A close-up photograph of a vibrant red, knitted heart resting on a sandy beach. The heart is the central focus, with its texture clearly visible. In the foreground and background, there are thin blades of green grass and some dried, brownish plant matter, creating a natural, serene setting. The background is softly blurred, emphasizing the heart.

**BOOKS FROM
THE HEART**

Our Self-Publishing Journey

JOANNE SHWED

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♥ Please send this document to anyone who wants to self-publish their book.
It can be opened with a copy of Adobe Acrobat Reader or Adobe Acrobat (adobe.com).

First- and last-page images (“red crochet heart on the beach after the rain drop”) from BeMySelf on Shutterstock



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[Backpocket Crosswords: Handmade Puzzles](#) (select the **Paperback** option) to order on Amazon. To read more about this book, visit our [Products](#) page.

Dear Writer

Have you ever read a book that changed your life? If the answer is “yes,” was this book like other books that you had read?

Why are you writing a book? Are you concerned what others will think? Many of our life lessons are about conforming and doing what we’re told to do. Stepping “out of the box” can be overwhelming.

Common questions among authors are, “Can I *do* that?” and “Can I *say* that?”

My answer is always the same: “Who’s making the rules?”

This is your chance to bust out and be free. It’s an opportunity to let the world know who you really are.

Once you relax and allow yourself to be “in flow,” your thoughts will come and mental blocks will wash away.

Words from your heart ring true. When you share your deepest self, your reader will understand what you’re trying to say. Be proud of your story and messages. Stand in your truth.

You just may change the world.

How to Use This Book

This book is an interactive brochure for my business. You may find this electronic format useful for your business or for other projects.

If you are not familiar with Adobe PDF (Portable Document Format) files, here are some helpful tips:

Password If you try to edit this file, you will be prompted to enter a “Permissions Password,” which is known only to me. There are other ways to protect a PDF, and we will explore them for your situation.

Bookmarks On the left side of the document, you’ll see a scrollable panel of text that looks like a Table of Contents. These “bookmarks” will jump to the respective pages when selected. If the bookmark panel collapses, select the  icon at the top left-hand corner of the document to reopen it.

Views You are seeing the text with a full-page view. You can choose a different view by selecting View and then Zoom on the top left-hand corner. When you change views, you are not changing the document but are only changing how you look at it, similar to using a magnifying glass.

Hyperlinks A PDF can contain hyperlinks (e.g., [LINK TO PUBLISHING SERVICE](#)), which, when selected, will jump to the linked page. You can also add hyperlinks to any graphic image.

Cross-references A PDF can contain cross-references (see “Honor your voice and style” on page 7”), which will jump to the target location. Before you select this link, note the page number or click on a nearby bookmark to return to your original location.

Text searches In a PDF, you can search for words and phrases. If you choose Edit and then Find at the top left-hand corner, a Find window will appear. You may have several instances of the search text, so keep “Finding” until you’re done.

Printing PDFs can be printed (unless there is a security setting to prevent it). This book

does not have such a security setting, so feel free to print it.

If you have any questions about navigating this document, please don't hesitate to ask!

Purposes of This Book

- ♥ Introduce myself and my company, Backspace Ink;
- ♥ Describe my project goals when we work together;
- ♥ Provide descriptions of my services;
- ♥ Share my journey in making this book;
- ♥ Describe some of the experiences I've had with my clients;
- ♥ Incorporate testimonials of my clients' experiences while working with me;
- ♥ Teach you about typical situations that you may encounter on your book project;
- ♥ Explore the possibilities of creating your book in different formats; and
- ♥ Encourage you to write from your heart.

Your book may be a memoir, an art book, a photography book, a book of poetry, a self-help guide, your grandparents' memoirs, your child's drawings and stories, a novel, or a business book to sell at speaking engagements—any vehicle that showcases your passions and ideas, and makes your dream of being a published author come true.

If you're ready to start writing your book, or even if you've already written some or all of it, the following sections will give you a realistic idea of the steps we will take to get the project done.

Project Goals

I have worked on hundreds of books with many talented authors. As you read the wonderful testimonials and descriptions of my project goals, you will see that I always try to provide a rewarding and enjoyable experience for my clients.

[LINK TO ALL TESTIMONIALS](#)

Joanne Shwed has edited more than a dozen books for us. She does a great job—promptly, accurately—and she's fun to work with. All of our authors have enjoyed working with Joanne and not one has found any mistakes in the finished product. Joanne is also a one-stop shop. We send her a raw manuscript; she delivers finished pages ready for the printer. She does all the editing and page layouts, all the while serving as the main contact person for our authors ... Joanne sweats the details. What more could a publisher want?

—Sylvia Lewis, Director of Publications,
American Planning Association

When it comes to editing, Joanne is a heavyweight. She is a superb editor. I trust Joanne with my clients' manuscripts, knowing that when she works on a project for me, it is going to be done right and come in on time. She has high integrity and consummate skills. I trust her also with my clients who wish to self-publish. She is honest and does great work. Joanne receives my highest recommendation.

—Randy Peyser, Author One Stop

Create a pleasant working environment

- ♥ Maintain a positive and supportive attitude.
- ♥ Inject a sense of humor.
- ♥ Offer a safe place to express yourself.

Self-publishing a book can be a traumatic experience. My job is to calm you down, answer your questions as many times as you ask them, guide you through the stages of self-publishing, and hopefully have some fun!

I am delighted to say that during a time that could have been extremely stressful, Joanne was an absolute pleasure to work with ... Her approach was exactly what I needed and she made the work of editing my manuscript almost effortless ... she is also a sweetheart ... She is a professional with character and integrity that I would highly recommend to anyone looking for an editor.

—Mary Stolfa, *From Cocktail to Chemo: The inspiring true story of a 27-year-old woman diagnosed with cancer* (www.AuthorOneStop.com project)

■ In Ray Arata's book, *Wake Up, Man Up, Step Up*, I had the privilege of working with a male author who wanted to explore the roles of men as husbands, fathers, leaders, and friends. We worked together to showcase the complicated and moving situations that men experience. Ray particularly wanted my female point of view, which I wholeheartedly gave.

... Joanne Shwed deserves a big thank you for dragging me through the muck with a great attitude, listening to my rants and raves, and doing the real dirty work of making the book flow ... Writing a book followed by editing a book is hard work; when it comes to the layout and cover design, it all becomes real ... and fun!

—Ray Arata, *Wake Up, Man Up, Step Up: Transforming Your Wake-Up Call into Emotional Health and Happiness*

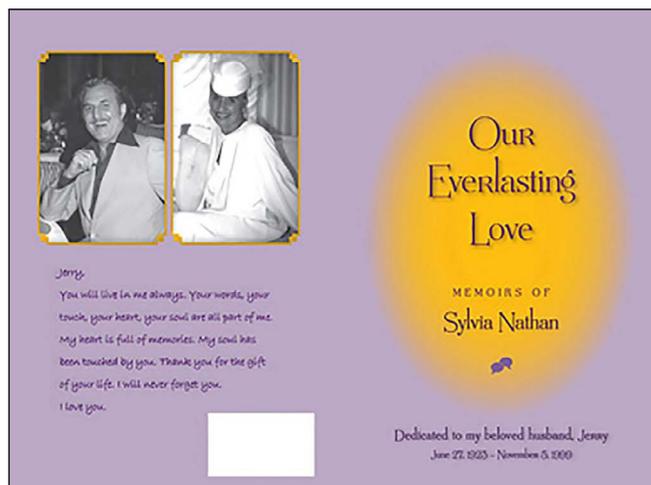
Build your confidence

♥ Offer comfort during stressful times.

- ♥ Support you in sharing your messages.
- ♥ Help you find your voice.

During difficult times, we often need a way to express ourselves. Some people find this outlet by writing a book.

■ In *Our Everlasting Love: Memoirs of Sylvia Nathan*, I transcribed 10 years of handwritten journal entries in memory of Sylvia's late husband Jerry. Here's the cover we designed, which was done in purple and gold—her favorite colors:



[LINK TO NATHAN COVER SAMPLE](#)

■ Margaret Vose's book, *The Voses in Mexico 1899–1912, A Family History Memoir*, is now proudly shared with her family.

Joanne gently guided me through the editing and publishing process of my family memoir with grace and professionalism. She thoughtfully attended to every detail in my modest book, insuring a totally satisfying experience.

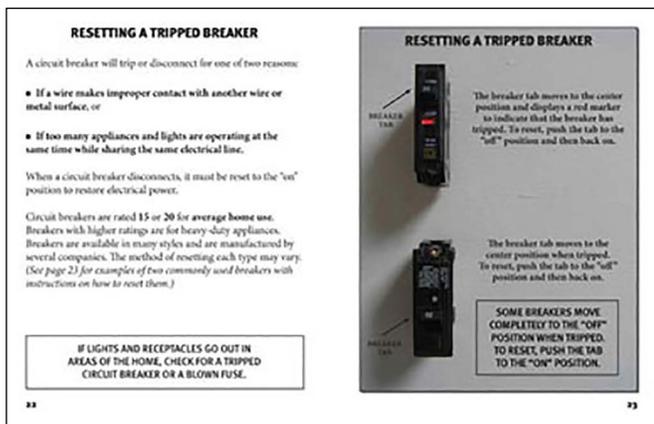
—Margaret Vose, *The Voses in Mexico 1899–1912, A Family History Memoir*

... Since she was the first person to work on my manuscript—a truly frightening experience as an author—she not only gave me the confidence I needed moving forward ... she had some truly innovative ideas and insights ... she's a really, REALLY kind and giving person and easy to work with ...

Talent alone means nothing. It's how you treat people ... beyond her talent and skill as an editor, she genuinely cares about her clients, and goes that extra mile to give them that personal touch. That, to me, is worth much more than money.

—Gregor Collins, *The Accidental Caregiver: How I Met, Loved, and Lost Legendary Holocaust Refugee Maria Altmann*

■ William Smith's book, *Easy Home Basics*, provided useful information for many household dilemmas:



[LINK TO SMITH INTERIOR SAMPLE](#)

It's amazing! Backspace Ink transformed my rough manuscript into a professional document ready for print in record time. I especially loved the personalized service and the attention to detail throughout the entire process. Joanne Shwed turned my lifetime dream into reality and I will always be forever grateful. Joanne, this may have been my baby, but you delivered it!

William Smith, *Easy Home Basics: The Homeowners' Guide to Household Systems*

■ In Michelle Waters's practical guide, *Dancing with the Diagnosis*, we finessed specific, compassionate language that caregivers can use when speaking to those who are suffering.

... Her command of the English language, attention to detail and commitment to perfection were just what my book needed before it went to print. I also appreciated her patience and kindness—the two things that every writer's ego desires when plowing through the editing phase.

—Michelle Waters, *Dancing with the Diagnosis—Steps for Taking the Lead When Facing Cancer*

... Thank you for your patience and “intelligent” way of listening and understanding, ... which allowed me to quickly trust you and enjoy the feeling of “my baby is in good hands” ... for polishing my book while carefully preserving my ideas and style of writing ... for making my story flow the way it does, allowing me to share my messages easily, and offering my readers a delightful experience ... Joanne, thank you for being such a sharp editor and talented designer. With all my love, Rita

—Rita Issa, *How to Be Happy: As told by the million stars*

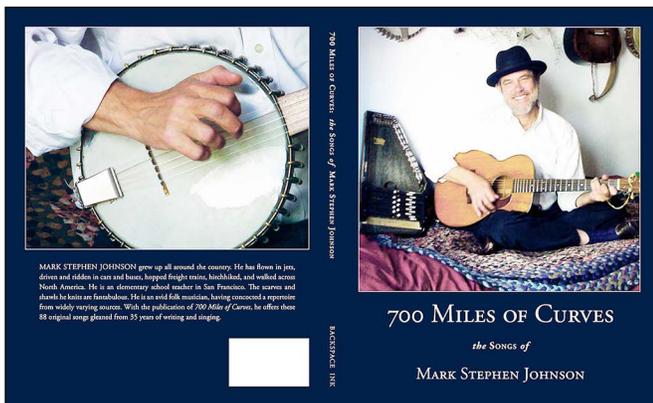
■ My husband Tom Ekkens was just about to be drafted into the Vietnam War, and his friend Mark Johnson suggested that he record his poetry on cassette tapes—just in case. Years later, Tom found these old tapes, and we decided to make a book. The result was *Collected Poetry of Thomas A. Ekkens—Early Works*, which included art and music.

Joanne has been putting the polishing touches on my writing since 1984 ... I now write with a certain comfort knowing that Joanne would never let me publish without editing, and challenging, every

nuance of each thought and phrase. Writing is not a solitary vocation with Joanne on your team.

—Thomas A. Ekkens, *Collected Poetry of Thomas A. Ekkens—Early Works*

■ Several years later, Mark showed me 88 songs that he had written, and we created *700 Miles of Curves: The Songs of Mark Stephen Johnson*.



[LINK TO JOHNSON COVER SAMPLE](#)

Encourage individuality

- ♥ Offer support to stand in your truth.
- ♥ Present innovative design ideas.
- ♥ Enable you to hear your own voice.

If you are self-publishing, I will encourage you to be yourself. This is your opportunity to say what you want without having to get permission from a publisher.

■ Janet Caliri's book, *Me with Me*, was inspired from her personal experiences with friends, family, and clients. Her real-life stories created an opportunity for the reader to be open-minded toward different outlooks on life. It was very important for Janet to feel supported

because she was introducing important coaching concepts to her clients.

Joanne's spirit, individualism, creativity, patience, and organization are the perfect ingredients for my book! As a first-time author with no experience, Joanne Shwed guided me every step of the way. I felt supported and safe with her professional objectivity, which left the space for my creativity to flourish. I highly recommend Joanne to any author at any stage in the game.

—Janet Caliri, *Me with Me: I Am As Good to Others to the Degree I Am with Me*

■ Kenetia Lee's testimonial about hearing her own voice is the highest compliment any editor can receive:

Joanne is absolutely amazing. I have never spent better money. She gave me great feedback every step of the way and made my words sing on paper. I am forever grateful for her skill of editing, which truly helped me feel confident in my own writing. It was through her that I could actually hear my own voice.

—Kenetia Lee, *Fearless Beauty: A Guide to Living Bold, Beautiful & Free*

Honor your voice and style

- ♥ Maintain the intended feeling of your book.
- ♥ Polish your words to help them come alive.
- ♥ Achieve consistency within your style.

The true art of book production is to maintain the author's distinct personality and present images and ideas with visual and intellectual clarity, consistency, and flow.

When I receive your manuscript, I will imagine nuggets of brilliance within it. My job is to smooth away the words that don't support

the purpose of the book, polish what remains, and present it in the best way I can.

I will encourage you to tap into your heart and listen to what it's trying to tell you. If you feel yourself drifting and getting off point, I will suggest using the outline that we developed during the brainstorming session (see "Brainstorming session" on page 13").

■ Jan Baumgartner's memoir, *Moonlight in the Desert of Left Behind*, was written in a beautiful poetic/prosaic format. She wanted to preserve this style yet maintain consistency. Here's a sample of Jan's writing:

"If Africa was my soul anchor, then nature, as a whole, was my intangible life raft; what kept me afloat, day to day, as John's life slipped away."

Joanne came highly recommended by a fellow author and colleague, and, after seeing his book, there was no hesitation in hiring Joanne. ... My book turned out exactly as I had hoped—better—and her designs for both cover and interior were exactly what I had described for the look and feel that I wanted to be represented in the book. Professional, fast, accurate, creative; it was a rewarding experience, and I wouldn't hesitate to use Joanne in the future.

—Jan Baumgartner, *Moonlight in the Desert of Left Behind: A Journey of Love, Terminal Illness, and Hope*

■ Bonita Lehmann's story in *Saving Her. Saving Me.* was emotional and enlightening. We treated the subject matter—almost losing her firstborn child, working through and then ending a lonely marriage, and reinventing herself victoriously—with sensitivity and care.

Joanne ... worked with swift, thorough efficiency ... She also gave me guidance and support throughout the process in areas I was unfamiliar with ... even though she was miles away, I felt close working with her as a team, creating and editing to make my memoir exactly as I had envisioned.

—Bonita Lehmann, *Saving Her. Saving Me.: On My Way to Something Magnificent*



[LINK TO LEHMANN COVER SAMPLE](#)

■ Kevin Boyle's book, *Braving the Waves*, was a real page-turner and the most exciting book I've ever edited. He was asked by New York City's firefighters and police staff to write their story of what happened to them on September 11, 2001 at Ground Zero in Manhattan.

Here are some words from a firefighter who watched Twin Tower victims jump to their deaths from the burning windows. It was hard to keep working because I was holding my breath and crying.

"Did they die before hitting the ground?
Did they die of fright or have heart attacks?
Did they close their eyes? Could they hear

themselves scream, or were their ears filled with the screaming wind? What were their last thoughts? Did they think about God, or did they have some simple, inexplicable thought? The car needs an oil change. Did the package have enough postage? The people who plunged to the earth had about 15 seconds to have such thoughts. They fell at approximately 100 MPH.

“Not all people who hit the ground were jumpers. Not all of them made a choice. Some had tried to lower themselves to safety by climbing down the outside of the tower, only to lose their grip. One man held his jacket open, hoping it might catch the wind as a parachute would. The last-ditch effort actually slowed his descent for a moment, but the wind ripped the jacket out of his hands and he plunged like the others.”

Initially, I had real worries that an editor—any editor—would be intrusive and worse, not “get me” or my style. Joanne Shwed allayed my fears and was just plain terrific. I’d rely on her talents again in a second.

—Kevin Boyle, *Braving the Waves: Rockaway Rises ... and Rises Again*

■ Mike Brown’s book, *You Are a Gift to the World*, described the special relationship that he had with his mother and all the life lessons she taught him. Here’s a passage:

“The title of this book, *You Are a Gift to the World*, was a simple message my mother said to me many, many times. She would often gaze at me with an intense and serious look and say, ‘Michael, you are a gift to the

world. You do not realize all of the potential you have inside of you. I am very proud that you are my son and you are perfect the way you are.’ One day I came to a place where I actually started to believe what she was saying and embraced her message as my own. *I am a gift to the world.*”

I got the book and it looks awesome ... It was surreal holding it in my hand for the first time—almost unbelievable ... You’ve taken a piece of coal and turned it into a diamond. You really are a master craftsman and I look forward to continuing to produce masterpieces with you in the future as well.

—Mike Brown, *You Are a Gift to the World: Blessings from My Mom*

■ In Kimberly Steward’s book, *The Doghouse Angel*, she described experiencing, surviving, and thriving beyond an abusive childhood:

“The decision to speak the unspeakable has provided a means for cleansing my spirit of the shadows that have obstructed it far too long. Each week, we have washed more of the soot from my system and I feel clean. I knew that there would be an element of pain in processing my history. What I didn’t know was how healing it would be as well. Thinking about an event is not the same as working through it. I thought I had accepted that my history was not my fault. Yet, as I expressed the facts, I felt guilt and shame. It was only in receiving affirmation that I wasn’t to blame that I could finally believe it.”

My experience with Backspace Ink was very positive. I found Joanne Shwed to be reasonable, yet someone who provided a sound sense of direction, without altering content in a way that diminished authorship ... when all was said and done, The Doghouse Angel was very much what I had written, but grammatically superior and flowed concisely.

—Kimberly A. Steward, *The Doghouse Angel: From the Darkness of Abuse to the Light of Healing*

... I loved having someone care as much as I do that everything be just right. She was meticulous with details, prompt with deadlines, responsible with follow-up ... She sought to make my work the best it could be, not infuse it with anything of her own.

—Josh Gressel, *Embracing Envy: Finding the Spiritual Treasure in Our Most Shameful Emotion* (www.AuthorOneStop.com project)

Your voice and style are paramount. I am not a “slash and burn” type of editor who will try to morph your book into the latest self-publishing craze. If you want a personal touch, specific to your way of thinking and writing, my goal is to make you shine.

Untangle complicated text

- ♥ Provide objectivity for the subject matter.
- ♥ Unravel challenging concepts and ideas.
- ♥ Improve readability and clarity.

Is your manuscript complicated and tangled? Will the concepts be understood? Although your words may make sense to you, will they be received in a way that will truly communicate your messages? Your target audience may include those with higher learning credentials; however, if you want to appeal to a lay audience, you need to write directly to them.

■ In *The Customer-Transparent Enterprise*, Dennison DeGregor originally used multiple phrases to express similar concepts. We combined the redundancies into simpler and more consistent terms, making the book easier to understand.

Joanne’s attention to detail is beyond that of mere mortals. Joanne took a very complex manuscript ... and ironed out the wrinkles like a freshly starched and ironed shirt. My book introduced a new business paradigm to industry and the amount of standardization required to get the terminology consistent was monumental. I’m framing my second book now, so I moved Joanne up to Number One on my speed dial.

—Dennison DeGregor, *The Customer-Transparent Enterprise*

■ In Howard Bott’s novel, *Saleh’s Children: Three Generations of Plantation Masters and Their Slave Women*, the main character Saleh had her tongue cut by her slave-ship captors and spoke with a lisp:

“When dey fine me, let dem thee dat I done reclaimed my body an my privathy. De dignity dey tried ter take, I held. Not a one of dem evah had a thpeck of it ... nevah ... not a thingle one of dem ...”

■ I worked with 10 years of Patrick Killeen’s blogs to create his book, *A Decade in the Life of Dr. Zorro*. We organized the sections, finessed the text to maintain his unique hippie style, and designed the interior to capture the 1970s look and feel that he wanted.

Joanne Shwed took my disheveled blog, went through it with dedicated deliberation, and turned it into a book that I am truly proud of. She is an artist. Thanks, Joanne. You made it possible.

—Patrick J. Killeen, *A Decade in the Life of Dr. Zorro: A Seventies Saga*

My book was 10 years in the making and included an electronic workbook ... Thanks to her, the book is now internally consistent, the formulas work efficiently, and the material flows seamlessly from beginning to end. I have worked with many editors over the years but Joanne was by far the most diligent, thoughtful, and constructive. Thanks in large part to her, the book is gaining acceptance as an important contribution to the land-use planning literature.

—Arthur C. Nelson, *Planner's Estimating Guide: Projecting Land-Use and Facility Needs*

Train and empower you

- ♥ Support you: “the boss.”
- ♥ Become a valuable team player and partner.
- ♥ Offer remote or in-person training.

I am happy to train you in any or all of the aspects of self-publishing (see “Training” on page 27”). When we work together, you’ll let me know what tasks you want to learn.

For example, if you want to prepare your manuscript for the interior design, I can train you how to format your Microsoft Word file, including deleting extraneous text and assigning styles to each design element (see “Formatting” on page 17”).

... Joanne ... agreed to teach me the whole process. She has been wonderful: personable, professional, knowledgeable, and a good teacher ... Her rates are reasonable, and she completes work in a timely manner. She taught me so well that I feel confident in producing the next book all by myself. I will return to her for editing, though—every book needs an extra pair of eyes for this, and hers are just the best.

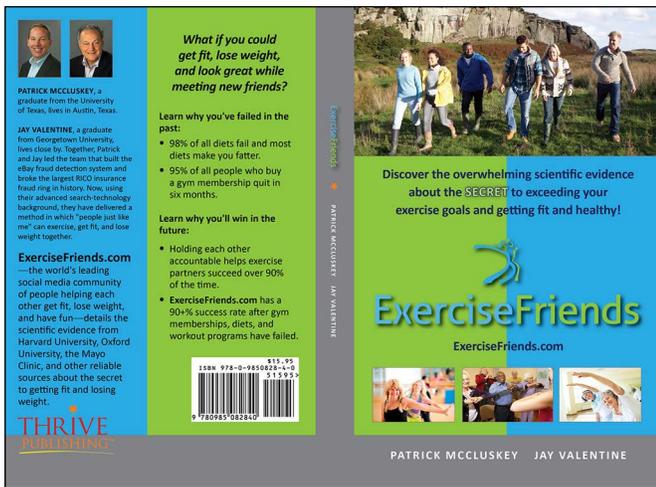
—Diane Lee Moomey, ... *Place ...: The Heart of the Dragon*

If we are not physically close to each other (or even if we are), I can train you how to use software that enables us to see each other’s faces and computer monitors, work together in real time, and record the training/work sessions for later use. This software may include your project team members or anyone else—all working collaboratively. This technology is a time-saver and a lot of fun!

Deliver a professional product

- ♥ Create a design to enhance your messages.
- ♥ Raise the bar for self-published books.
- ♥ Bring many years of experience to the project.

When self-publishing became a viable option for authors, the negative reputation for these books as “looking self-published” diminished their worth. When you work with me, you will be able to hold your head high in any publishing arena.



[LINK TO VALENTINE COVER SAMPLE](#)

Joanne was a special and outstanding guide on our quest to the first book for ExerciseFriends.com.

She guided us through every step of creating a manuscript, building correct footnotes, managing the cover creation and delivering a very good product. We could not have done it without her, and we are using Joanne on our two upcoming book projects.

—Jay Valentine, Co-CEO,
ExerciseFriends.com
and author, *ExerciseFriends*

I came to Joanne after a laundry list of other editors who just didn't meet my requirements. Working with Joanne is working with a partner as part of your team. She will give you a leash to do your best, and then pull back the reins when things go off path ... If you want a true professional to help you fine-tune your craft, Joanne is the one you should choose.

—Rosalyn Kahn, *Random Acts of Kindness Are Changing the World*

■ *Get the Job • Done ✓* by Beverly Williams was a valuable resource for inexperienced job seekers, people with disabilities, and anyone interested in enhancing their employment experience.

Joanne Shwed is a consummate professional in a world where people routinely overcommit and under- or fail to deliver. After several disappointing experiences with other vendors, I had the good fortune to find Joanne, who immediately made me feel that I was in expert hands ... I can honestly say that, without Joanne's guidance, experience, and expertise, my book would not be the book that I'm so proud to have authored.

—Beverly Williams, *Get the Job • Done ✓: 118 Career Tips, Tools, and Internet Resources*

... Joanne was the perfect professional in her role in working with me—a writer going through the editing and publishing experience for the first time. She was responsive, personable and extremely helpful in making my manuscript worthy of publishing.

—Terry A. Clark, *Project Management for Planners*

Honor your schedule and budget

- ♥ Keep the project moving forward.
- ♥ Maintain your approved budget.
- ♥ Adhere to your timetable and deadlines.

Your schedule and budget are very important, and I will always do my best to honor them. That said, producing a book takes time, commitment, diligence, an understanding of the process, and the willingness to do the work—for both of us.

■ In John Felitto's two books, *The 90-Day Game* and *The 90-Day Game Playbook* (hands-on guides for his coaching clients), we streamlined the organization and presentation to make these books user-friendly.

What are you looking for? Support in development, shaping your work, expressing yourself with clarity? Someone who is attentive to detail, organized, efficient and timely? One who brings creative design capabilities? Is it important for you to know where you are on your budget throughout the project? Amazingly, Joanne Shwed is one consummate professional who delivers it all.

*—John Felitto, *The 90-Day Game: Your Pathway to Creating What You Truly Want While Enjoying the Process* and *The 90-Day Game Playbook: Your Pathway to Creating What You Truly Want While Enjoying the Process**

Some authors want to get through the process quickly while others need more time. When we work together, you will set a pace that fits your schedule.

Services

[LINK TO ALL SERVICES](#)

Preparing a book and getting it ready for sale are detailed and often lengthy processes. I will guide you, doing as little or as much as you require and request.

As you will see from the subheadings in this chapter, Backspace Ink offers a robust list of services that will help you self-publish your book.

Once I am aware of the services that interest you, I will create a complimentary estimate for those services. (You can read more about the process under the [Estimate](#) section on my website.) Unlike some vendors, I do not offer “packages” of services. In my experience, every book project is different and requires a unique level of attention.

For a first-time author, Joanne made the process of self-publishing my book a breeze. Joanne gave me all the options of doing it myself or using her for certain steps along the way, which gave me comfort and confidence. I highly recommend any first-time author who wants to self-publish and doesn't know where to start to give Joanne a call.

*—Chris Forte, *The Humble Warrior: Spiritual tools for living a purposeful life**

Brainstorming session

A meeting of the minds to untangle cobwebs, focus, and get motivated

[LINK TO BRAINSTORMING SESSION SERVICE](#)

- ♥ Are you unfocused and overwhelmed?
- ♥ Is your brain exploding with ideas?
- ♥ Are you stuck?

If you are an author, you are an artist. You are creative. You want to express yourself, especially when you write from your heart.

A brainstorming session—remotely or in person—provides an opportunity for your ideas to “float in the air” without judgment or frustration. This service is best if you haven’t written a word; however, if you’ve started writing and feel “stuck,” you may find it useful.

As we analyze the components of your book, we will develop a broad outline so you can proceed with confidence to fill in the blanks. This approach will avoid rework, untangle the cobwebs, and propel you forward with excitement and surety.

However, if you’ve already written your book, I suggest moving to the next step: a written analysis.

Written analysis

A “hands-off” read to analyze structure, organization, and other big-picture items

[LINK TO WRITTEN ANALYSIS SERVICE](#)

- ♥ Is the structure of your book consistent?
- ♥ Is it understandable?
- ♥ Does your book flow well?

The structural and organizational integrity of your book is crucial. A written analysis examines the effects that your words will have on your reader.

The act of reading is subliminal. If your manuscript is poorly structured, no one will hear your messages or understand what you're trying to say. Analyzing these issues early will pay off in the long run.

When I receive your manuscript, I will rely on you to tell me if it needs structural and organizational help. If you are unsure, I will suggest this important step.

Think of the adage, “You can't see the forest for the trees.” In other words, if the broad view is loosely or illogically structured and organized, your reader will be confused, and the opportunity to share your heart and your messages will be lost.

Developmental editing

Structural and organizational rework based on the results of the written analysis

[LINK TO DEVELOPMENTAL EDITING SERVICE](#)

- ♥ Do you agree with the results of the written analysis?
- ♥ What items do you want me to change?

- ♥ Has the written analysis inspired you to think of additional items to fix?

Once your manuscript has been analyzed, you will review my suggestions. You may also think of additional ways to improve your manuscript once you see it in a new light.

With a clear game plan and a definition of the specific ways in which you want me to change your manuscript, developmental editing will begin.

Once I have made the changes, I will deliver a first developmentally edited proof for your review. We'll continue this process until all big-picture issues have been resolved.

The next step will be copyediting.

Copyediting

Detailed review and correction of spelling, punctuation, grammar, and many other fine-tuning items

[LINK TO COPYEDITING SERVICE](#)

- ♥ Have you used capitalization consistently?
- ♥ Are the acronyms defined correctly?
- ♥ Do the headings clearly describe the text that follows them?

Think of an enjoyable book that you have read. Were the words on the page transported to images in your head? Did you lose track of time and become unaware that you were reading? If the answers are “yes,” these experiences are the magical results of a well-edited book.

Some copyeditors have the reputation of stepping on the author's voice and style with the goal of making the book fit into a certain genre

or emulating the latest market trend. While this type of book production may be popular, it may not fit what you're trying to do.

When I work with you, I will take the opposite approach. Your ideas, voice, and passion are key. If you follow what's true for you, you'll have a better chance of touching your reader's heart.

After Joanne brilliantly edited my first book a few years ago, I knew all along she was the only one to edit my next book ... Joanne has a knack for keeping your voice pure in the book, while polishing and shining the words to perfection. She has an eagle eye for detail, flow, consistency, and overall readability. Joanne is a delight to work with, totally professional, and a kind soul who wants the best for your book ... I have since recommended her to several friends looking for a brilliant editor.

—Taryn Voget, *Trust Fall: A story about learning to trust life, love ourselves, and redefine success*

Joanne, the wordsmith's gemologist, knows best how to polish the rough cut to bring out its innate brilliance ... something she seems to do so gently that we as writers barely sense the rubbing that makes our work better ... Really good copyeditors respect the writer and the writer's work; they add value by helping the author see better ways to express themselves. Joanne is great to work with (oops, sorry Joanne, can't figure out how to do this without a preposition at the end ...).

—Dwight H. Merriam, FAICP, *Planning Reform in the New Century*

My experience with Joanne Shwed has been delightful on all levels ... As an author many times, the information will be downloaded through me so quickly I do not focus on details. Joanne has a remarkable ability to recognize order and flow, making the reading experience enjoyable and inspirational ... I was very impressed at the

speed at which she responded ... I am grateful for her presence and gift in this world.

—Lauren E Miller, *5 Minutes to Stress Relief: How to Release Fear, Worry, and Doubt ... Instantly* (www.AuthorOneStop.com project)

... Joanne provided insight and ideas to make information flow like a silk thread through a tapestry and ideas jump off the page for readers. When a writer is close to the subject matter it is hard to be objective. Joanne provided that objectivity and helped create a book I am proud of and never have to doubt if it could've been better.

—Maureen Richardson, *Til Money Do Us Part ... Financial Planning for Couples*

Every author's writing is different. I can never tell up front if a manuscript will need more than one round of copyediting until after I read it; however, it is always my intention to bring a book to completion as quickly as possible.

The items included in a typical copyediting round are too numerous to mention here; however, I invite you to read more about this service on my website's [Copyediting](#) page.

■ In Deborah Hope Wayne's instructional book, *Prenups and the Elephant in the Room*, our challenge was to make her legal text understandable to her potential reader.

Joanne helped guide me through the editing process with sensitivity and professionalism. She paid great attention to my goals in writing the book ... She was reliable, patient and professional ... [I] am very proud of the final product we developed together.

—Deborah Hope Wayne, *Prenups and the Elephant in the Room: A Handbook for the Prenup Process*

■ I'll never forget the opportunity to edit and design the interior for *Linus Pauling on Peace: A Scientist Speaks Out on Humanism and World Survival*. Here are a couple of lines from one of Pauling's speeches:

“Now man's intelligence has provided him with the power to destroy himself, to bring an end to civilization, an end to the human race. I believe that our intelligence, our common sense, is good enough to prevent this ultimate insanity.”

... Joanne was flexible, knowledgeable, and willing to offer her advice and expertise while simultaneously respecting my desires and voice as an author. She is extremely fast, very thorough, and pleasant to work with. She made this editing business seem easy!

—Katherine Ingram, *Washing the Bones, A Memoir of Love, Loss, and Transformation*

■ Working with Yon Walls on her book, *Seeing Colette*, was a unique experience. She wrote it in a “painterly” fashion, creating fragments of images to tease the mind and weaving memorable characters and scenes for her reader's imagination. The result was a beautiful, flowing, unique work of fiction. Here's an excerpt:

“Things she remembers seem to be as close as the lens she can touch on his camera: the pleasure of their thoughts about the place; its vastness, strangeness and wonder. Now, in another new place, hour after hour, the patron voyeurs approach the arabesque tented box of light near the ocean, the place

where real things are given magic by the stroke of hand and brush tints of color.”

Working with Backspace Ink ... was everything I expected and more. Joanne worked with me from start to finish with a sure hand and lots of tools and experience as a seasoned editor. As I had learned in graduate school that all serious writers need editors ... the fact was never more clear during my work with Joanne ... I'm so pleased with the beautiful and professional outcome! Undoubtedly, she's a jewel of an editor that I look forward to working with in the future.

—Yon Walls, *Seeing Colette: A Novella*

... Joanne showed an immediate grasp of what the book was about, how it should be presented, and how it should be organized. She made suggestions for format and presentation that so markedly improved the book that it would not have become the book that it is without her graceful assistance ... Hats off!

—Daniel R. Mandelker, FAICP, Editor,
Planning Reform in the New Century

After enduring more than one year of missed deadlines and innumerable project managers with a national book production company, our publisher turned to Backspace Ink. Within a very short time, Joanne Shwed revived the book production effort and, in a very timely manner, had a proof copy of the document in our hands.

—Al Zelinka, *SafeScape: Creating Safer, More Livable Communities Through Planning and Design*

Joanne is a visionary editor. She sees the big picture and helps your story unfold according to your heart's purpose. I highly recommend her for copywriting, editing, and story creation.

—C.C. Marchesani, *The Energetic Psychopath: How to Protect Yourself and Recover from Violence* (www.AuthorOneStop.com project)

After I have read your manuscript once, I will deliver a first copyedited proof for your review.

Additional rounds of copyediting may consist of rereading the manuscript or just cleaning up unresolved issues from previous rounds. We'll continue this process until we are ready for formatting.

Formatting

Preparation of your manuscript for the interior design

[LINK TO FORMATTING SERVICE](#)

- ♥ Can all design elements be easily identified?
- ♥ Are headings and subheadings obvious?
- ♥ Did you use styles for consistency?

If you have written your book in Microsoft Word (a text-editing program), you may choose to leave it in that format. This is a good choice if you want to be able to make changes to your document in the future.

Because Microsoft Word's book design features are not as extensive as a page-layout program (e.g., Adobe InDesign), and if you don't want to maintain and update your document, I will make the changes for you.

I will delete extra line returns, tabs, spaces, and other formatting that will not be used in the interior design. I will also assign styles to each design element (e.g., one style for first-level headings and another for second-level headings). When all of the text in your manuscript is attached to a style, design changes can be automatically and consistently achieved.

If you want to format the document yourself, I am happy to train you (see "Training" on page 27").

Graphics assistance

Preparation of the visual elements of your book

[LINK TO GRAPHICS ASSISTANCE SERVICE](#)

- ♥ Do your graphics conform to the printing vendor's specifications?
- ♥ Would you like a business card that resembles the front cover of your book?
- ♥ Do you need help finding an illustrator?

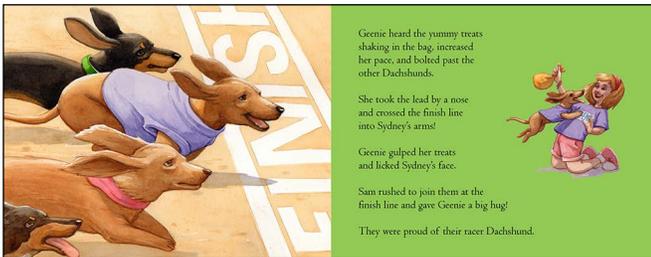
Visual enhancements can offer a welcome break from the text, giving your reader some eye candy.

Add graphics effects Many graphics effects are available for the cover and interior designs of your book, and we will discuss the possibilities to see what works for you.

Prepare artwork I can scan your artwork, resize it to fit the design, and finesse your photos and other graphic images. If you want to prepare the graphics yourself, I am happy to train you (see "Training" on page 27").

Work with an illustrator I can refer you to professional illustrators and provide them with the specifications of your book. We will work together to create a close collaboration, resulting in a perfect match of your text and their illustrations.

■ Amy Caetta and Karen Lomheim published *Geenie and the Weenie Race*, a children's book with beautiful color illustrations by Gabhor Utomo:



[LINK TO CAETTA INTERIOR SAMPLE](#)

When we decided to write a children's book, we knew very little about the publishing business and we were completely inexperienced as children's authors ... She helped us create exactly what we envisioned in a children's picture book. She is professional and knowledgeable. We highly recommend her!

—Amy Caetta and Karen Lomheim,
Geenie and the Weenie Race

Create a business card Although your book will be available online, you may want to hand out a business card that resembles the your book and includes ordering information.

Interior design

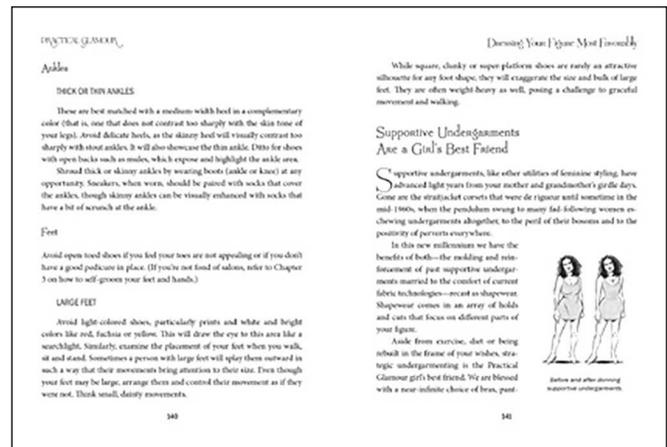
Creation of the interior pages of your book

[LINK TO INTERIOR DESIGN SERVICE](#)

- ♥ Do you have a sample of an interior design that you like?
- ♥ What look and feel do you want to achieve?
- ♥ What book size feels right to you?

Interior design should never confuse your reader, always be easy to understand, and subliminally impart your messages in an enjoyable and professional manner.

■ Here's a sample of the interior of Constance Dunn's book, *Practical Glamour*:



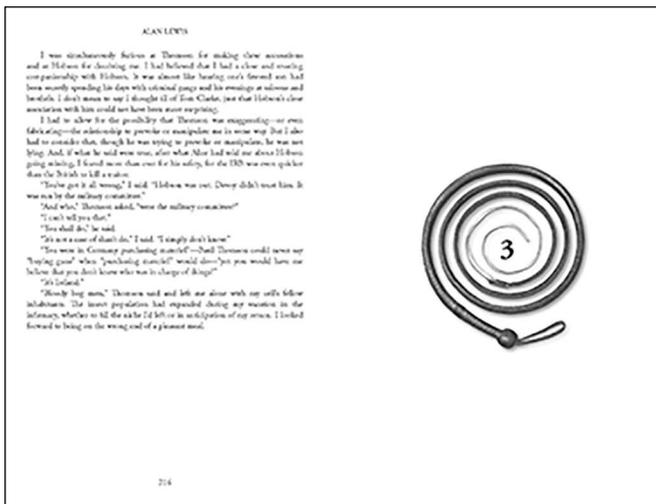
[LINK TO DUNN INTERIOR SAMPLE](#)

Having been raised in and around publishing, I consider myself very fortunate to have received the immense benefit of Joanne Shwed's expertise while preparing my book. Her rock-solid editing, design, indexing and production skills, along with her complete professionalism and responsiveness to this project, were far beyond what I had hoped to find in a book/literary professional. Bonus: she's nice, too!

—Constance Dunn, *Practical Glamour: Presenting Your Most Beautiful & Polished Self to the World*

I will encourage you to discuss your ideas and vision by sharing samples that capture what you're looking for; however, if you don't know what you want, I can offer suggestions. We can also design your book together with remote sessions (see "Training" on page 27").

■ In Alan Lewis’s novel, *Dying for Ireland*, the story counted down the days until the death of Roger Casement (the main character), and the innovative chapter sequence led to a heightened sense of drama and excitement. We chose a unique chapter opening graphic as seen in this interior sample:



[LINK TO LEWIS INTERIOR SAMPLE](#)

Joanne was invaluable in readying my historical novel for publication. She helped me untangle a complex story spanning 30 years across 4 continents, tracked down every usage and continuity and clarity issue across 300 pages, and created a lovely, highly readable manuscript design. She’s a pleasure to work with, and not afraid to tell you what she really thinks . . . Her turnaround time was always rapid enough that I was able to maintain my work flow without interruption. Highly recommended, even if you don’t think you need an editor.

—Alan Lewis, *Dying for Ireland: The Last Days of Roger Casement*

Here are some **interior design ideas**:

Create an acronym list An alphabetical list of the acronyms in your book, including definitions, may be useful to your reader.

Compile a bibliography Nonfiction books typically include a bibliography of referenced authors’ publications. We can work together to conform to *The Chicago Manual of Style’s* bibliographic specifications.

Select a book size Printing vendors have “industry standard” book sizes, which I recommend in case you want to print your book in several places. Before we design your book, I will help you select a printing vendor (see “Printing” on page 24”) to make sure that your files are set up properly.

Determine vertical spacing You can force the text to the top and bottom of each page (called “vertical justification”) or allow it to fall naturally where the text ends at the bottom of each page. For this book, I used the latter option to accommodate the uneven spacing between design elements.

Choose color or black-and-white interior The decision to have a color or black-and-white interior is important. This book, for example, had many color graphics to showcase. Because there were no printing costs associated with an electronic document, I decided to enliven the interior design with color.

However, if you don’t have color graphics or don’t want to use color type, a black-and-white interior for your printed book will be the best decision, even if it’s just to keep your printing costs down and lower the retail (list) price for your reader.

Alternatively, different shades of gray in a black-and-white interior will achieve a sense of color. Here are some examples:

40% black	70% black
50% black	80% black
60% black	90% black

Select a paper color Most printers offer either white or cream interior paper colors. Cream paper doesn't work very well with color photographs and can often make the images seem dull. White paper tends to have a crisper look and will not interfere with the color images in your interior design.

Use one or multiple columns Since this book is designed at an 8-1/2 x 11 size, I decided to format the interior in two columns with a wide gutter (i.e., the space between the columns). Had I selected a one-column format, the text would have spanned across both columns, making it hard to read. Smaller book sizes work well with a one-column format.

Add cross-references You can point your reader to another page or section with a cross-reference (e.g., "see page 14"). When repagination occurs, these cross-references and the accompanying page numbers will be updated automatically.

Select fonts In today's online marketplace, there is a dizzying array of fonts from which to choose. This font is Minion Pro, the orange testimonial font is *Myriad Pro Italic*, and the burgundy heading/subheading font is *Comic Sans MS*. Before we choose a font for your design, I'll ask what "look" you're trying to achieve (e.g., fun, serious, modern, or old-

fashioned). These font choices are subliminal ways to bring your book to life.

Prepare a glossary A glossary with all of the important terms specific to your book may be useful. Although the meanings will be redundant, a compiled list of words and phrases will help your reader remember them.

Add footnotes or endnotes You may want footnotes (at the bottom of the page) or endnotes (at the end of each chapter or the book).¹ Footnotes and/or endnotes are particularly useful when you want to add text and not interrupt the main flow.

Joanne Shwed's insistence on endnotes and on an exhaustive index has made my book a much more valuable reference work than it would have been without her guidance ...

—James R. Adams, *From Literal to Literary: The Essential Reference Book for Biblical Metaphors*

Select headers and footers A good interior design will make your book user-friendly. Any text or graphic can be placed as headers (at the top of the page) and footers (at the bottom) (also called "folios"). I centered the book title and the page number at the bottom of each page and left the top folio blank. Some authors like to use their name, the book name, or other useful information. We'll work together to select a design that feels right for you.

Choose heading styles In this book, I decided not to force page breaks before major headings, such as "Project Goals" and

1. Here is an example of a bottom-of-the-page footnote. The footnotes/endnotes may be numbered continuously throughout the book or restarted at each chapter or section.

“Services.” In your book, we can design the headings as you wish.

■ I worked with programmers at Silicon Publishing, Inc., sorting and repurposing database text and graphics into a school guide. Here’s a sample of *The Greatschools Guide to Phoenix Area Public Schools*:

[LINK TO GREATSCHOOLS INTERIOR SAMPLE](#)

Determine margins This document has a 1/2” margin around all of the pages to be compatible with home and office printers; however, for a bound book, the “gutter” (inside) margin needs to be larger to accommodate the binding area. We’ll set the margins of your book to match your situation.

■ In Heather Criswell and Taryn Voget’s book, *How to Raise a Happy Child (and be happy too)*, they chose unique headers to indicate who was speaking on that page:

[LINK TO CRISWELL INTERIOR SAMPLE](#)

I have to be honest ... I was more than hesitant ... I was TERRIFIED to go through the editing process ... She presented a number of options for us, gave her own suggestions, listened to our needs, and most of all gave me peace of mind ... She had the challenge to work with and edit two very different authors in the same manuscript. SHE DID IT! ... Joanne has an amazing gift with words and design ... I am so proud of this book, and words will never express my gratitude for Joanne and her gifts to this planet!

—Heather Criswell, *How to Raise a Happy Child (and be happy too)*: Simply genius parenting strategies that work

Add pull quotes Text repeated in a larger font is called a “pull quote.” This design technique emphasizes important “take-aways” for your reader. For example:

Text repeated in a larger font is called a “pull quote.”

When I first saw the text of my work as Joanne Shwed had designed it on the page, I remarked that she had performed the miracle of making me appear to be a person with an orderly mind ... she had, with the design, emphasized my outline and thus strengthened the arguments ... her sharp eye caught a number of grammatical and stylistic errors. I now have a much stronger manuscript.

—Jack Good, *The Dishonest Church*

After you approve the interior design samples, I'll lay out the interior and send you a first interior design proof. We'll continue in this fashion, with updated proofs, until you have approved the interior design.

Indexing

Creation of useful lists to help your reader

[LINK TO INDEXING SERVICE](#)

- ♥ How many heading levels do you want in your Table of Contents?
- ♥ Would a subject index be useful?
- ♥ Will your book be updated in the future?

Many types of indexes are available, and we will discuss what works best for your book.

One type of simple index is a **Table of Contents**, which is generated from the headings and subheadings in your document. Other types of simple indexes are lists of acronyms, tables, figures, and authors' names—with or without page numbers.

A more complex type of index is a **subject index**, which gathers all of the key terms, sorts them alphabetically and analytically, provides cross-references to and from related terms, and

includes page numbers. This type of index is included in many nonfiction books, and it may be useful to your reader. I will recommend a professional indexer from the [American Society for Indexing](#). You can work directly with them, or I can handle the transactions for you.

There are two types of **subject indexes**:

Updatable index This type of index is used when you intend to update your book in the future. Index markers are inserted in the document, linking the location of that marker to a specific page number. When this type of index is generated, the marker text and page number will be written to the index and updated when repagination occurs.

One-time-only index This type of index is used when you have no intention of updating your book in the future. It is composed manually from the final PDF. No index markers are inserted, and page numbers will not be updated when repagination occurs.

Cover design

Creation of the back cover, the spine, and the front cover

[LINK TO COVER DESIGN SERVICE](#)

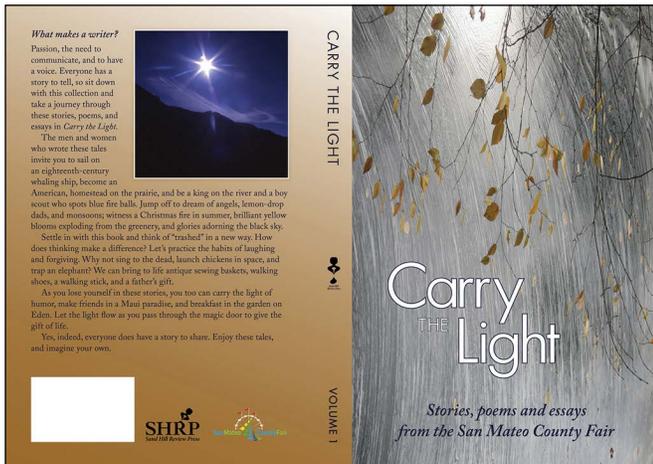
- ♥ Do you have cover design ideas?
- ♥ Do you want your picture on the back?
- ♥ Will you be adding reviews?

Cover design is a collaborative process, and we can do it together in a remote session (see “Training” on page 27”). I am happy to listen

to your ideas and look at your samples. If you don't know what you want, however, I will offer suggestions.

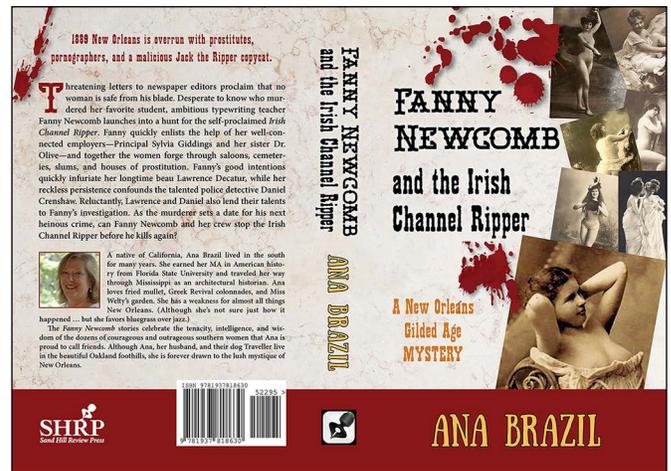
■ In the 2012 edition of *Carry the Light: Stories, Poems and Essays from the San Mateo County Fair*, I submitted a story called “[Jumping Off](#),” which won Honorable Mention in the Class 2 Senior Essay contest.

Joanne Shwed was a delight to work with from start to finish ... She was professional, engaged in our project, extremely prompt with her responses, and suggested creative ways to make our cover come alive ... The end result is much more than I could have imagined. Carry the Light is stunning!
—Bardi Rosman Koodrin, *Carry the Light: Stories, Poems and Essays from the San Mateo County Fair*

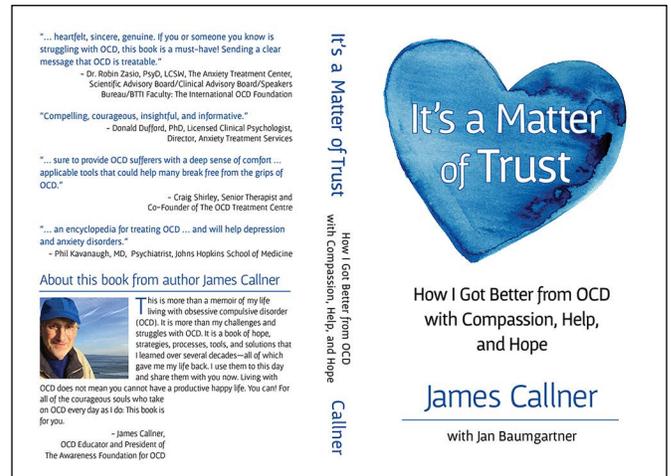


[LINK TO CARRY THE LIGHT COVER SAMPLE](#)

Joanne does what she says and says what she does, comes in on time (a real bonus!) and on budget (sometimes a minor miracle!). I'm so glad Sand Hill Review Press found her.
—Tory Hartmann, Sand Hill Review Press



[LINK TO BRAZIL COVER SAMPLE](#)



[LINK TO CALLNER COVER SAMPLE](#)

I can't recommend Joanne enough to anyone who wants a professional, compassionate, patient, sensitive editor and designer ... Joanne stood by me with all 51 cover designs. I mean, that's loyalty! She also has the gift to truly hear your voice in words you write and make them even better ... She is extremely personable and has a contagious laugh that will put you right at ease ... I now have my first book published. ... Because of you, I can confidently call myself an author.
—James Callner, *It's a Matter of Trust: How I Got Better from OCD with Compassion, Help, and Hope*

After we discuss our ideas, I will create the first cover design proof. We'll continue in this fashion, with updated proofs, until you have approved the cover design.

Proofreading

Full or partial read for a final quality check

[LINK TO PROOFREADING SERVICE](#)

- ♥ Do you want me to reread your manuscript?
- ♥ Are there last-minute items to change?
- ♥ Have we forgotten anything?

After your book has been completed, and before it goes to the printer, I highly recommend a **final quality check**, which can be done in either of the following two ways:

Scanning the manuscript and cover This option includes verifying that all data are included; checking the Table of Contents, other indexes, and cross-references; and examining the overall appearance. This option does not include rereading the manuscript.

Rereading the manuscript and cover This option includes all of the tasks in the first option as well as a complete reread. This service should not be confused with copyediting (see “Copyediting” on page 14”) as it is done with a higher level of scrutiny. At this late stage in the process, it is wise to avoid major rework of text and design.

Once the manuscript has been proofread, I will create the first proofread proof for your review. We'll continue in this fashion, with

updated proofs, until you have approved the interior and cover.

Joanne Shwed is one of the best proofreaders of articles that I have come across in my 35 years of scholarship. She reads for substance and detail at the same time and has many helpful suggestions. I would recommend her to anyone who needs intelligent proofreading.

—Robert H. Freilich, AICP, National Editor, *The Urban Lawyer*, American Bar, *Planning Reform in the New Century*

Printing

Collaboration with the selected printing vendor

[LINK TO PRINTING SERVICE](#)

- ♥ Do you need hundreds of copies of your book or just one at a time?
- ♥ Are you aware of print-on-demand technology?
- ♥ Do you need help setting up your printing vendor account?

There are several ways to **print your book**:

Inkjet or laser printing Your final PDFs can be sent to a local copy shop that offers color or black-and-white inkjet or laser printing. These vendors can print and bind your book in several ways, and the quality is acceptable; however, the costs may be higher than what you want to spend.

Offset printing You can use an offset printing company, which will result in a lower per-book price and a high quality of printing; however, there is often a minimum print run that may require ordering more books than you

want or can afford to print at one time. You can also choose to print black plus any number of colors for the interior, depending on your budget and design choices. Keep in mind that you will have to store these books and mail them to prospective buyers (unless you hire a professional service to do so).

Print on demand With print on demand (POD), you don't have to order large quantities or mail the books yourself, and you can update the content of your book at any time and as many times as you wish. My clients typically want their books for sale on Amazon and use Amazon's POD company (CreateSpace) for the print version. You can read more about these options on the [Printing](#) page of my website, including a discussion of royalty payments received for every sale.

I will help you select a printing vendor, walk you through the account setup, choose a retail (list) price, upload the final files, and guide you through the rest of the process. I'll also teach you how to order your own books and manage the vendor account so you can handle future interactions.

Publishing

Getting your book ready for sale

[LINK TO PUBLISHING SERVICE](#)

- ♥ Do you need help obtaining ISBNs?
- ♥ Do you want an e-book?
- ♥ Would a password-protected PDF be of use?

A few words about **traditional publishing versus self-publishing**:

Years ago, traditional publishers took a chance on a “nobody,” gave them a contract if they thought it was a good investment, and spent time and money on potential up-and-coming authors.

This situation has changed. Even if you hire a literary agent, it's a hard sell to pitch your book to a traditional publishing company if you're not already a “somebody.” If you do land a publishing contract, you may have to buy your own books, pay for the production, and do a lot of the promotion yourself.

On the up side, traditional publishers may have a robust social media presence, a budget, and time that you don't have to promote your book.

Traditional publishers used to consider self-published books “unsellable”; however, this situation has also changed. According to my publishing colleagues, an author is now advised to self-publish their book, generate sales, advertise it on social media, speak at events, and prove to a potential publisher that there is interest in the marketplace.

I suggest weighing the benefits of trying to obtain a publishing contract versus self-publishing. Unless you're a “somebody,” you may be better off doing it your way and keeping all of the royalties for yourself.

Let's talk about the **required items** for every self-published book:

International Standard Book Number (ISBN) This number will be listed on your copyright page and added as a barcode on the back cover:



Although CreateSpace offers ISBNs for free (i.e., making them the “publisher of record”), choosing this option makes it impossible to print your book anywhere else. For this reason, I typically suggest purchasing ISBNs from [Bowker Identifier Services](#) or another reputable vendor. Note that the printed and e-book versions require separate ISBNs.

Book Industry Standards and Communications (BISAC) subject code Your selection of a BISAC subject code from the [Book Industry Study Group](#) will be used by online book buyers. One approach is to be a “big fish in a small pond” by selecting an obscure category or subcategory. In the example below, selecting “Buddhist” will invite less competition than selecting “General”:

PHI000000	PHILOSOPHY / General
PHI001000	PHILOSOPHY / Aesthetics
PHI028000	PHILOSOPHY / Buddhist

Here are some **optional services** to consider:

Copyright Your book is copyrighted when you put the © symbol on the interior copyright page; however, some authors like to send their book to the Copyright Office as well. I can guide you through this process, which has to be done in a particular sequence. Visit the [U.S. Copyright Office](#) website for more information.

Library of Congress Control Number (LCCN) Acquiring an LCCN is not required; however, some authors take this extra step. I can guide you through this process, which has to be done in a particular sequence. Visit the [Library of Congress](#) website for more information.

Adobe Acrobat PDF Your book can be saved in an interactive PDF format, just like this book. You can read about the features of this type of document on my website's [Publishing](#) page.

E-books An e-book is not the same as a PDF, although they are both electronic documents. An e-book must be read on an e-reader device, and a PDF can be read with Acrobat Reader or Adobe Acrobat.

If you want an e-book, I will recommend an e-book conversion vendor. You can work directly with them, or I can handle the transactions for you. I will send this vendor my interior and cover files, and they will convert them to both mobi (for the Amazon Kindle reader) and epub (for all other e-readers).

Marketing, distribution, and sales

Helping you get your book noticed

[LINK TO MARKETING, DISTRIBUTION, AND SALES SERVICE](#)

- ♥ Do you have marketing skills?
- ♥ Are you a social media expert?
- ♥ Do you have time to promote your book?

The more you are involved with the promotion of your book, the better! It takes hard work, perseverance, time, and skill to get your self-published book noticed.

Many distribution options are available from POD and e-book conversion vendors (see “Printing” on page 24”). On my website, I share a list of distribution options from my recommended vendors (see my website’s [Marketing, distribution, and sales](#) page).

If you seek additional marketing help from social media professionals, be careful of promises for a “secret formula” to success. Make sure that what they put out in the world truly represents *you*.

I highly recommend Joanne Shwed’s professional book design and publishing support services ... I didn’t know what I didn’t know about publishing my first book until Joanne helped with my final formatting. She took my manuscript and turned it into a beautiful book. I only wish I had involved Joanne at the very start of my project. She would have saved me many hours of reformatting that was sorely needed.

—Jeffrey Bruno, *Eat Light & Feel Bright: Microalgae Solutions for Individual and Planetary Health*

Training

Teaching any or all aspects of self-publishing

[LINK TO TRAINING SERVICE](#)

- ♥ Are there tasks that you’d like to learn?
- ♥ Do you have a camera for remote sessions?
- ♥ Would you like your sessions recorded?

With **remote access software**, it will be almost as good as being face to face, and I will be able to see your computer monitor and you can see mine. I can also provide a **recording** of the training session(s), if you wish.

As a first-time author, the process of publishing my book was a daunting task. Committing to work with Joanne was the smartest thing I did to make sure my dream became a reality. I had been searching for someone I could partner with ... by the end of our first phone call, our partnership quickly developed as her business approach, editing and publishing knowledge, à la carte service menu, and calming personality filled the integral role I needed to build momentum on my project ... I would definitely recommend Joanne Shwed to anyone who wants to produce a fabulous end result! I look forward to working with her in the future.

—Leanne Brownoff, business coach and author, *Freezing My Ass Off on Kilimanjaro*

The training service is valuable for:

- ♥ Readers of this interactive brochure who would like to ask questions about its use;
- ♥ Authors who would like to learn how to do self-publishing tasks themselves;
- ♥ Authors who want to collaboratively edit and/or design their book; and

♥ A businessperson who wants to train themselves or their staff.

It's also fun and a good way to get to know each other as we develop our relationship.

Let's Make a Book Together!

Publishing your book can be overwhelming. Now you can proceed with confidence, knowing that you have a partner in the journey—in *our* journey.

This is your chance to shine and make a difference ... and I will help in any way I can.

I thought I had a good book until it fell into the hands of Joanne. She took what I thought was good and made it worth reading and even I could not wait to turn the pages of my own book ... While working with her I learned much and I pray our work is not complete. I fell in love with her.

—Ron Williams, *The Old Man with the Long White Beard: Religion or Relationship?*
(www.AuthorOneStop.com project)

About Backspace Ink

In the 1970s, I worked on several early versions of Richard Bolles's best-selling book, *What Color Is Your Parachute?* In 1985, I started Backspace Ink, and the next year I published my husband's book, *Collected Poetry of Thomas A. Ekkens—Early Works*. These experiences ignited my love for making books!

At Backspace Ink:

- ♥ You are the publisher of your book.
- ♥ You own all of your book files.
- ♥ All vendors' costs will be paid by you directly to them.
- ♥ You pay me no compensation from the sale of books I help produce for you. Any and all royalties will be sent directly to you.

About the Author



I was born in the Bronx (New York), have lived in the San Francisco Bay Area since 1975, and now live in Pacifica (California), about 15 miles south of San Francisco, right on the coast highway.

My husband Tom Ekkens and I enjoy playing music and volunteer for Bread & Roses, a nonprofit organization that provides entertainment for “shut-ins.”

I have written several [short stories and essays](#), some of which have won writing awards, and created *Backpocket Crosswords: Handmade Puzzles* (available on [Amazon](#)).

I am trying to ward off dementia by learning Spanish, playing Scrabble, making another crossword puzzle book, and working out at the gym. Wish me luck!



Books can change the world.

Books *have* changed the world.

When you write from your heart,
your fears melt. You recognize a safe,
familiar place and keep going.

Stand in your truth and express
yourself. Your heart knows everything.
Your heart loves you. You can trust it.

Then, when you have written your book,
you will be joyful, confident, and proud ...
and feel something very close to giggly.

In other words, *you will know peace.*

This is the power of writing your
book from your heart:

It can change the world—one book at a time.

