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Photo: George Kopp - www.georgekopp.com

Welcome to the brand new Scribbulations Newsletter 'The Monthly Scribble'

This inaugural issue launches with the first of a five part series dealing with what can so easily go wrong when you self-publish a book.

I know how much work goes into making a book. There may be years of writing and re-writing. Many authors don't realize how much work goes on unseen after the writing is done and before the book appears. The self-publishing experience can be a real eye-opener. Suddenly the author is exposed to difficulties of editing, book design and layout, the intricacies of the sales pitch on the back cover, and so much more.

I hope to hear your thoughts about this and other publishing topics.

Send an email anytime to
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Self Publishing Basics – Five Great Ways to Sabotage your Book! Number One: Skip the Editing

I'm a writer. I love books. It's so sad when you start reading a book and you get that sinking feeling. The author's choice of words triggers your inner editor. You start rewriting sentences as you go.

Here I offer the first of five really great ways to sabotage your book, to keep people from buying it, and to prevent them finishing it if they do!

From the writer's point of view the words are everything. Getting them down on the page is work, hard work. Once they are all there, the sense of fulfillment, completeness, and accomplishment has few rivals.

But authors cannot edit their own work. You may ask "Why?"

There are clearly understood psychological reasons for this. The human brain does a lot of processing of information between the image hitting your eyes and the concept appearing in your conscious mind.

Have you ever seen this?

Paris
in the
the spring

Look carefully. Most people read this as "Paris in the spring." That's not what it says. When, as an author, you read your manuscript you read what you expect to be there, not necessarily what you've actually written. There's no shame in this, it's a fact of nature.

That's why you need a copy editor (sometimes referred to as a line editor). Preferably one who doesn't already know you and/or like you, and who has not read your work before. They will read your words with a fresh eye. If they have experience in editing they will also have a set of techniques that will minimize the common mistakes.

I have read self-published books that giving glowing credit to a 'wonderful editor' and yet have mistakes that even the MS Word spell-checker would have flagged. This is what gives self-publishing a bad name. (This and companies claiming to be selective about the books they publish, when they obviously are not. But I digress...)

When an editor returns your prize manuscript 'bloodied but unbowed',

[Continued on the next page]

Look out for the second great way to sabotage your book next month!

Scribbulations LLC is an E-book and Print on Demand Publisher

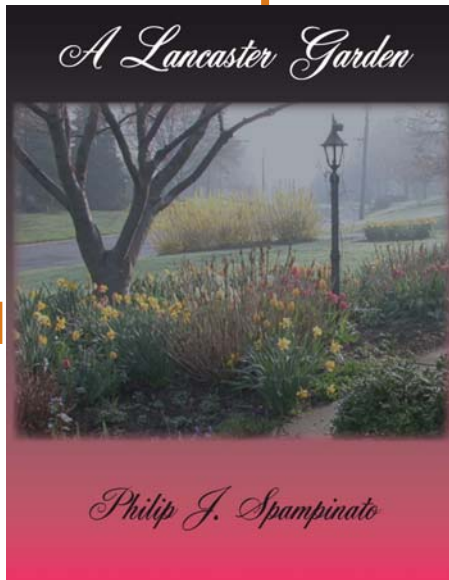
New at Scribbulations!

A celebration of nature from photographer/gardener Philip J Spampinato.

This full color book will inspire any would-be gardener. Large-size paperback, 100 pages. \$29.95

A Scribbulations exclusive!

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Self Publishing Basics – Five Great Ways to Sabotage your Book! Number One: Skip the Editing continued...

they will have saved you from the first and most important failure of a book.

Editing is a labor-intensive job. A self-publishing author should expect to pay for it. The going rate at the time of writing this article is between \$1,000 to \$2,000 for an average sized book in the range of 50,000 to 90,000 words. [* see below]

It's worth paying more for someone you trust. It isn't worth paying anything if you don't know who is doing it, as is unfortunately the case with many large self-publishing companies.

Skipping the editing sabotages your book.

How many shopping days to Christmas?

In a former life as an I.T. consultant, I worked where they make a world-famous brand of crayons, and yes... that distinctive smell of crayons was everywhere!

One thing I learned there was how much preparation it takes to do even the most ordinary things.

You take it for granted that in late August/early September you'll have crayons available in the Back-to-School sections in your local stores.

When is the busiest time for making crayons?
March and April.

For the manufacturing to be done, the packing, the delivery to wholesalers, the repackaging, the distribution to retailers, and the checking done at each stage, it easily takes four to five months.

If you want your book ready for people to buy this coming Christmas, February is **not too early** to start. Don't make yourself crazy by leaving it too late!

Call me at 973-325-1648
or email info@scribbulations.com

FREE ARTICLES!

I've made two FREE ARTICLES available from the front page of www.scribbulations.com.

One deals with the basic steps of publishing your book through Scribbulations.

The second looks at the way Print on Demand can help family historians and story-tellers.

Is there someone in your family who is the keeper of the traditions?

Putting the stories and the lore of your family into a book has never been more achievable.

For more information email me at info@scribbulations.com

***How many words are in a book?**

Isn't that a bit like 'how long is a piece of string?'
In fact it's easy to work out.

Using a non-proportional font (like the Courier family) double-spaced with 1 inch margins gives you an average page content of 250 words. Multiply that by the number of pages.

You'll find all editors and agents use this method.

Remember

Don't be shy about passing this newsletter on to a friend, or colleague. They say everyone has at least one good book in them—I'm here to help them let it out!