minutes.” September 11, ***A Psalm for Life. Simple Abundance, A Daybook of Comfort and Joy***, by **Sarah Ban Breathnach**.

You can also use this same plan to sell a C.D, poetry, art sketches, and “How to books.” There are few limits.

Copyright Your Material.

Library of Congress, Copyright Office, 101 Independence Avenue S.E., Washington, D.C. 20559-6000

<http://www.loc.gov/copyright> (202) 707-3000. For further information, please follow the “Publishing Process Worksheet” at the closure of this book.

You can download forms via the Internet. Send application fee, copy of work, and application. The current rate as of 2002 is \$35.00 via the internet and it can return in as little as 24 hours...and \$65 by mail. This process could take over 6 weeks to return by snail mail...so start early. Time has changed! I needed to resubmit this copyright document. It took nearly 16 months to receive my copyright status in 2000. This copyright number will be used to retrieve your ISBN # and barcode. Begin now...even with an imperfect piece. You are **copyrighting your unpublished concept and ideas**. A final “published copyright” will be required to replace the original copyright for the same fee. Protect yourself...Copyright!

If you desire to review any specifics to copyright, please refer to: <http://www.copyright.gov/title17> Complete version of the U.S. Copyright Law, October 2009

Select a URL (a domain website name)

Example: www.chatwithGod.org

Visit the website www.networksolutions.org. This Internet company can help you to easily select a “name” only that is available for about \$30 per year. They can host the web “site” for you at an additional fee as well with an email address attached to the email. For example: www.chatwithGod.org and Jennifer@chatwithGod.org. Hosting the website with email address with cost under \$80 per year. Prices change with new promotions and competitiveness. Buy website packages. If you buy 2-3 years in advance, a discount will be given.

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You can design your own website with Network Solutions **templates** all in one signing on...It took me a half hour using their system of set up. It is easy, yet challenging. Use their manager system to build your own site with a variety of templates and colors to choose from.

This website is crucial as you develop contacts while your project grows. This website can contain anything you want. E-mail address, phone number, address, new business name, basic content or message of your piece, poetry, mission statements, or whatever you want to relay to your audience and contacts.

IDEA! Use search engines such as Google, Ask, and Yahoo to help you locate other options to your publishing experience and questions!

Create a Business

Develop a sole-proprietorship business license. You can file individually or with a spouse. Create a business name...it can be the title of your piece. Better yet create a name outside your writing piece for future project interests. My business name is *My Journey with Jesus*. I chose a broad name with few limits. I could sell a variety of items under this business title.

Go to your local city hall and find out a detailed list of how to attain a business license. The complete process took 4 months and expenses depend on the detail your project and project income for the first year. (\$1-\$20,000 income will pay \$25 in the city of Costa Mesa, CA, USA.)

See your City Hall for details.

The route for filing may look like this for an Orange County Business and may be somewhat different in your City:

1. Does another company have your business name? If not **file for a fictitious name** with *County of Orange Records Office, 12 Civic Center Drive, Santa Ana, CA 92704, 714-834-2500*
2. If you will have **employees**, you must file for an Employer ID number with the Internal Revenue Service. *Internal Revenue Service, 34 Civic Center Plaza, Santa Ana, CA 92704, 714-834-2500*
3. If you wish to **file as a Corporation**, you must first file the necessary paper work with the Secretary of State. *Secretary of State, 1230 J Street, Rm 100, Sacramento, CA 95814, 916-445-2900*
4. Open a **business banking account**. Some banks require you to have filed for a fictitious name before you open a business account.
5. A **resale number** is required if you are retail, wholesale or manufacturing a tangible product. *State Board of Equalization, 28 Civic Center Plaza, Rm 239, Santa Ana, CA 92704 714-558-4054 www.boe.ca.gov click of forms and publications to apply on line. (Different states will have different websites. Consult your yellow pages.)*
6. If your business requires any **special permits**, you will need to supply proof of that permit.
7. You must **file for a business license** within each city that you conduct any type of business. *Example: City of Costa Mesa, 77 Fair Drive, Costa Mesa, CA 92626 714-754-5234*

REMEMBER! Keep your tax receipts for a write-off each year. www.boe.ca.gov Go to your states website to file your business taxes each year.

Select a Graphic Designer

Find a friend, member from your church, community, or look in the yellow pages for a graphic designer. Ask to see their work and their pricing per hour. After selecting a designer, show them your work sent via email or place on a disc and give them direction as clearly as possible as to the detail of what you want. Ask for an estimate of the project. Remember you are paying them per hour \$50.00-\$200.00. They will transcribe written material, and transpose illustrations - even create new graphics! Be ready. Get to the point. Know what you want; however, getting what you want takes time.

www.CreateSpace.com has designed a portfolio that enables you to pay approximately \$299 for a design cover. This has been offered as a new service at the end of 2010. Catch the wave of new technology. I believe that this is an excellent price.

The cover of your work and title will draw the audience. Give this concept significant attention.

Design business cards, letterhead, logo, envelopes and print prototype of your book.

You can go to your local Kinko's www.kinkos.com www.vistaprint.com or printing shop for business ideas. Look through the designs and create your own **business cards, letterhead, logo, and envelopes.** Most logos are created with the business name. Graphic designers for a fee can easily create the above material to fit in line with your project. The local printers, the small shop stop, is a place where we can support our local communities.

Print the prototype with the use of updated computer devices we are able to design a sample of a concept of the model or

vision of where we want to go with our project. Designing on a piece of paper your idea, logo, photograph, body of text to your graphic artist. This can be sent by mail, fax or scanned.

After the graphic artist is able to glue together your concept, they will first begin a last minute spell check and overall review. Be strong in the direction of your opinion as writer and artist because pieces can change if you all too many others opinions to matter. You will be delivered a PDF spec of your requirements including a separate cover. If you are going to make an e-Book, request a copy of the cover and text together not separated. For advertising purposes, retrieve a copy of the books "Front Cover" only not in PDF...JPEG preferably.

Example: God's Secret Wisdom: The Art of Daily Living (link)
http://www.amazon.com/GodsSecretWisdomlivingBiblically/dp/0970636083/ref=sr_1_1?ie=UTF8&qid=1293494608&sr=8-1

www.Vistaprint.com is a resource for **business cards, banners, business car magnets, etc.** I made magnets with the website address on them and placed them on the back of my car. I also have been sending them nationally at worldwide since Chat with God is also an online business and delivers globally. This company is reasonable with all their prices.

www.VistaPrint.com provides **free business cards** with \$5.25 shipping & handling on 250 cards. Choose from a selection of 10+ choices.

OPTIONAL...

If you already have and idea to **copyright a logo**, you can register online (e-Teas) or by mail (Print Teas) with the United States Patent and Trademark Office for \$425 approximately. If you are in a financial pinch, I would wait on this. www.USPTO.gov One can search via this website to see if your logo is already taken by another agency. The use of an attorney will cost you another \$425.

Get Endorsements

I made the mistake more than once sending my sacred and treasured book to over **35 publishers** with all the heart that one could offer: Cover letter, copy of book, self-addressed stamped envelopes, and not to mention the mailing envelope with stamps. Within a couple of weeks to 4 months, I received a negative reply. **“Not reviewing unsolicited works.”**

So I want to spare all writers the rejection of this period. My first and second writing pieces never made it. I didn't write for years after that.

I never could find an agent willing to take the risk to present my work to a publisher. So I now ride on the tail wings of the accomplished. Writers, speakers, and well-respected men and women of God became my endorsement team.

I selected 12 people for requests to endorse the journal. I sent a copy of the work, requested their endorsement on letterhead, and enclosed self-addressed stamped envelope. Four sentences with their signature, title, and mailing address was my goal per endorsement. I prayed heavily. Fortunately I received all 12 of the endorsements in return. This is highly unusual but motivated me to continue and make minor changes within the book due to the input of the endorsement team.

I've actually added the endorsements to the website of my books www.chatwithgod.org and I also have used the comments on the advertising on Amazon, Booksurge and other global book selling sites to promote the sell of my books:

Example: Mis Charlas Con Dios

http://www.amazon.com/Mis-Charlas-Dios-Oracion-Conversations/dp/0829745564/ref=sr_1_1?ie=UTF8&s=books&qid=1293495222&sr=1-1

★★★★★ "For those who want to know, converse and how to envelope life, Jennifer Hope proposes another way for us to continue to talking with God and the universal energy of how obtain that spiritual peace that we're looking for." -Dr. Michelle Nielsen - Barcelona, Spain

★★★★★ "Para aquellos que quieren saber más sobre cómo conversar... Jennifer Hope nos propone otra manera para seguir conversando con Dios y la energía universal para conseguir esa paz espiritual que tanto buscamos." -Sobre la Dra. Michelle Nielsen -Barcelona, Spain

Finalize Prototype, ISBN #, LCCN and Barcode

Make final adjustments to your work. This is the last time to make spelling and content changes. I added the endorsements to the back of the book and within the front cover. I listed the copyright date and business name. Compare other books and enclose detailed information that reflects the content need of your work. I added **“thank you”** and contributors website addresses. **Make sure you add your website address so that others may find the distribution site of your work. Example: www.chatwithgod.org**

Add an **ISBN # and barcode.** The ISBN # can be bought via the website <https://www.myidentifiers.com>
ISBN-san@bowker.com the ISBN Agency
 121 Chanlon Road, New Providence, New Jersey 07974
 1-877-310-7333

The ISBN, Barcode, can be purchased and received all in the same day. Don't forget to email your ISBN and Barcode to your graphic designer. The self-publishing company has specifications that can be sent to your graphic designer for placement of ISBN, Barcodes, and DPI's (Dots Per Inch) for

your graphics. Yes, it does speak a language that is confusing...but the birth of your project is well worth it!

My bit of advice, have your graphic designer permanently put this code and ISBN# put on the back of the book and on the same page as the copyright date via the disc used for printing. This will eliminate the time and the expense of manually adding each barcode/ISBN sticker to every book.

When the above process is completed, apply for your Pre-assigned Control Number (PCN) with the Library of Congress. <http://pcn.loc.gov/pcn> 202-707-9797. I have attached a worksheet called, ***Publishing Process Worksheet*** that helped me document and organize crucial numbers for each book registered.

Print Your Project

Locate a printing company and request expense for printing. The more books you order the lower each book will cost. For example: 1,000 books per order will cost more than 3,000.

But I've been in the publishing business since 1999. I have been in the wave of what was good and now what is not. I have a over 10 published books. One with a publisher, some published in large printing presses with \$10,000 due at the door. My advice to you is STOP the MADDNESS...

Go to wwwcreatespace.com ...History in the making: Booksurge was a publishing company that is now bought out by Amazon.com now called wwwcreatespace.com . Createspace can offer you the bottom dollar with the best quality in books. I know because I work with them and have transitioned with them into excellence in self-publishing, print- on- demand.

Distribution and Advertising

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This is where your creativity and social energies need to come out. Go to your local bookstores. Meet with the manager of **distribution** and show them you work. Most businesses will take 40-65% of the gross profit off the sale of each book. Most widely known are www.Amazon.com and Barnes & Noble with website capabilities.

The www.createspace.com plan has a built in print-on-demand plan that includes a distribution and advertising plan for free. No kidding. Basically follow the question prompts of the Create Space team....one phase and step at a time. If you can't understand or unable to follow through on your own, there is always a way to hire and pay for someone to do the work for you on the Createspace.com team.

PROFIT: Createspace.com does change their packages; however, if I were to sell a book at \$10.00 and receive 33% of the commission approximately is \$3.33 for each book sold. Not bad. On a \$19.99 book, the commission would be \$6.67. All credit card transactions are handled by CreateSpace. Don't overprice or underbid your book for the competitive market. The books are sold online via Amazon.com. They set up a bank direct deposit to your account. A notice each month will be sent to your email automatically informing the author of number of books sold.

ROYALTIES: Print-on-Demand to client as they order online, direct deposit to your banking account, notice to your email of books sold for accounting and documentation. Let me add one more concept to you. Our family added "Family Trust" to our books which cost us about \$1,500 with a lawyer. Now all our books will be handed down through generations via the family trust without any bumps in the road. Our Publisher is now our under our family trust. It will transfer to our children if the books exceed our existence. So think beyond the presence. Think into your future.

The **postage** currently costs \$1.98 "Book Rate" to mail anywhere in the U.S. with our project and approximately

\$6.50-\$8.50 globally. Remember to **include the shipping and handling in each of your sales.**

Accept speaking engagements and arrange meetings with organizations to sell in bulk. This angle takes a tremendous amount of time. Remember to track mileage and expenses along the way. Arrange a book keeping system for deposits and expenses, etc.

Find a reliable **accountant** for questions and accounting issues.

Taxes will be paid quarterly unless you show loss in your first year. Loss will be tallied at the end of the year. See a professional accountant for end of the year write offs.

“A few caveats: The less reputable firms skimp on paper stock and productions values—so ask to see a sample before you sign the contract. And watch out for extras. Most companies will try to sell you additional services, such as proofreading and marketing—but publishing pros feel the latter aren’t very effective. If you want to sell your books, pick a POD company that has an online store and will list you on Amazon’s and Barnes & Noble’s Web sites: and invest in a book or course on Internet marketing. A few industrious writers have sold as many as 5,000 copies this way—but they’re the exception. To become a best-selling or prizewinning author, **you’ll need to find an agent and a traditional publisher.** But for a lot of people who have always had a book in them, POD is a digital dream come true.” –**M.J. Rose, *Publish Your Own Book, “The Oprah Magazine”, April 2003 page 72***

...“**you’ll need to find an agent and a traditional publisher**” isn’t necessary in this current market. Do it yourself! Other than that, M.J. Rose has got it right in 2003.

My advice on Print on Demand (POD)...Consider the contract before signing other than www.createspace.com ...it is expensive... an easy out for those who are willing to pay

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and have time constraints. My recommendation is to do all the legwork yourself from ISBN#, barcode, LCCN and copyright date. You will pay for each angle along the way! Please research this before you commit.

Get listed on **search engines**...this is like advertising in the yellow pages. In order not to further confuse you on the topic of search engines, please refer to educational sites devoted to this topic such as the one provided below:

<http://www.searchenginewatch.com/links/>

Search engines are crucial because they bring clients to your site.

There is no easy formula in attracting customers. The technical word that you are looking to attract customers is called a **web ring**: like companies exchanging your website address for theirs and placing them on the website. I provided this request which drives in more traffic:

<http://www.chatwithgod.org/prayer-journal/link.php4>

REFER A FRIEND:

We added this link to every page. Our web designer added a **“REFER A FRIEND” button** for communication to our visitors.

<http://www.chatwithgod.org/prayer-journal/refer.php4>

We have added a **counter** to count the number of visitors to our site; however this is not seen by the public. and sending them sketches of the new version. We took **ideas from our clients and implemented them with a better selling price.**

E-Books is another way to publish all the books an author wants without the expense. One basically takes a similar plan

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and creates a PDF. This file is sent electronically to one's e-mail address or a link can be sent to pick up the e-Book. I call this knowledge of the 21st century. People are catching on. In 2003, our staff created 10 e-Books. Most of the hours were spent in administration and not in sales. Once you develop an account with Amazon.com you have the option to go global with electronic books. With the Kindle and iPad iPod iTouch and certain cell phones, people can purchase and download e-Books anywhere there is an internet connection. So there is power in sales! I'm selling 50/50 books to eBooks.

Multi-language is crucial with our global melting pot of cultures and languages. My Journey with Jesus has run in this area and drawn interest. **Our site uses a translator** to translate every page as requested by clicking on <http://babelfish.altavista.com/tr> or www.altavista.com got to translate. This site translates our site into **12+ languages** at a click of a button. Simply amazing! The most exciting point about this link is that it is **free**.

Social Networking

Manage Social Networks: Below is a list of social networks you have yet to hook in to your Ping.fm account. Setup is easy. Just click the "Add Network" and follow the directions on the service page. First, select a **"Manager"** of your social networks.

This saves me time, as I find critical media news, articles, and messages that I want to relay to my family, friends, and extended communities on Networks such as LinkedIn.com, Facebook.com, to Blogger.com.

Example of Social Networking **Blog**:

<http://chatwgod.blogspot.com>

Example of Social Network **Managers** to begin adding your social networks...the list is extensive. Plan to spend days on this project:

www.Ping.fm www.addTHIS.COM

Keep Control of Your Project.

Ask questions and keep learning. Keep control of your project by not making unwise and expensive choices. I ask God for direction and wisdom and the help of other experienced businessman or woman.

So now you're official...you're a published author.

It is possible...it just takes time, money, prayer, and a lot of passion.

Definitions

Webster's New World Dictionary with Student Handbook

Publish- 1. to make publicly known; announce; proclaim. 2. to issue (a printed work) to the public, as for sale.

Publisher- a person or firm that publishes books, magazines, newspaper, etc.

How to Publish Your Book

Jen@chatwithGod.org

Please visit our website! www.chatwithGod.org

Please tell your friends!

When you get Discouraged....

*"Commit to the Lord whatever you do, and your plans will
succeed."*

Proverbs 16:3

*"Now faith is being sure of what we hope for and certain
of what we do not see."*

Hebrews 11:1

*"The Lord will give strength unto his people; the Lord will
bless his people with peace."*

Psalms 29:11

Other success stories with the use of our project:

Chat with God: 40 days + 10 other books by Jen Webster

http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=jennifer+hope+webster

Twinkle by Christine Faith Hoffman

http://www.amazon.com/Twinkle-Bethlehem-Christine-Faith-Hoffman/dp/0615403506/ref=sr_1_1?ie=UTF8&s=books&qid=1293506065&sr=1-1

Don't Give Up by Gary Hoffman

http://www.amazon.com/Dont-Give-Up-Unexpected-Challenges/dp/0984542108/ref=sr_1_1?ie=UTF8&s=books&qid=1293506155&sr=1-1

Write to Read developed by Heather & Dr. Gelhart

http://www.amazon.com/Write-Read-Heather-Star-Gelhart/dp/1439271712/ref=sr_1_1?ie=UTF8&s=books&qid=1293506314&sr=1-1

PUBLISHING PROCESS WORKSHEET

Publishing Process Worksheet

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