

# PART 2 NOTES



## The Build Your Book Course



with Angela Treat Lyon

## PART 2 NOTES

# Build Your Book Course, Part 2

Today we're going to design a template for your book.

## INDESIGN TEMPLATE

### INTENT

When you're in the create-a-new-page document setup, you can choose what your intent is, whether it's print, for the website (Ebook), or for mobile (Kindle).

### PRINT

Choose Print because that'll give you the highest quality.

Also for print, choose facing pages, because then you get to see, in your document creation screen, the setup of how the pages look together.

### EBOOK

If you're doing an Ebook, not-facing pages is better, because in an Ebook, you're scrolling down just like a web page, and seeing pages together isn't as important.

### # OF PAGES

Choose the approximate number of pages you want to end up with. Keep in mind that about 35 pages of a single spaced 8.5" x 11" document will equate to about 120 to 150 formatted pages in your 6" x 9" print book. Depending on how you space the lines.

I usually like to just put in 100.

### PAGE WIDTH & HEIGHT

Next you choose your page width and height.

In this case, it's 6" x 9."

If you have images that are going to bleed off the page, add .25" to your horizontal outside measurement. So if you're making a 6" x 9" book, your outside measure will be 6.25." Then you'll be all set up to have your bleeds on your pages ready.

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### **MARGINS**

A side note here is that, I discovered something that I didn't like about Microsoft Word and Open Office, both.

That is that when you set up your inside and outside margins, you cannot set up the margins on the gutter differently from the outside margin, on the edge of the page.

So what I do in that case is set it up so that the inside and outside margins are three quarters of an inch, because that will give you plenty of room in the gutter for people to write in and to be able to make notes in the margins so that when somebody wants to write in the book, it'll be a lot easier for them to do so.

I set it up so that the header is .3" from the top of the page to the top of the header.

I choose the body copy frame to be 1" from the top of the page, 1" from the gutter to the body copy, and .75" from the edge of the page to the body copy.

I choose 1" from the bottom of the page to the bottom of the body, and .3" from the bottom of the page to the bottom of the footer.

### **MASTER PAGES**

I'll get to that in a separate video.

### **MAKE STYLES**

You're going to create character styles.

Do this first.

And that just means the font, the size and the leading, which is the space between the lines. They call it leading because in the old days, they used to put hunks the lead in between the lines to make spaces.

I like to set up my styles so that they go from the largest sizes down to the smallest, then quotes and link styles.

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So it will go like this:

### FONT STYLES

For your print books:

**CHAPTER NUMBER** - Baskerville semibold 26 pt 31 pt leading

**CHAPTER NAME** - Baskerville semibold 26 pt 31 pt leading

**HEADING** - Baskerville semibold 18 pt 21 pt leading

**SUBHEADING** - Baskerville semibold 15 pt 18 pt leading

Body text - Baskerville regular 13 pt 15 pt leading

*Body text ITALICS* - Baskerville italic 13 pt 15 pt leading

**Body text BOLD** - Baskerville semibold 13 pt 15 pt leading

**Quotes** - Baskerville semibold 13 pt 15 pt leading

**Links** - Baskerville semibold 13 pt 15 pt leading

For your ebooks:

**CHAPTER NUMBER** - Helvetica semibold 26 pt 31 pt leading

**CHAPTER NAME** - Helvetica semibold 26 pt 31 pt leading

**HEADING** - Helvetica bold 18 pt 21 pt leading

**SUBHEADING** - Helvetica bold 15 pt 18 pt leading

Body text - Helvetica regular 13 pt 15 pt leading

*Body text ITALICS* - Helvetica regular oblique 13 pt 15 pt leading

**Body text BOLD** - Helvetica bold 13 pt 15 pt leading

**Quotes** - Helvetica bold 13 pt 15 pt leading

**Links** - Helvetica semibold 13 pt 15 pt leading

Of course you can find other fonts to use! Have fun and play with this part of your book - AFTER you have finished writing it and it's all edited!!!

On the next page is how these would look.



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### COPYRIGHTS

You can write copyright or © or both.

And that's R I G H T, not W R I T E.

So you put the copyright symbol,  
your name and the  
date

example: © Your Name 2019

In order to have it legally binding that this is your copyright you must have either the word copyright and or the copyright symbol, your name or the name of the of the entity that's doing the copywriting, and the year otherwise is not valid.

I like to write all rights reserved internationally, because there's a lot of people in other countries who sometimes like to rip people off and I like to stress that I'm legally covered internationally.

According to the copyright office: "The United States has copyright relations with most countries throughout the world, and as a result of these agreements, we honor each other's citizens' copyrights. However, the United States does not have such copyright relationships with every country..."

<https://www.copyright.gov/help/faq/faq-general>

### ISBN

The ISBN is important if you want bookstores to carry your book if you don't care about whether bookstore carries your book, you can go without it. But I would seriously suggest that you get one.

When you upload to Amazon, you can get your ISBN for free.  
However, there's a caveat.

You cannot publish your book anywhere else using that is ISBN.  
You are restricted to publishing on Amazon.

So, if you're going to write the same book and publish it on Smashwords, or Lulu, or Gumroad, or any number of other places, you have to get a different is ISBN.

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And you have to have slightly different content. Otherwise you'll be accused of ripping off your own book. So keep that in mind.

You can buy a single ISBN or a set of ISBNs and bar codes from [Bowker.com](https://www.bowker.com)

I think it's about \$125 for 10 of them.

Sometimes they have deals where you can get a bunch of them for 50 bucks, but I just like to get them for free because I write and publish a lot of books, and I don't want to have to pay all that money for every single book I publish.

[Lulu.com](https://www.lulu.com) also will give you a free is ISBN.

When you get your ISBN, you can get a free barcode image from this site:

<http://www.freebarcodes.com/generate.asp>

### **If you don't want Amazon to put it on there for you:**

I just let them put it on there for me even though it's ugly as hell, I've given up on trying to make it look nice.

You can you can either have them put the barcode on your cover, or do it yourself.

When you upload your book there, they will have a little box that you check: Do you have your own is ISBN? If you do not, and you're getting it free from them, then you don't check that box and they will upload it on your book cover for you when you post the book.

One of the things that I see people do is is call it an ISBN number. And that's a lot like saying the river Rio Grande. Rio means river, right? So, that's like saying the river River Grand. Silly!

'ISBN' stands for the International Standard Book Number.

So if you call it an ISBN number, you are actually saying 'the International Standard Book Number Number.' Hah!

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### PERMISSIONS

No part of this book may be reproduced or transmitted in any form whatsoever, except brief quotes for coach or media reference, whether through electronic or mechanical means, including scanning, photocopying, recording or adding to any information storage or retrieval system without the express written, dated, signed permission from the author. Thank you for respecting copyrights of this author and others across the world. I like to add that last line because it makes people remember that authors are real vulnerable human beings, not some great fantasy being in the sky who is rich, famous and impervious to harm.

### ATTRIBUTIONS

You should include the name of the person who designed your book cover and who designed your book.

Add the company or individual who produced and published your book. I always do it all myself. So I put my name and company right in there.

### LOOK INSIDE FEATURE - MARKETING

The way Amazon allows you to look inside the book. It gives you fantastic marketing possibilities.

You can put your website and your Amazon author page right there on the copyright page. It's just awesome. You get to start marketing right there.

And so if you've got a lead generation tool, like a free gift that you give away, then you put that lead generation link there your **YourBookTitle.com/freegift**.

Because sometimes people will look at your book and think, oh, I'll get this later. But Oh, look, they've got a free gift. I'm going to go there, first.

Then they'll check you out and read your about page and see what you're about and see what your book is about. And then if they like you, they'll come back and they'll buy the book. So it's great to have that there for people who don't buy your book right now. In my 3 Mistakes book, I put a lead generator. Right on the next page, you know, I invite you to take part in my four week online, build your book course. first few review the free workshop.

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So I put the link to that, and then read about the course and register on that website. I gave them all kinds of chances to read about what I'm doing a freebie and then the course itself.

This is an unparalleled opportunity for marketing. It's just fantastic. I love it.

### **INNER BOOK TITLE PAGE**

This is exactly the same as your front cover without the picture.

Some people don't even put the author name, but I think the author name has to go there. So it's exactly the same. Maybe it's tweaked a little bit for spacing, but it's exactly the same without the picture.

Because you're publishing and black and white, why would you put a color picture on it on the inside? That would mean that you'd have to publish in color, which would be ten times more expensive!

**BLANK PAGE on the left is next.**

### **DEDICATION**

And then we have your dedication page, which is dedicated to mom first putting up with me for so many years while blah, blah, blah, you know?

**BLANK PAGE on the left is next.**

### **THANK YOU PAGE**

This can go either here in the front, or in the way back. A lot of authors have really a lot of people to thank, so they'll put it in the back. You can say, thank you to Wendy for doing my editing. Thank you to Jack for being my beta reader. Thank you for someone so for teaching me how to write, thank you to my husband for making it possible for me to do this - whatever it is, just briefly in the front.

**BLANK PAGE on the left is next.**

### **TABLE of CONTENTS**

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### **FOREWORD**

Then if you want, you can put a foreword - that's fore-word, not forward!

This is more for credibility. It's really about your book and about your message about you by another person who's got credibility in your field. You know, for instance, if Gary Craig wrote me a foreword for my EFT book, that would be a credible person to do that.

### **INTRODUCTION**

Your next page is going to be your introduction.

Why are you writing this book?

Who is it for what are they going to get out of it?

What does that what does it mean for your reader?

What are they going to learn and be able to do?

You can make it a shorter one page.

You can make it five pages however long you want. But make sure that it's always pin-pointed material don't just sit there and blather.

### **NOTE:**

This set up is for a non-fiction book!

If you were writing a fiction book or novel, you might have a foreword, a preface, and/or prologue, and epilogue at the end.

Next come:

### **CHAPTERS**

### **GLOSSARY**

### **APPENDIX**

### **INDEX**

### **ABOUT THE AUTHOR**

### **END PAGE**

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### Here are some page sizes for your templates:

HELP > eBook Manuscript Resources

[https://kdp.amazon.com/en\\_US/help/topic/G201723130](https://kdp.amazon.com/en_US/help/topic/G201723130)

### TEMPLATES ON AMAZON

[https://kdp.amazon.com/en\\_US/help/topic/G201834230](https://kdp.amazon.com/en_US/help/topic/G201834230)

#### Trim size without bleed

5" x 8" (12.7 x 20.32 cm)  
5.06" x 7.91" (12.85 x 19.84 cm)  
5.25" x 8" (13.34 x 20.32 cm)  
5.5" x 8.5" (13.97 x 21.59 cm)  
6" x 9" (15.24 x 22.86 cm)  
6.14" x 9.21" (15.6 x 23.39 cm)  
6.69" x 9.61" (16.99 x 24.4 cm)  
7" x 10" (17.78 x 25.4 cm)  
7.44" x 9.69" (18.9 x 24.61 cm)  
7.5" x 9.25" (19.05 x 23.5 cm)  
8" x 10" (20.32 x 25.4 cm)  
8.5" x 11" (21.59 x 27.94 cm)  
8.25" x 6" (20.96 x 15.24 cm)  
8.25" x 8.25" (20.96 x 20.96 cm)  
8.27" x 11.69" (21 x 29.7 cm)  
8.5" x 8.5" (21.59 x 21.59 cm)

#### Trim size with bleed

5.125" x 8.25" (13 x 20.92 cm)  
5.185" x 8.16" (13.15 x 20.44 cm)  
5.375" x 8.25" (13.64 x 20.92 cm)  
5.626" x 8.75" (14.27 x 22.19 cm)  
6.125" x 9.25" (15.54 x 23.46 cm)  
6.265" x 9.46" (15.9 x 23.99 cm)  
6.815" x 9.86" (17.29 x 25 cm)  
7.125" x 10.25" (18.08 x 26 cm)  
7.565" x 9.94" (19.2 x 25.21 cm)  
7.625" x 9.5" (19.35 x 24.1 cm)  
8.125" x 10.25" (20.52 x 26 cm)  
8.625" x 11.25" (21.89 x 28.54 cm)  
8.375" x 6.25" (21.26 x 15.84 cm)  
8.375" x 8.5" (21.26 x 21.56 cm)  
8.395" x 11.94" (21.3 x 30.3 cm)  
8.625" x 8.75" (21.89 x 22.19 cm)

**Red = recommended sizes**

This is as far as I have gotten. Hopefully with the attached pdfs you will have a good idea what to do - I'll publish the full videos sometime this week.