

7 Steps to Copyright and Publish Your Own Book

Follow-Along Handouts — Answer Key

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Introduction — Understanding the Process

1. This series focuses specifically on **self-publishing**, not on finding a major publisher.
2. The purpose of the series is to give beginning writers a place to **begin**.
3. Once you understand the process, you can decide what to do yourself and where you may want **help**.
4. The series includes **seven** basic steps.
5. Publishing, technology, companies, and procedures can **change**, so writers should continue learning and researching.

Step 1 — Produce Your Book

1. Before publishing, a manuscript should be carefully reviewed, **edited**, and proofread.
2. Think about your book in two major parts: the **Inside** Pages and the Cover.
3. The inside pages can be considered in three sections: Beginning Pages, Middle Pages, and **Back** Pages.
4. A cover has three main sections: Front Cover, Back Cover, and **Spine**.
5. A book cover is not just packaging; it is also an important **marketing** tool.
6. The inside of the book should match what the cover led the reader to **expect**.

Step 2 — Register Your Copyright

1. Copyright generally belongs to you when you create your original work and put it into a **tangible** form.
2. A copyright notice is not the same as **registering** your copyright.
3. In the United States, copyright registration is handled by the U.S. **Copyright** Office.
4. Three basic parts of registration are: Application, Fee, and **Deposit**.
5. The so-called “poor man's copyright” is not a substitute for federal copyright **registration**.

Step 3 — Get Your ISBN and Barcode

1. ISBN stands for International Standard **Book** Number.
2. Different **formats** of a book may require different ISBNs.
3. Bowker is the official U.S. ISBN **Agency**.
4. Information such as title, author, format, price, and description is called **metadata**.
5. An ISBN is the identifying number; the **barcode** is the scannable image.
6. Before paying for a barcode, check whether your publishing service will generate or place it for **you**.

Step 4 — Get Your Library of Congress Control Number, If Applicable

1. LCCN stands for Library of Congress **Control** Number.
2. An LCCN is not the same thing as an **ISBN**.
3. Eligible publishers may request an LCCN before publication through the **PCN** Program.
4. The Library of Congress online system used for this process is called PrePub Book **Link**.
5. An assigned LCCN can be printed on the book's **Copyright** Page.
6. An LCCN does not guarantee that a library will purchase the book or that the Library of Congress will keep it in its permanent **collection**.

Step 5 — Publish and Print Your Book

1. Printing produces physical copies; **publishing** prepares the book and makes it available to the public.
2. POD stands for Print on **Demand**.
3. Two publishing services mentioned in the presentation are Amazon KDP and **IngramSpark**.
4. For a printed book, decisions may include trim size, paper, interior color, and cover **finish**.
5. Book files should follow the publishing company's current specifications or **templates**.
6. If available, order and carefully review a physical **proof** copy before publication.

Step 6 — Distribute Your Book

1. Distribution answers the question: Where can someone **get** my book?

2. Being available to bookstores and libraries does not guarantee **placement** in bookstores or libraries.
3. Authors can use publishing/distribution services and also create opportunities to sell books **directly**.
4. Making a book available does not mean people will know it **exists**.
5. The goal is to create a clear path between the book and the **reader** who wants it.

Step 7 — Market Your Book

1. Begin by identifying your **audience** and who makes the buying decision.
2. Your message should explain what the book is about, who it is for, and why it may be useful or **meaningful**.
3. Choose places to reach your audience rather than trying to use **every** possible marketing channel.
4. Marketing does not have to mean constantly saying, “**Buy** my book.”
5. Marketing tools should communicate what a person needs to know in order to make a **decision**.
6. If considering paid marketing, start with an amount you can comfortably **afford** and pay attention to results.

How Much Does It Cost to Publish a Book?

1. Publishing a book can cost very little or **thousands** of dollars.
2. With print-on-demand, authors do not have to purchase hundreds of books **upfront**.
3. Major expenses may come from preparing the book, including editing, formatting, cover design, illustrations, and **marketing**.
4. The cost depends greatly on what you can do yourself and what you need to **pay** someone else to do.
5. Spending more money does not automatically make you more **published**.
6. The goal is a book that is well-written, professionally presented, and ready for your **readers**.