

Publishing Odds and Ends

Congratulations! You've finally written those two elusive words; The End. After you've properly celebrated your accomplishment, you'll need to decide what to do next.

- First things first, how many drafts should a novel have?
 - I've heard it said as few as 3 or as many as 10. Too many drafts runs the risk of letting your story sit on a shelf forever. No story is perfect. It's important to keep your novel moving forward.
- **Self-Editing** – Before handing your novel off to a beta reader or paid editor you'll want to do some editing of your own. What are you looking for?
 - **Plot Holes**
 - **Characters who lose motivation or change direction**
 - **Pacing**
 - **Structure**
 - **Chapter word count-** Depending on genre, 3000 to 5000 is average.
 - **Genre expectations**
 - **Novel word count-** It might not sound important but the word count in your novel is a useful tool. Knowing what publishers expect can increase your chances of landing a contract, you can play to your genre's reader's expectations and draw them in as well as avoid unfortunate negative reviews by readers who are looking for an epic fantasy novel and end up with a 30k word novella. It's also important so that you can better price your novel within current parameters. Typically, over 50k words is considered a full novel but each genre has its own range...:
 - Thriller/Mystery: 70,000 and 90,000 word novel.
 - Science fiction and fantasy: Sci-fi and fantasy novels involve a lot of world-building. 90,000 to 120,000 words.
 - Romance novels: Romantic tend to be fun and fast. 50,000 words—is typical with some still going as high as 100,000.
 - Historical fiction: Much like Sci-Fi and Fantasy, making historical fiction feel real also involves world building that makes these books closer to 100,000 words.
 - Non-fiction: This varies widely by content and should be looked up individually. Example; memoirs are generally 80,000 to 90,00 words.
 - **Beta Reader vs ARC team-** Once you've gone through your novel on your own, I recommend having a few other readers take a look at your story.
 - Beta Readers and ARC readers are both typically non-professional editors.
 - -A beta reader could be family or friends at first but they won't give you the most unbiased feedback. I recommend looking for people who are interested in your genre, have the time to give you feedback, and are reliable. Providing them with a feedback form will give you the most detailed and useful responses.
 - ARC readers- These are people who receive a free copy of your finished book just before publishing with the intention of collecting reviews.
- **Where to find beta or ARC readers:**
 - Fiverr

- Facebook groups
- Goodreads groups
- Library writing groups
- Online sites that organize reviews and help locate ARC readers such as Booksprout, Book Funnel, Story Origin.

o **Hiring an Editor-**

- **Types of editors-** Not every story needs every type of editor, but it is important to know what you can expect from each.
- **Sensitivity reader**
 - A sensitivity reader is someone who represents a community or people that is different from the author. They can help a writer identify unintentional bias, harmful stereotypes, and assist in navigating unfamiliar territory for an author.
 - You can find sensitivity readers on websites such as Fiverr and Writing Diversely.

● **Traditional vs Self-publishing**

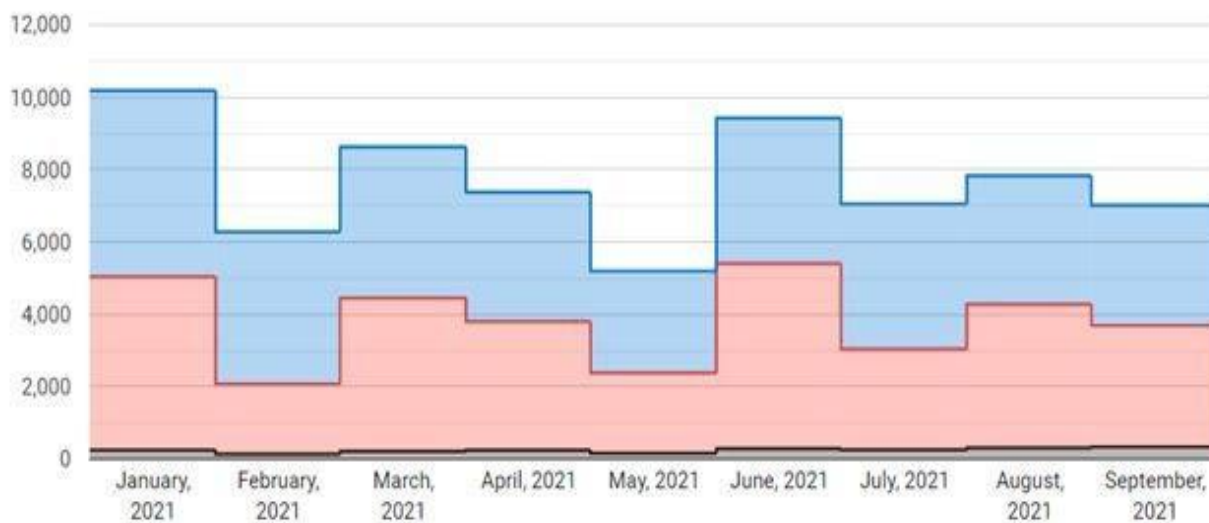
o **Traditional publishing-**

- **Large Commercial Publisher-** To get interest in your work from a commercial publisher it's often necessary to work through an agent. Many of the large publishing houses do not accept manuscripts from authors directly. Occasionally these big publishers will have a period where they are open to un-agented submissions-but that is rare. You will need to find an agent.
 - Seeking an agent
 - o Agents may receive a dozen query letters every day but only have the availability to sign a few authors every year. It's important to do your research to find an agent who is a good match for your work.
- **Independent Publisher-**
 - Small independent publishers are more likely to take author submissions.
- **Publisher and Agent next steps:**
 1. Where to look:
 - a. Google search with targeted keywords (ex. Young Adult Fantasy Novel Agent)
 - b. Social Media pages like Twitter and Instagram
 - c. The Writer's Market
 - d. Writer's Digest
 - e. Look at books similar to yours.
 2. Research the agent or publisher you're interested in to make sure they work with books in your genre.
 3. Pay attention to the requirements stated by your chosen agent or publisher. Many queries are rejected simply because they didn't follow the stated protocol.
 4. Writing queries
- **Pros and Cons of Traditional Publishing:**
 - **Pro**
 - o The publishing house takes on a lot of the work of marketing, distributing, and selling the novel.
 - o You have the potential to be exposed to a larger audience.
 - **Cons**
 - o Due to limited capacity, many authors who seek traditional publication wait a long time before getting their work printed.
 - o Cover art design is collaborative, with more flexibility generally going with Indie Publishers.
 - o The publisher will want to make your book its most marketable which might mean they will ask you to change your novel to make it fit within certain criteria.

- o When and how it's published is not often up to the author. They will hold publishing rights for a determined amount of time.
- o **Self-publishing-**
 - **Cover art-**
 - **Hiring an artist-** With freelance sites like Fiverr, Deviantart, and 99Designs, you can get in touch with artists from all over the world to help you create a cover. This can be expensive, but it will give you something unique and professional.
 - **Use a template-** Some sites will help you choose and alter an existing piece of art to use for your book cover. These are not as unique as hiring your own artist but it's a much more economical alternative. Sites like Canva will allow you to change the color, images, text, and even add simple animation. Amazon's Kindle site also has a step-by-step guide for cover creation.
 - **Genre expectations**
 - o Pay attention to design themes of other books in your genre. Things you're looking for: Color, typography, composition
 - o Go to the library and take note of what other books in your genre are doing. Standing out is good, confusing your readers is bad.
 - **Digital Publishing vs paper copy**
 - **Blue bar = Kindle Unlimited Page Reads**
 - **Pink bar = Digital copy sales**
 - **Grey bar = physical copies sold**

Earnings- per Month

First nine months 2021 – CMI Published



- **Formatting**
 - Making your book look professional will not only make it easier to read, it will also help you to look like a professional author to your audience. Keeping to genre and industry standard fonts, margins, and indentations all stand out when done well. This is a service that can be hired on sites such as Fiverr and Draft2Digital, or done yourself with programs such as:
 - Vellum
 - Scrivener
 - Word.doc Templates
 - Adobe InDesign
- **Marketing**
 - Doing every part of the publication process yourself means that you will need to make yourself familiar with not only the writing, but also the marketing and sales aspects. The good news is that there is a lot of help out there for writers.
 - Craig Martell has an active Facebook group called 20booksto50k. Thousands of authors share details of their marketing strategy, their ad placements and revenue. It's a great place to learn about the business side of writing.
- **Pros and Cons of Self- Publishing:**
 - **Pro**
 - More control through the entire process.
 - Publishing your book happens whenever you want, no waiting to find someone who will do it for you.
 - A higher percentage of profit comes to the author.
 - **Cons**
 - Self-publishing takes a lot of time and effort on the part of the author.
 - There are more expenses up front for cover art, editors, and marketing.
 - Some readers feel that self-published books are less professional due to the lack of oversight.

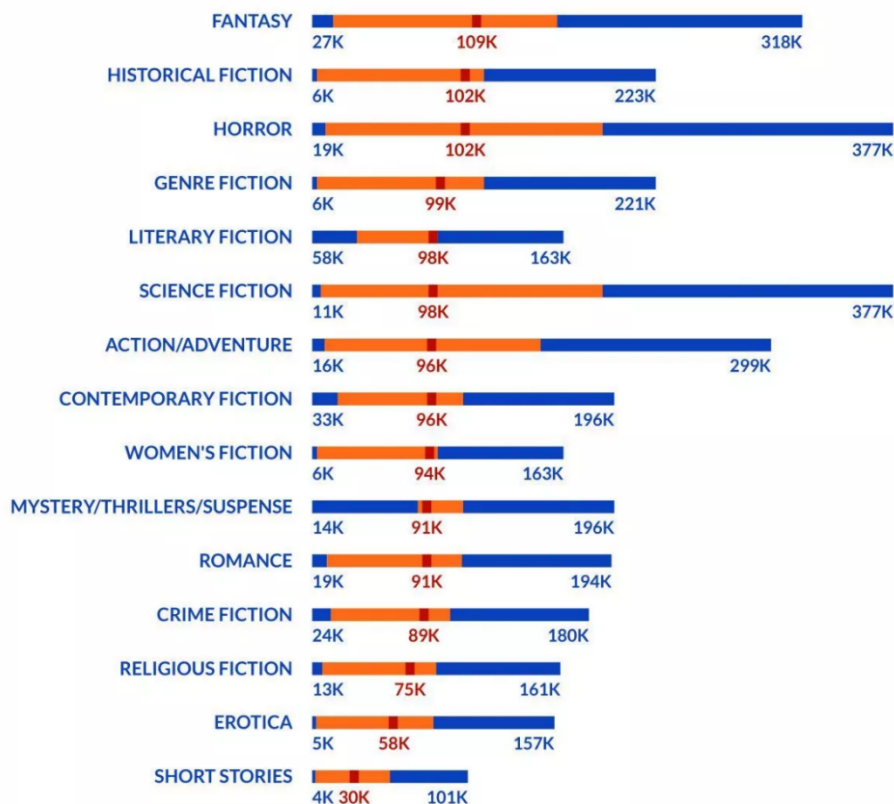
Resources:

- o Fiverr, hiring editors and cover artists: <https://www.fiverr.com/>
- o Reedsy, hiring for all aspects of publishing and writing: <https://reedsy.com/>
- o Alliance of Independent Authors, support group of authors: <https://www.allianceindependentauthors.org/about-the-alliance-of-independent-authors/>
- o Booksprout, finding ARC readers: <https://booksprout.co/>
- o BookFunnel, delivering copies to ARC readers: <https://bookfunnel.com/>
- o Story Origin, ARC team organization: <https://storyoriginapp.com/>
- o 20Booksto50k, group focused on sharing publishing and marketing knowledge: <https://www.facebook.com/groups/20Booksto50k/>
- o Writer's Worksheets: <https://jamigold.com/for-writers/worksheets-for-writers/>
- o Finding and Agent: <https://www.writersdigest.com/getting-published/find-a-fiction-agent>
- o Publishing Tips: <https://www.writersdigest.com/getting-published>
- o Publishers: <https://www.publishersmarketplace.com/help/WritersGuide.cgi>
- o Story Structure: <https://blog.reedsy.com/guide/story-structure/save-the-cat-beat-sheet/>
- o ARC readers: <https://kindlepreneur.com/building-an-arc-launch-team/>
- o Diverse Characters: <https://www.writingdiversely.com/home>
- o Diverse Characters: <https://www.writingtheother.com>
- o Cover Design: [https://99designs.com/designers/search?categories\[\]=book-cover-design](https://99designs.com/designers/search?categories[]=book-cover-design)
- o Cover Design: <https://www.canva.com/book-covers/templates/>
- o Cover Design: <https://www.adobe.com/express/create/cover/book>
- o Cover Design: https://kdp.amazon.com/en_US/help/topic/G201113520
- o Ebook Formatting: https://kdp.amazon.com/en_US/help/topic/G200645680
- o Writing the Blurb: <https://blog.reedsy.com/write-blurb-novel/>
- o Hashtags (Used with Twitter and Instagram)
 - #AskPub
 - #AskAgent
 - #AskEditor
 - #AmQuerying
 - #WritingCommunity
 - #WritersLife
 - #WriteTip
 - #IndieAuthors

Word Count Recommendations

- **Adult fiction:** 50,000+ words
- **Young adult:** 45,000+ words, but ideally not over 80,000 words
- **Middle grade:** 22,000+ words, usually not more than 60,000 words
- **First chapter book:** from 5,000+ words up to about 20,000 words
- **Early reader:** 1,000+ words
- **Picture book:** 250–750 words
- **Board book:** 25–200 words

OF WORDS IN A NOVEL IN THE TOP 15 KINDLE CATEGORIES



Pacing/ Story Structure

Basic Beat Sheet					
Working Project Title:		Story Title here			
Basic Logline or Premise:		Logline goes here			
Word Count (update this & rest will auto-calculate):		110,000			
Page Count (assumes Times New Roman):		400			
ACTS & BEATS	DESCRIPTION	PAGE (approx)		WORD COUNT	
Act One	Introduce protagonist, hook the reader, and setup the story conflict (foreshadowing, establishing stakes)	1	100	1	27500
Inciting Incident	What event launches the characters toward their first dilemma?	1	79	1	21725
End of the Beginning	What event forces characters to make a choice?	80	100	22000	27500
Act Two	The protagonist reacts to the new goal/stakes/obstacle, but suffers from one step forward and two steps back	101	300	27500	82500
Pinch Point #1	What events add more conflict?	150		41250	
Midpoint	What event can reinforce the story's goals and stakes?	200		55000	
Pinch Point #2	What events add more conflict?	250		68750	
Crisis	What event strips the characters of hope?	273	300	75075	82500
Act Three	The protagonist summons the courage to overcome inner obstacles and conquer the antagonistic force	301	400	82500	110000
Climax	What event pushes the characters to change?	301	396	82500	109010
Resolution	What event shows the characters as their changed selves?	397	400	109010	110000

Note: Download the *actual* beat sheet—which allows you to update the page and word count numbers to match **your** story—at:
<http://jamigold.com/basic>

Or find all of Jami's beat sheets and worksheets at:
<http://jamigold.com/worksheets/>

Beta Reader Feedback Form

Opening Scene:

- Did the opening make you want to read more? (why/why not) _____
- What did you find interesting about the hook? _____

Characterization & Motivation:

- What did you find compelling about the characters? _____
- Was the protagonist someone you wanted to root for, and why? _____
- Do the characters feel real? _____
- Do their motivations seem believable? _____

Plot & Conflict:

- Are the stakes high enough and are they believable? _____
- Was there enough tension to pull you along through the story? _____
- Did you find elements of the story cliché or old? _____
- Are the plot twists believable but still a surprise? _____
- Do the characters act or react to events in a realistic way? _____

Pacing:

- Does the story drag or rush in places? If so, where? _____
- Does the end of each chapter make you want to read more? _____
- Are there any large dumps of information or backstory that slow the pace? _____

Setting & Worldbuilding:

- Are descriptions clear and immersive? _____
- Do you get a strong sense of the story's time and place? _____

Additional Questions for Comment:

- Was anything confusing or obscure? If yes, please explain. _____
- Who are your favorite and least favorite characters and why? _____

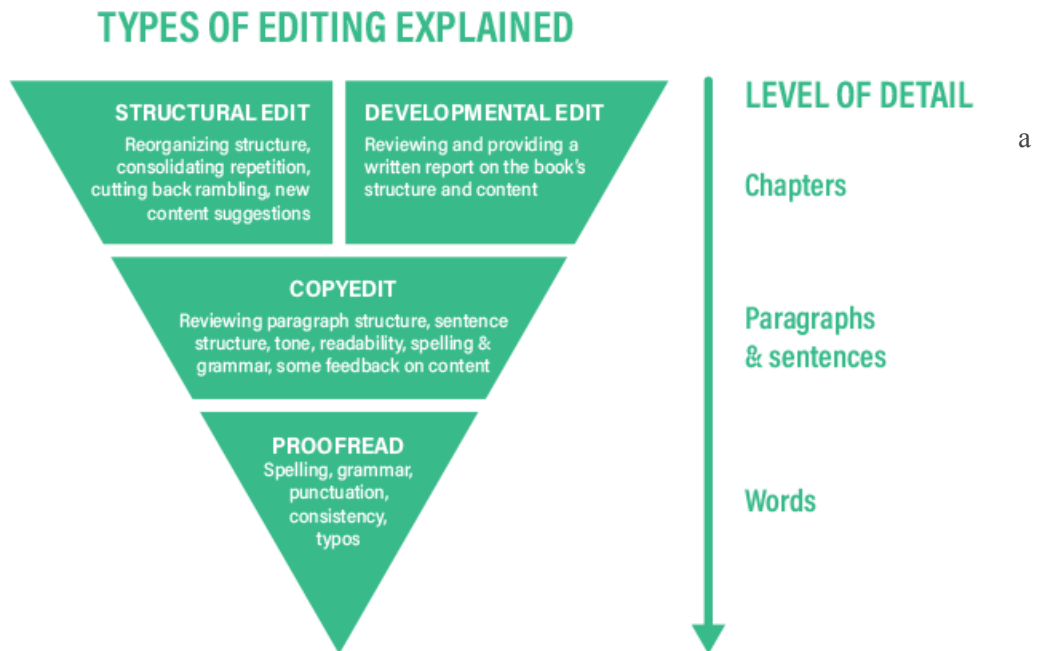
Types of Editors

Development Editors

Developmental editors develop a book or other project from the initial concept onward, working closely with the author or client to study competing works and create a product that stands out. Note that the terms “developmental editor,” “substantive editor,” “structural editor,” and “content editor” overlap and are sometimes used interchangeably for editors who identify and/or implement different large-scale strategies for improving a manuscript.

Line Editors

Line editors work at the sentence or paragraph level of project. Like copyeditors, they correct errors, but their main focus is on improving the language and style of the text. Line editing may be performed as a separate service, in conjunction with developmental editing, after big-picture issues have been addressed, or in conjunction with copyediting.



Copyeditors

The role of the copyeditor is as broad as it is important. Copyeditors correct spelling, grammar, usage, and punctuation, check cross-references, and prepare the style sheets that guide consistency and accuracy across the manuscript.

Proofreaders

Proofreaders check the text for errors, including typographical errors and problems with typesetting specifications and page makeup. They compare the latest stage of the project to earlier stages and make sure changes have been made correctly.

(source: <https://www.the-efa.org/hiring/member-skills/>)

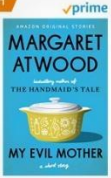
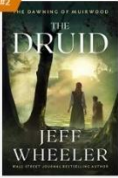
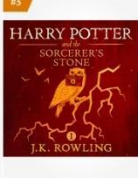



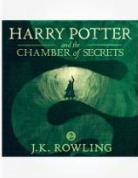
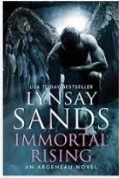
Anatomy of a Query

1. **Opening-** A simple greeting with the name of the agent or publisher. You can include a brief statement of your novel's title, word count, and genre as well as the fact that you are looking for representation.
2. **Hook-** An easy-to-read sentence or two that quickly grabs the reader. Example:
 - a. When [inciting incident], [main character] must [method of overcoming obstacle] in order to [goal to be reached].
 - b. For Star Wars this would look something like:
 - i. When a farm boy on a distant planet receives a message from a captured princess, he must join with an old wizard and a spaceship pilot to save the princess and stop an evil intergalactic empire's weapon of ultimate destruction. (Example by sonofaresiiio of reddit)
3. **Story Synopsis-** This should be around 100-150 words and include:
 - a. The Plot
 - b. The Main Characters
 - c. The Central Conflict of the story
4. **Author credentials-** When possible, mention any appropriate contests won, education, or other published works. Alternatively, include brief sentences on your inspiration for your story. Example: If your story is about a political intrigue in a small town and you were inspired from your time on your own city council board you should mention that.
5. **Make it unique-** Set your letter apart by mentioning something specific about your chosen agent or publisher. Example: I see that you represent (X author), I'm a big fan of their work and I also place my stories in rural southern American towns with strong female lead characters.
6. **Closing-** Make sure to thank the publisher or agent.

Book Cover Design

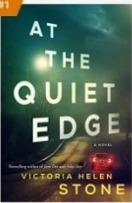
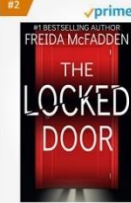

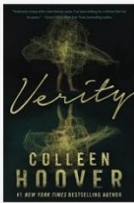

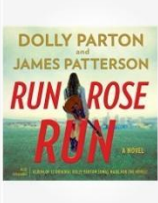
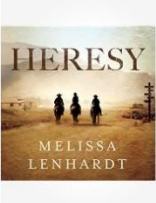
Fantasy

Best sellers [See more](#)

							
\$1.99	\$4.99	\$0.00 \$29.99	\$0.00 \$24.95	\$0.00 \$16.95	\$5.99	\$0.00 \$29.99	\$6.99
My Evil Mother: A Short Story	The Druid (The Dawning of Muirwood Book 1)	Harry Potter and the Sorcerer's Stone, Book 1	Stonecutter's Shadow	The Sandman: Act II	Tongue Eater: Mage Errant Book 6	Harry Potter and the Chamber of Secrets, Bo...	Immortal Rising: A Novel (An Argeneau Novel Bo...

Mystery

Best sellers [See more](#)

						
\$4.99	\$3.99	\$0.00 \$25.54	\$11.25 \$16.99	\$4.99	\$0.00 \$31.93	\$0.00 \$29.65
At the Quiet Edge: A Novel	The Locked Door: A Novel	The Golden Couple: A Novel	Verity	Strangers We Know	Run, Rose, Run: A Novel	Heresy

Romantic Comedy

Best sellers [See more](#)

							
\$3.99	\$3.99	\$4.99	\$3.99	\$8.99	\$4.99	\$3.99	\$3.99
Things We Never Got Over	One Proposal	Those Three Little Words	Baby for the Boss	Shadow Fire	The Secret	Blast from the Past	Beauty and the Baller

YA Literature

Top rated [See more](#)

						
\$13.59 \$15.99	\$16.19 \$17.99	\$9.99 \$10.99	\$10.95 \$14.99	\$10.99 \$14.99	\$24.23 prime	\$6.49 prime
The Perks of Being a Wallflower	Displacement	We Are Not from Here	Solo (Blink)	Swing (Blink)	Mientras Te Olvido (Black&White):...	A Midsummer Night's Dream