



WEAVING
INFLUENCE®

ARE YOU PLANNING TO SELF-PUBLISH YOUR BOOK?

PRODUCTION PROCESS



Here is your guide to the
book production process.





WHAT TO EXPECT WHEN SELF-PUBLISHING YOUR BOOK



The book production process can feel daunting, but we're here to help with a step-by-step guide of what to expect when you're self-publishing your book.

You may be wondering: How do I know my book is even ready for production?

If you're working with a book writing coach, your coach may recommend a developmental edit prior to production of your book. A developmental edit looks at the content and structure of your book to ensure your book clearly communicates the message you intend in an organized way. We recommend seeking a developmental editor, if needed, prior to starting the book production process.

Once that step is complete, you should generally estimate 16–20 weeks for the completion of your book's production. The typical steps include:

1

Step 1: Manuscript Review

We review your manuscript and offer recommendations about editing, citations, and graphics that may be needed as you move toward preparing your manuscript for production.



2

Step 2: General Editing and Design

We'll start the copyediting process by editing a single-page sample for your approval. We'll then move forward with the entire manuscript. Don't be concerned or overwhelmed if there are more edits than you're expecting during this phase. Every piece of feedback is intended to help ensure you end up with the best final product possible. As the author, you have the freedom to accept or reject editorial suggestions.

During this phase, your book's designer will also begin work on the cover design and interior design.

We often find that authors think they are closer to the end of their journey to a published book than they are and **UNDERESTIMATE HOW MUCH WORK IS STILL NEEDED** to have the best possible product. There are a lot of decisions to make, and having a partner you can trust will help make the process easier."

—Lori Weidert,
Weaving
Influence's
Self-Publishing
Specialist

3

Step 3: Copyediting

Our copyeditor thoroughly goes through your manuscript, looking for not only typos and grammatical errors, but also ensuring consistency in verb tenses, content, and language used. We maintain a stylesheet of terminology that you want to use, and we ensure ongoing alignment with that stylesheet.





Our number one advice would be to get your book edited professionally. **THE BEST WRITERS—AND EVEN THE BEST EDITORS—NEED EDITING.**

—Lori Weidert,
Weaving Influence's
Self-Publishing Specialist

4

Step 4: Edit Review

You then have the chance to review the edits and approve them, ensuring alignment with your goal message.

5

Step 5: Typesetting

The manuscript now moves into typesetting, where we take it from regular typewritten pages to a beautiful design with headers and graphics. We make it much more coherent for the reader to follow.

6

Step 6: Proofreading

The proofreader reads your typeset pages for errors or any overlooked typographical or grammatical details. They check typeset pages against the manuscript, ensuring all elements are formatted properly including line-, paragraph-, and page breaks. In addition, the table of contents will be thoroughly reviewed and all elements checked for consistency. We continue to productively collaborate with you to ensure agreement on any edits. If an index is desired, we will complete this upon final approval of the proofread files.



7

Step 7: Print-on-Demand

We will support you in setting up your print-on-demand accounts through Amazon KDP and IngramSpark, expertly guiding you through decisions about paper quality, trim size, royalties, and pricing. We'll also guide you in obtaining ISBNs and registering your book for copyright.

8

Step 8: Print Proof

We'll upload your final files to Amazon KDP and/or IngramSpark ensuring metadata for your title is optimized for peak performance. You'll receive a printed proof of your book to review.



9

Step 9: Ebook Conversion

Once the final print files are uploaded, we will send the files to our ebook team for conversion to .epub for Kindle. This process usually takes about 10 days, and the EPUB should be ready by the time you receive your printed proof copy.

10

Step 10: Pre-Order Setup or Go Live

Once you approve both formats, we will either set up a pre-sale period with a future publication date or publish your book.

11

Step 11: Marketing

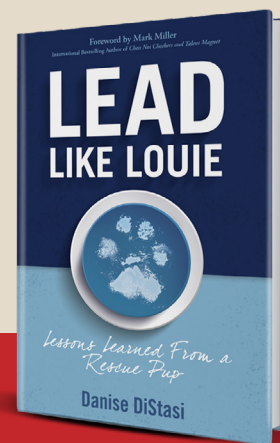
The process isn't done yet! Now that your book is produced and available, you need to

ensure you're supporting sales through ongoing marketing and promotion. You can either manage this yourself or consider investing in a marketing partner, like Weaving Influence. We know that each book launch has unique goals and needs, so we offer a variety of service packages customized to each author.



“From the design and layout of our leadership book, to the fun cover for our middle-grade book, to the brilliant and creative illustrations for our children's books, the entire team has proven their abilities and skills countless times. Weaving Influence also designed my website to align with the brand we created for our books and services. **THEY ARE NOT ONLY CREATIVE, BUT THEY ARE ALSO ORGANIZED, ACCOUNTABLE, AND TIMELY IN ALL THEIR WORK.** I highly recommend them to other authors and professionals who want to achieve excellence with their products and services.”

—Danise DiStasi,
Founder and CEO
of Love Unleashed



**WEAVING
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If you're ready to self-publish your book, we'd love to review your manuscript and build a plan.

OUR TEAM WILL REVIEW YOUR MANUSCRIPT, FREE OF CHARGE, AND PRESENT A CUSTOM PROPOSAL TO PRODUCE YOUR BOOK, WHEN YOUR MANUSCRIPT IS READY.

Reach out to becky@weavinginfluence.com to learn about your self-publishing options and how Weaving Influence can take your message from manuscript to publication.