



# Book Design & Layout

Jennifer Omner, ALL Publications, phone 503-690-2438

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**Author**

**Date**

**Book Title**

This guide assists in designing your book and preparing it for the printer. By taking time now to discuss these elements and your vision, I can make your hard work shine. My goals are to convey the message and emotion of your book through the design, make it look pleasing to read, produce a salable product, and have you be thrilled with its appearance.

Elements covered in this worksheet include:

Paperback, hardcover, e-book

Size

Printing

Cover or jacket design

Fonts

Drop, raised, and small caps

Headers and footers

Pricing and options

Graphics

Promotional items

**Please note:** Your manuscript needs to be submitted in Microsoft Word® or Rich Text Format (RTF). If you have questions, please ask me.

All editing needs to be completed **prior** to sending me your manuscript for design and layout.

**Unlike many publishing services, when working with me:**

- 1) You keep all profits from the sale of your books,
- 2) You retain the rights to your book, and
- 3) You are the publisher.

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Please click on the boxes to mark your selections, then SAVE the document, and email it to me at [jennifer@allpublications.com](mailto:jennifer@allpublications.com) or call me at 503-690-2438 to discuss your book.

## My book will be

Paperback

Hardcover

E-book format:

ePub (for iPad, iPhone, Nook, Kobo, etc.)

Kindle (for Amazon's e-readers)

PDF for selling from my website (Non-reflowable; view the first video at [www.allpublications.com](http://www.allpublications.com) for a definition and example.)

## I want the finished size of my book to be

5 ½ x 8 ½ inches

6 x 9 inches

7 x 10 inches

8 ½ x 11 inches

Other

## Printing

How many books can you sell? Your answer and the contents of your book will help determine the printing method (offset or digital). Offset printing tends to produce the best quality, but digital printing results are good. The cost-effective quantities for offset printing are 1000+ per print run. If you want to start with less than 500, I recommend digital printing. If you're not sure how many you can sell, Print on Demand (POD) digital printing is a good option. Some size restrictions apply depending on the digital printer although the sizes listed above are industry standards.

Quantity to print

I know I want to handle printing my book and plan to use this book printer:

I want you to handle printing my book (1000 copies or more)

I'm unsure

## Cover or jacket design

I own a photograph or illustration that I want you to use on the cover

I have an idea, but I need help

Someone else is designing my book cover

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**My finished book will be this many pages (see below to estimate the number of pages)**

under 48 pages

48 pages to 149 pages

150 pages to 249 pages

250 pages to 349 pages

350 pages to 449 pages

over 450 pages

## **Estimating number of pages**

Here is a guideline for estimating your page count. Many factors will determine final page count such as photographs, illustrations, number of chapters, dialogue, design, and more.

About 300 words fit on a 6 x 9 inch page. Microsoft Word® and other software programs have a feature that will give you the word count of a document. Take the word count of your manuscript and divide it by 300. This will give you a rough page count for a book with no illustrations and fairly solid text. This method does not apply to poetry, cookbooks, picture books, children's books, and perhaps your unique book.

## **Terms**

Half of the total estimated amount is due at the start of the project. The balance is due after you have approved the completed format, and *prior* to submitting files to the printer. More about pricing later in this document, now for the fun stuff . . .

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## Font (typeface)

Is there a specific font you would like for the text (the majority of words on the page)? The three options below provide legible text. Look at the numbers, capital Ws, and question marks to help see the differences among them. I will pick a font for the chapter headings based on the contents of your book. I'd be happy to pick the font for the text, too (more options are available).

### Adobe Caslon Pro

This is a sample of Adobe Caslon Pro.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: "Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?"

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I pick Adobe Caslon Pro

### Garamond Premier Pro

This is a sample of Garamond Premier Pro.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: "Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?"

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I pick Garamond Premier Pro

### Minion Pro

This is a sample of Minion Pro.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: "Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?"

Te min henit lum vero odipit delismo dignisit non ut venim il esto et accumsan eriure dit vel dipit luptatisim do odolore dignim vel dip et adio do consequisi. Susci blan er se faccum velit exer ipit ad dolorpe riuscilit, sit ilit nulputpatum dolore magna.

I pick Minion Pro

Please pick for me.

None of the above, please present another option.

Use this font:

(If I don't already own this font, the cost to purchase it will be an additional charge.)

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## Drop, Raised, or Small Caps

How would you like the first letter of each chapter (or first few words with small caps) to appear?

### Drop Cap:

**D**unt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want drop caps

### Raised Cap:

**D**unt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want raised caps

### Small Caps:

DUNT AMCOMMY NOSTRUD dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want small caps

### Standard:

Dunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want a standard capital letter

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## Running heads and feet

A running head is located at the top of pages and running feet are at the bottom. How would you like the page numbers and other information (book title, chapter titles, author's name, etc.) to appear on the pages of your book? Or perhaps you would like page numbers only. Please pick from the examples on this page and the next, or describe your preference on page 8, or I will present a combination that works well for your book.

<i>2</i>	<i>Book Title</i>	<i>Chapter Title</i>	<i>3</i>
<p>The Book Title above is a placeholder for your book's title on even numbered pages. The 2 above is a placeholder for the page number. There is no footer in this selection.</p>		<p>The Chapter Title above is a placeholder for your chapter titles on odd numbered pages. The 3 above is a placeholder for the page number. There is no footer in this selection.</p>	

I want this information at the top of the pages.

<p>The Book Title below is a placeholder for your book's title on even numbered pages. The 2 below is a placeholder for the page number. There is no header in this selection.</p>		<p>The Chapter Title below is a placeholder for your chapter titles on odd numbered pages. The 3 below is a placeholder for the page number. There is no header in this selection.</p>	
<i>2</i>	<i>Book Title</i>	<i>Chapter Title</i>	<i>3</i>

I want this information at the bottom of the pages.

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## Headers and Footers continued

<i>Author's Name</i>	<i>Book Title</i>
The Author's Name above is a placeholder for your name, centered at the top of the even numbered pages. The 2 below is a placeholder for the page number, centered at the bottom of the page.	The Book Title above is a placeholder for your book's title, centered at the top of the odd numbered pages. The 3 below is a placeholder for the page number, centered at the bottom of the page.
2	3

I want the header and footer combination above.

<i>Book Title</i>	<i>Chapter Title</i>
The Book Title above is a placeholder for your book's title, flush left on even numbered pages. The 2 below is a placeholder for the page number. It will be flush left at the bottom of the page.	The Chapter Title above is a placeholder for your chapter titles, flush right on odd numbered pages. The 3 below is a placeholder for the page number. It will be flush right at the bottom of the page.
2	3

I want the header and footer combination above.

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## Headers and Footers continued

I don't want any of the header and footer options on the previous pages. I want this (please explain or send an example)\*:

I also want a graphic in the header or footer (please explain or send an example)\*:

## Do you want all the chapters to start on the recto (right-hand page)?

Yes                  No

**Is there anything else you envision in the design of your book?** (Please describe in the box below or send me examples of work you like.)

\*An additional charge might be incurred depending on the complexity of what you have described.

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## Estimated Pricing

### Interior design and formatting

Below will give you an idea of the price for the design and layout of the *interior* pages of your book in black ink. You will receive accurate, print-ready files. Printing and cover design are not included. All editing needs to be completed *prior* to sending me your manuscript for design and layout.

under 48 pages.....	\$595-\$795
48 pages to 149 pages.....	\$795-\$995
150 pages to 249 pages.....	\$995-\$1195
250 pages to 349 pages.....	\$1195-\$1395
350 pages to 449 pages.....	\$1395-\$1595
over 450 pages.....	\$1595+
format index.....	\$195
format references or bibliography over 10 pages.....	\$195
add color to design.....	\$500
screen-version PDF file e-book (included in pricing above)	
format interior for an ePub file.....	\$500+ (price depends on content)

### Cover design

If you own a photograph or illustration that you would like to have made into a book cover, that generally runs \$700-\$900 for a paperback book. This includes creating a front cover, back cover, spine, and one revision cycle. Additional revisions are available at \$90 per hour. You provide the marketing copy and I'll make it pop. (Tip: Consider gaining endorsements to use on the back cover.)

You don't own an eye-catching photo for the cover? We'll discuss your book and develop a plan. I can refer you to sites *or* I can do an initial photo search and show you some options. My initial photo search is included in the price above, additional searches are available at \$90 per hour. Cost of the photo is additional.

I own a photograph or illustration to use on the cover

Please provide me with sites so I can search for a photograph

Please search for a photograph based on our discussion

Yes, please convert the book cover you've designed into a file for use on my website and other online promotions: \$50

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## Also inside my book

Graphics (illustrations, photographs, charts, maps, drawings, etc.) add to the design complexity. There is a per item charge for incorporating, sizing, and checking the color space and resolution of the graphics. This charge does not include creating them.

Quantity 1–10: \$25 each

Quantity 11–20: \$20 each

Quantity 21+: \$15 each

I own graphics that I will submit *electronically* (acceptable formats include .jpg, .ai, .psd, .tif, .eps, .pdf)

Quantity of black & white graphics

Quantity of color\* graphics

\*Color adds to the printing price. Color photographs and most color illustrations can be converted to black and white.

I have ideas for the illustrations and I need help from an illustrator (custom work)

Yes, I have reviewed the instructions below regarding incorporating graphics into my manuscript

## Instructions for incorporating graphics in the manuscript

To include any graphics (illustrations, photographs, charts, maps, drawings, etc.) please follow these steps.

1. Do not include the graphics *in* your manuscript, they should be in separate files. If they have already been created in your manuscript, please email me your manuscript so I can analyze it and determine what to do.
2. Make the graphic's filename representative of its contents. For example, instead of IMG0094.jpg change the name to FarmersMarket.jpg.
3. At the appropriate place in your manuscript, type: <INSERT FarmersMarket.jpg>  
If you don't type this in your manuscript, I won't know where you want your graphic placed. This also helps you think through your graphics before giving them to me, which saves you money. If you decide you want a graphic in a different place, or want a graphic swapped after I have received your materials, the charge to redo it is \$90 per hour billed in quarter hour increments.
4. Send your graphics to me electronically through Dropbox or a similar program. (These files need to be high resolution for print so the file size will be large.) If you have questions, please ask me.
5. Only send me the graphics you want in your book.

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## Meetings

A one-hour meeting via telephone is free of charge to determine if we are a good fit. It will be scheduled at a mutually convenient time. We will discuss your project, my process and this guide, and publishing. Ideally this meeting happens about the same time as the professional editing of your manuscript is being completed. If the meeting exceeds an hour, the excess time will be billed at \$125 per hour billed in quarter hour increments.

Additional consultations, in-person meetings, thinking through to make a decision, etc. are available at \$125 per hour. Communication is essential and I've found email and telephone to be as effective, if not more so, than additional meetings. I design books for many out-of-state authors and we work successfully via email and telephone.

## The process

After our meeting, I review your materials, and then I assemble a contract based on our discussion. You have an opportunity to review the pricing and sign the contract. After receiving the signed contract, the deposit, and the professionally-edited manuscript, I will begin:

- Based on your selections in this guide and my design expertise, I initially design and format 10 pages of your final, edited manuscript.
- You review and approve these pages, or if you want something different, I will make the changes and resubmit the pages to you for approval.
- If you have design changes at this point, there is a \$90 per hour charge for those changes.
- You will need to approve the design of the first 10 pages of your book before work can progress.
- After you have approved the design, then I format your book. When I'm finished, I email you the book file to review and approve.
- While you're reviewing the interior, I design the cover. (The page count needs to be finalized to obtain the accurate spine width for the cover file.)

You will receive electronic PDF files of the first 10 pages *and* your completely formatted book (extra charge for hard copy sent to you via mail). Changes after you receive the completely formatted book will be billed at \$90 per hour. Upon your approval and final payment, a high-resolution PDF file will be sent to you (or uploaded to the printer if I'm coordinating printing). You will approve a hard copy/physical proof from the printer prior to your book printing. Changes at this point will incur an additional charge from me and the printer.

## Terms

Half of the total estimated amount is due with the signed contract. The balance is due after you have approved the completed format, and *prior* to submitting the files to the printer. If I am *not* coordinating the printing of your book, I will send *you* the print-ready files after your approval and payment.

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## Other services offered by ALL Publications

Consultation only at \$125 per hour

Coordinate book printing for runs of 1000+ when I have designed the book

If I design the interior pages only, I will review the cover file for accuracy prior to submitting it to the printer. If there are issues with the cover file, it's \$125 per hour to fix it or communicate with your cover designer.

You coordinate printing and need my help beyond receiving the print-ready files: \$125 per hour

This includes, but is not limited to, filling out your printer's required paperwork or online forms, telephone calls and emails regarding printing, uploading files, and reviewing proofs.

POD account set up, upload cover and interior files, order proof, and set distribution channels: \$350

Discount available for setting up a second account, such as Kindle Direct Publishing after a CreateSpace account set up

Acquire a Library of Congress Control Number (LCCN) for your book: \$125

Please order an LCCN for my book.

Or, see the link under Book Publishing Numbers at [www.ALLPublications.com/resources.html](http://www.ALLPublications.com/resources.html) to order yours for free.

Please note an LCCN is not required in books, its purpose is to help librarians categorize your book.

## Other costs associated with publishing a book

Editing

Hard copy for review (instead of an electronic version), if requested

ISBN

The International Standard Book Number (ISBN) is a unique number that identifies one title or edition of a title from one specific publisher and is unique to that edition. ***Each format (paperback, hardcover, ePub e-book, etc.) must have its own ISBN.*** Sold individually or in blocks of 10 or more. See the link under Book Publishing Numbers at [www.ALLPublications.com/resources.html](http://www.ALLPublications.com/resources.html) to order yours. I recommend buying at least 10.

Bar Code

Your ISBN can be translated into a worldwide compatible bar code format. Bar code scanning is used by bookstores and retail outlets when selling books and book-related items. See the link under Book Publishing Numbers at [www.ALLPublications.com/resources.html](http://www.ALLPublications.com/resources.html) to order yours. If you are printing through IngramSpark or Amazon CreateSpace, a bar code can be obtained for free.

U.S. Copyright Office: Literary Works Registration (preregistration is also available for a fee to protect your work in progress)

Visit [www.ALLPublications.com/resources.html](http://www.ALLPublications.com/resources.html) for more information. Your work is automatically copyrighted, but registering it with the U.S. Copyright Office ([www.copyright.gov/eco](http://www.copyright.gov/eco)) would make it easier to prove in court that the work is yours, and if your book is picked up by a traditional publisher it's a requirement. I recommend registering.

Yes, I will register the copyright.      No, I decline registration.

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As mentioned on page 11, we will have an initial conversation to determine if we are a good fit. We will talk about your project and needs, my services, publishing, and printing. After that, please review the packages below and choose the one that best describes the level of additional service you desire.

## Design only

Thanks, Jennifer, but I only need you to design my book. I have no publishing-related questions beyond our initial conversation and I will handle setting up my publishing company, obtaining publishing numbers, and sending you the information for the copyright page. I will work with my chosen printer and/or set up my POD account. I will provide you with my final, edited manuscript and the graphics, if applicable, will be in print-ready form. Go forth and design!

## A little of Jennifer

I basically understand my options for printing and what I need to do to self publish, but I might have questions and I want you, Jennifer, in my corner! Examples of questions: I don't know if the graphics I have will work in my book, will you test them to see if they are print-ready? How do I answer these questions when applying for publishing numbers? Do I need to copyright my work? What does this mean on my CreateSpace account set up? What domain name should I use? I might also want to keep you updated on my project before the manuscript is ready for you. All my questions are fair game and I understand that you aren't a copyright or publishing attorney, or even a therapist, but an awesome book designer with a vast knowledge of self-publishing.

What a deal! Yes, I want this \$395 package, which includes:

- Up to 20 email exchanges (an exchange equals one email sent and one reply)
- Up to 3 telephone calls (scheduled or unscheduled)
- No texting is included in this package

If the above is exceeded, continued assistance is available at \$125/hour.

## A lot of Jennifer

This is all a mystery to me! What's a press? What are publishing numbers? What's a POD? Who's Ingram? And CreateSpace? I have more questions than answers about publishing and I need to pick your brain in this process. I understand that you aren't a copyright or publishing attorney, or even a therapist, but an awesome book designer with a vast knowledge of self-publishing.

For the screamin' deal of \$595, I want this package:

- Up to 35 email exchanges (an exchange equals one sent email and one reply)
- Up to 5 telephone calls (scheduled or unscheduled)
- Up to 10 texts (for urgent questions, answered promptly and briefly)

If the above is exceeded, continued assistance is available at \$125/hour.

For sure, Jennifer! I understand that obtaining publishing numbers, POD account set up, design work, etc. are additional charges. Your offerings above are to help me learn about publishing and to help cover your time spent sharing your knowledge.

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## PROMOTIONAL ITEMS

### Postcards

If you would like postcards to promote your book, the front of your postcard will be a replica of your book cover in full-color and the back will be in black ink and provide information about your book and how to order it. The size will be 4 x 6 inches for mailing at the current postcard rate.

Design fee \$180 (if you have changes to the design presented, those changes will be billed at \$90 per hour)

Printing:

Quantity 500.....\$210 (note that quantities below 500 cost the same as 500)

Quantity 1000.....\$240

Quantity 2500.....\$365

Shipping charge is additional, mailing list and postage are not included

### Business cards

Business cards can be designed and printed to promote yourself and your book. You can hand out these instead of giving away copies of your book. These are full-color business cards printed on one side. They are the standard business card size: 2 x 3 ½ inches.

Design fee \$125 (if you have changes to the design presented, those changes will be billed at \$90 per hour)

Printing:

Quantity 500.....\$125 (note that quantities below 500 cost the same as 500)

Quantity 1000.....\$165

Quantity 2500.....\$290

Shipping charge is additional

### Bookmarks

Bookmarks are another way to promote your book. The front is in full-color and the back is in black ink. Size: 2 x 6 inches.

Design fee \$180 (if you have changes to the design presented, those changes will be billed at \$90 per hour)

Printing:

Quantity 1000.....\$210

Quantity 2500.....\$295

Shipping charge is additional

### Please design my promotional items, I'll coordinate printing myself

Yes, please design:

postcards

business cards

bookmarks