ON DEMAND PUBLISHING

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http://www.SearsR.com/publish
http://linktr.ee/lrsears
Jul 2022

The reason I am here today talking about On Demand Publishing - is because back in 1976 my grandmother, Harriet Sears of East Dennis, gave me this Sears Genealogy by Samuel P May. Inside the front cover my grandfather had carefully lettered our Sears ancestors- Richard-Paul-Paul-Edmund-Elkanah-William-Elkanah-Leslie –Les Jr-Leslie Ray III   Except for Richard they were all born in East Dennis. But my grandfather was not listed in the 8th generation. He was born after the book was published.

Sears Genealogy, 1890 by S P May

To the Descendants of Richard Sares [Sears] of Yarmouth, Mass.,
    Wheresoever dispersed.
                                                            Greeting:
        The SEARS GENEALOGY, upon which I have been engaged for several years, is now ready for the printer, and will be printed as soon as sufficient subscriptions are received to warrant the outlay.
        It will contain notices of over 4000 of the name, lineally descended from Richard Sares, who settled in Yarmouth, Mass., in 1639, with many descendants in female lines, some to the third generation,-- and in an appendix, notices of many other families of Sears that came early to this country.
        It is expected to make over 500 pages octavo, will be fully indexed, and well printed and bound. The price to subscribers will be $5.00, or $5.25 if by mail.
        The price is estimated to barely cover the cost of publication, my labor during several years in collecting and arranging material, and expenses incurred in procuring searches and copies of records, etc., being given gratuitously, and the work is published at my sole risk and cost.
        The edition will be closely limited to subscribers, and will not be reprinted; it will therefore always be scarce, and persons desiring copies will do well to send their orders at once.
        Every head of a family of Sears should possess a copy, to be transmitted from father to son; and where possible should procure one for each of their children, as another opportunity is not likely to occur during the present generation.
        All orders should be addressed to
   Samuel P. May,
                272 Centre Street, Newton, Mass.
September, 1889.

Samuel May had been corresponding with hundreds of Sears families in the 1880s so when he finished his book he was able to send out this notice- To the Descendants of Richard Sares (Sears) of Yarmouth, Mass. Wheresoever dispersed. Greeting. The SEARS GENEALOGY, upon which I have been engaged for several years, is now ready for the printer, and will be printed as soon as sufficient subscriptions are received to warrant the outlay.

It will contain notices of 4000 of the name and is expected to make over 500 pages octavo (6" x 9"). The price to subscribers will be $5.00

Sears Genealogical Catalogue
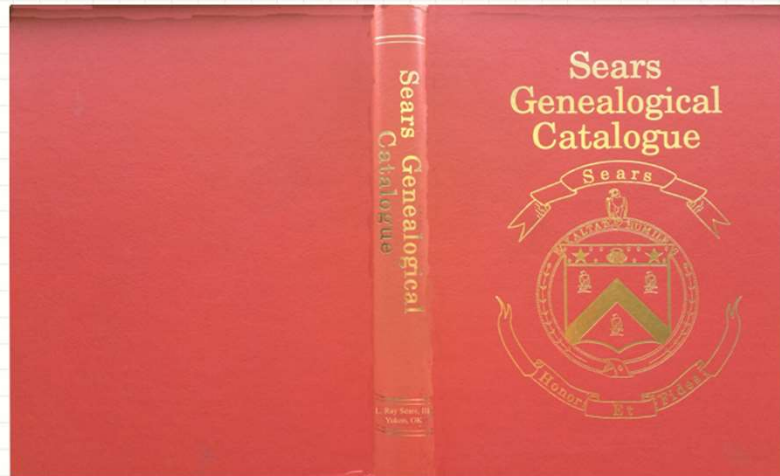
About 20 years later I was ready to publish my own book. I could see that I would never be done documenting the descendants of Richard Sears but I wanted to have something to show for my work. In 1992 there was no real internet so everything to that point had been through mail correspondence. The new Sears Genealogy would also be about 500 pages but this time the size would be Quarto (12 x 8.5) and it would contain 12,000 descendants of Richard. I contacted a couple of vanity book printing companies and settled on Bookmasters. They led me through the months long process of designing a cover, selecting **Headbands and Tailbands:** These are little strips of cloth, often striped, attached to the spine edges of the pages at the top and bottom of the text block. These, like the raised ribs, used to have a real function, but today, they make the book look nice and cover up raw edges. They are merely decorative and are not the binding, End Pages etc. Then the question was how many to make. 500 pages of hardbound book would cost $50 in a quantity of 200- so I took a deep breath, layed out the $10,000 and spent the next few years trying to unload 200 copies of my book. You can always get your mother to buy a copy. In fact she loaned me some of the $10K. I had corresponded with hundreds of people over 20 years and I advertised in numerous publications like Yankee magazine and Genealogical Helper.

On Demand Publishing

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

So now you have a feel for why I am such a big fan of On Demand Publishing.
Here is the agenda for today. I will have to gloss over some slides due to time limitations and won't be able to do all the demos that I would do in a 3 hr class but the good news is: I can help you get your material in print as I have done for myself and others.

Formats-
eBook
Paper
Audio
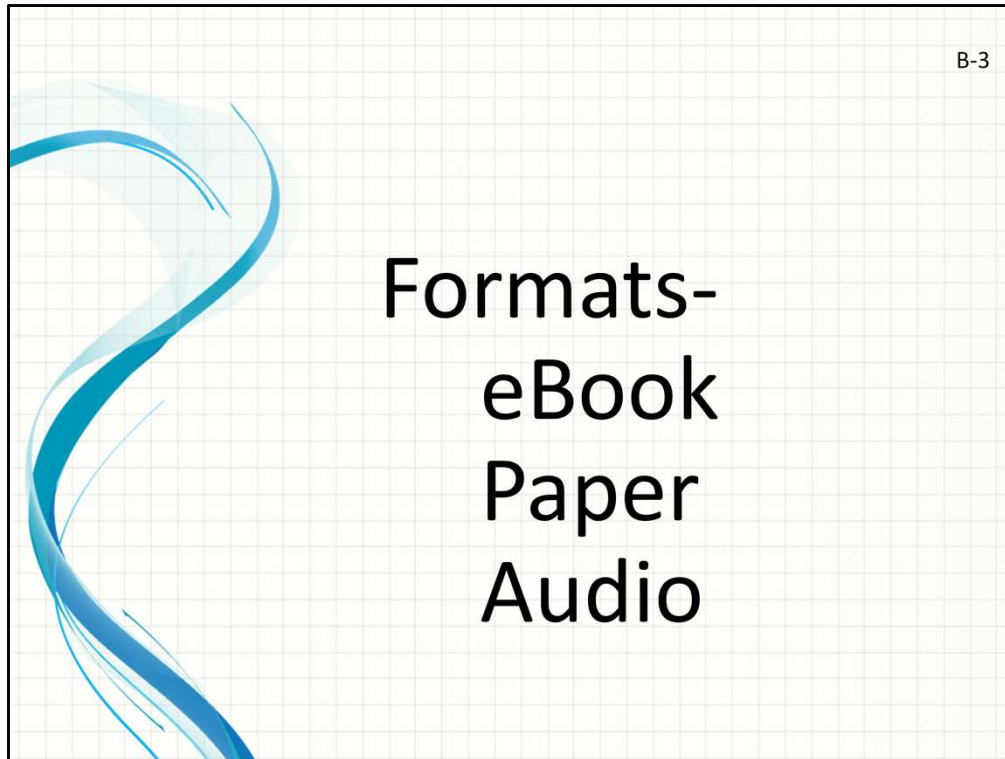
Publish could refer to electronic publishing, printing on paper or even audio presentations like Podcasts

Where to market your material
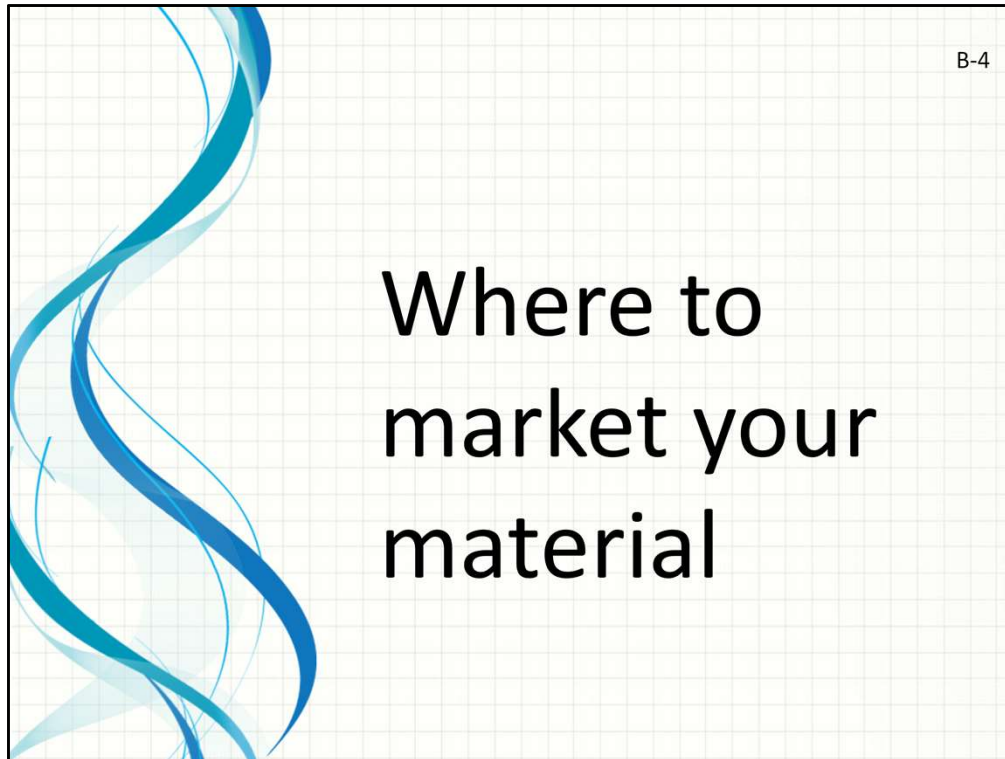
Publishing is the process of making content available to the public. How do you plan to reach people?

Faster time to market!!   Total Control
Retailers don't keep your book on the shelf!

Let's
Dive-In

The water is cold, I have trouble getting started, just try it for 5 minutes!

Publish on Demand

- Print (Distribute) Anything and Everything
- Choose format
- Never go out of stock
- Update your book anytime
- Spend wisely

Publish on Demand allows you to publish a single copy or multiple copies as needed- the only downside is printing/mailing time but typically that is only 11 days.
Many formats are available
Easy to revise when mistakes are discovered
Save money- you don't have to pre-order 200 copies and then have them sit for years.
Publishers are in the business of selling books- most books don't sell well- publishers aren't that great at picking books

On Demand Publishing

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
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- eBooks

I have been using Lulu.com (don't confuse with Lululemon or Lulus clothing) for a couple of years now with great success

Using On-Line Tools like Lulu.com

An online tool saves you from installing another program on your computer.

What is Lulu.com?

C-3

- Popular Publish on Demand site
- Works for you
- Quick printing
- Marketing direct and through Amazon.com
- Create and sell eBooks

Lulu is a **free** online application that helps you get your book printed. There is no cost other than books that you order. Anyone can buy your book through Lulu but they also make your books available via Amazon. You just don't make as much money. E.g. A $15 / 120 page book sold via Lulu nets you $8 but via Amazon you only net $2

You can also create and sell eBooks via Lulu so they provide the platform to purchase and download an eBook.

As an added advantage, you can create an Author Spotlight page to use when you share your book with the world. – show my page?
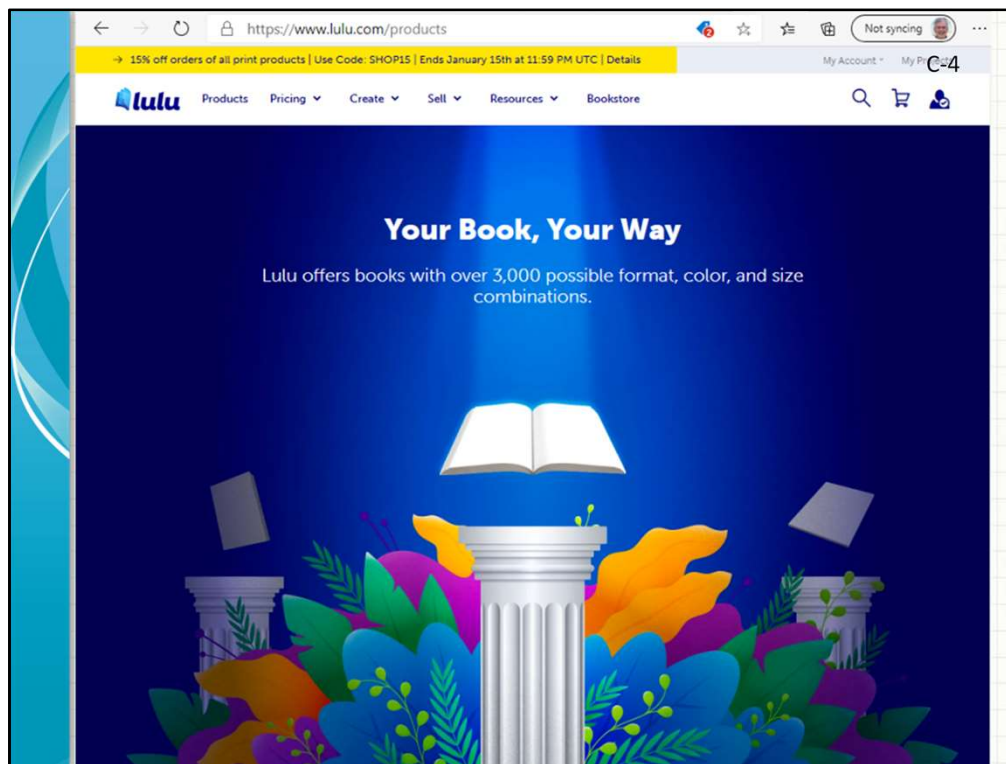
Here is the basic account page- You are not giving up any Intellectual Property rights by uploading your content to Lulu. It is only a place to store and distribute your work.

Lulu.com Register

You register for Lulu just like you would any other site. There is no charge and no credit card info has to be provided until you are ready to order a proof copy of your book. There are terms and conditions just like any other website.

This is the typical login screen once you have registered. My Chrome web browser remembers my username and password. In fact I have two accounts. One that I use for CCGS and another that I use for personal work. I helped David Martin set up an account for his book so that is a third account that I log in to and use. There is no limit.
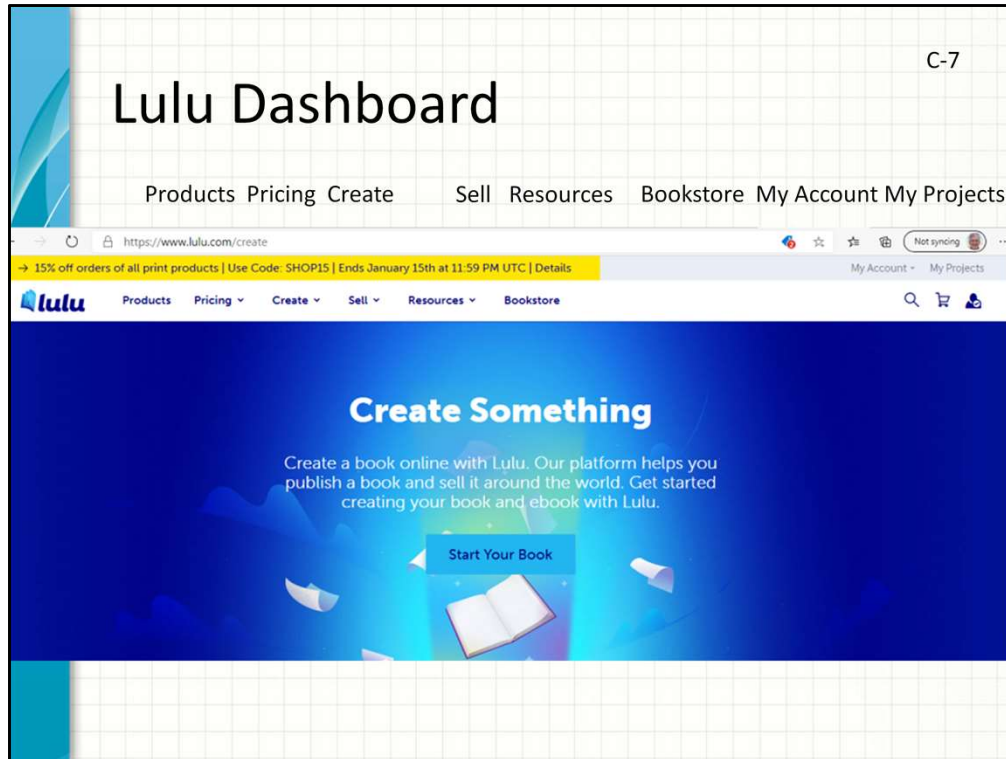
Here is the Lulu Dashboard that an Author will see.   Prodcuts – Pricing – Create - Sell – Resources – Bookstore and in the upper right My Account and My Projects

Keep an eye out for discount codes- they are often available to reduce your overall costs

I have had good luck with emailing / speaking to customer service when I needed information about a book order.
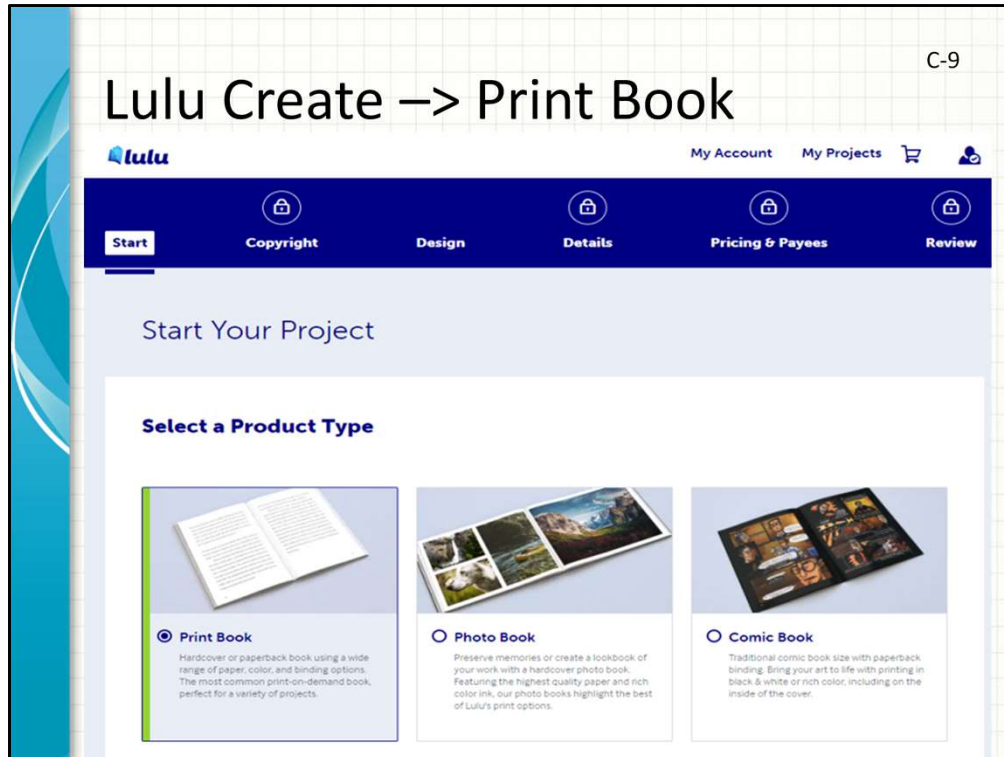
Create Your Book
Select Product Type - Print Book

Select a Goal and how you want your book distributed-

Six easy steps- review the steps
1-Write- I use Microsoft Word- preferable to upload an Adobe Portable Document Format (PDF) file because there will be fewer formatting issues
2-Choose size- Quarto- Octavo
3-Title the book- avoid a title that exists (Goodreads or Amazon search)
4-Upload material
5-Create cover
6-Publish

Here you name the project- I like to use the book title, choose a language- in this case English and a Category- these items all help users find your book amongst the 16 million book titles out there

Book Title
Subtitle
Edition- New, 2nd, etc
Edition Statement

You hold the copyright to your material- I like to use the standard copyright license

ISBN- International Standard Book Number is used throughout the industry- each edition, format, receives its own number and Lulu provides the number for free- years ago I had to apply and pay for my own ISBNs as a publisher

On Demand Publishing

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

Now let's get your book formatted-

Lulu has templates to make sure their press can handle your layout.

Gather and Format Information

- Normalize data
  - Names
    - Nicknames Leslie "Ray" Sears
    - Surnames (SEARS or Sears)
    - Middle initials   Leslie R Sears (no periods)
  - Locations
    - Dennis, Barnstable county, Mass, United States
    - Dennis, Barnstable, Massachusetts, USA
  - Sources
  - Error correction (http://learnforeverlearn.com/ancestors)
    - Children born before parent is 13
    - Children born after parent's death

Since many of you will be doing Genealogy publishing I have a few items that I have stumbled over through the years. I have worked with hundreds of databases in my IT career and the term Normalize should help you convert your info from a data outhouse to a data warehouse. Almost all of our genealogy programs are databases and most provide tools to help you with this process.

This includes standardizing names, locations, sources and correcting obvious errors – reality check for birth, marriage, death

Produce Content

- GEDCOM is a standard data extract format
- Family Book Creator – FTM Plugin
  - Descendants of
  - Ancestors of
  - Relatives of
- Progeny – Charting Companion
- Progeny – Map My Family Tree

There are many tools to make a "report" from your data. I typically export the data to a GEDCOM file. This includes notes and references for events.
I have used a couple tools to make my books-
Family Book Creator plugs in to Family Tree Maker
Progeny makes a tool called Charting Companion

Most genealogy applications have a publish feature but they never do exactly what I want.

Lulu – Book Options

- Binding
  - Perfect
  - Coil
  - Saddle-stitch
- Paper Weight / Color
  - 50# Std or 60# Premium
  - Creme or white

- Ink
  - B&W
  - Color
- Paper Size
  - 6 x9
  - 8.5 x 11

Bindings
Paper weight is based on a ream of 17 x 22 in sheets (4 reams of 8.5 x 11)
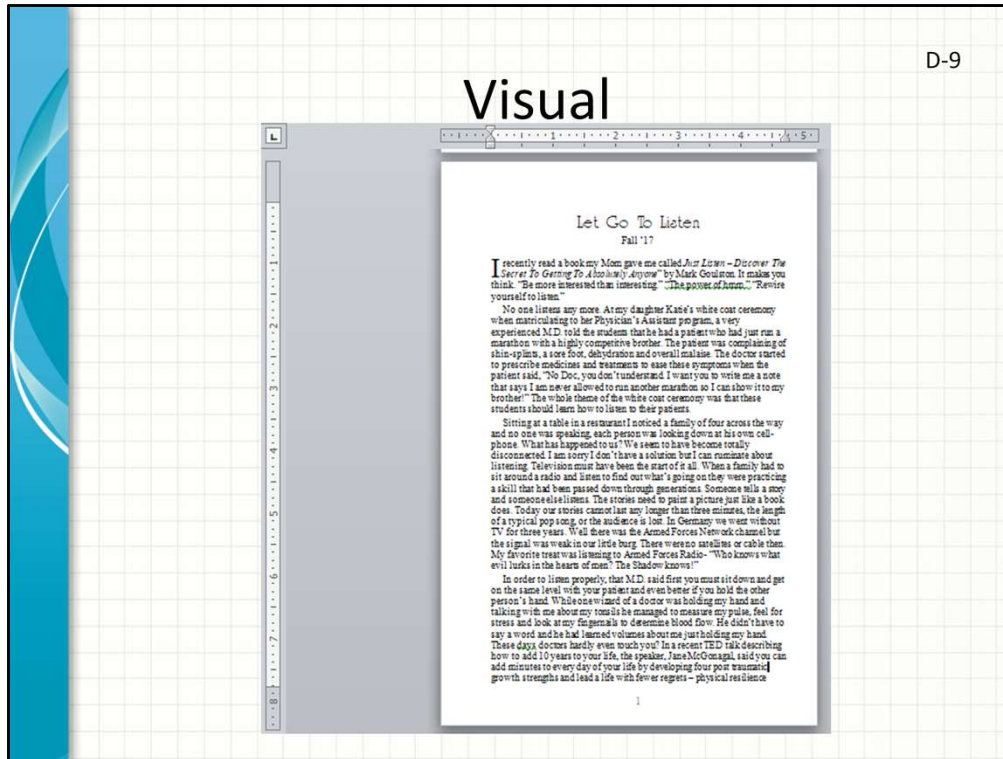Ink
Paper Size

Demo with Word- 6 x 9 template   can't get too close to the edges of the paper
Top, bottom 0.6"
Inside, outside 0.5"
Gutter 0.3 in   basically 0.8 margin on inside
Mirror Margins

Visual

Demo with Word- you can see here, the gutter is on the left side of this odd numbered page

Font Size

- Choose a font which allows the eye to move from the end of one line to the beginning of the next.   Readable at arm's length?
- Adding columns could allow smaller fonts.
- My Favorite- Times New Roman 11
- https://venngage.com/blog/how-to-choose-fonts/
- Keep it simple

Demo with Word
Always difficult to choose a font size- some basic ideas

Be careful not to use too many different fonts in your publication.
Words are, in general, easier to recognize in a serif font-**font** with small **strokes** or extensions at the end of its longer **strokes**
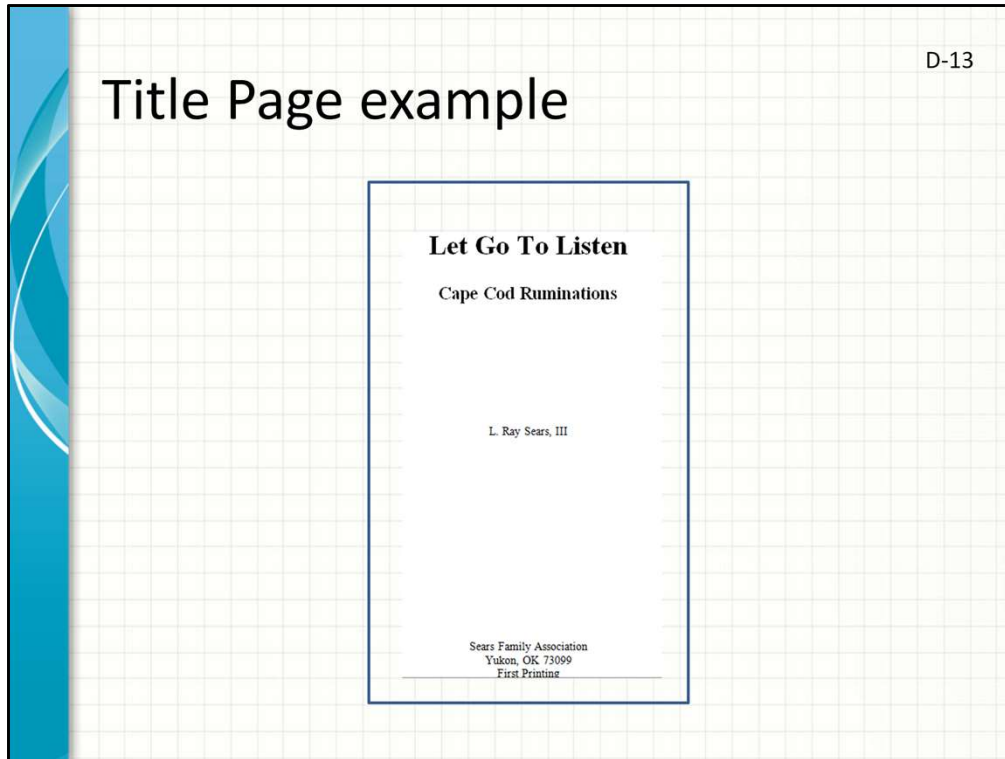
Front Matter

- Title page
- Copyright page
- Dedication
- Table of Contents
- Foreword
- Preface / Introduction
- Acknowledgements

Let's see what goes inside a book - the stuff at the beginning is called Front Matter

Title page

- First "recto"page (page on the right)
- Includes
  - Title
  - Subtitle
  - Author
  - Publisher
- Optional
  - Year of publication, small illustration, descriptive text, city
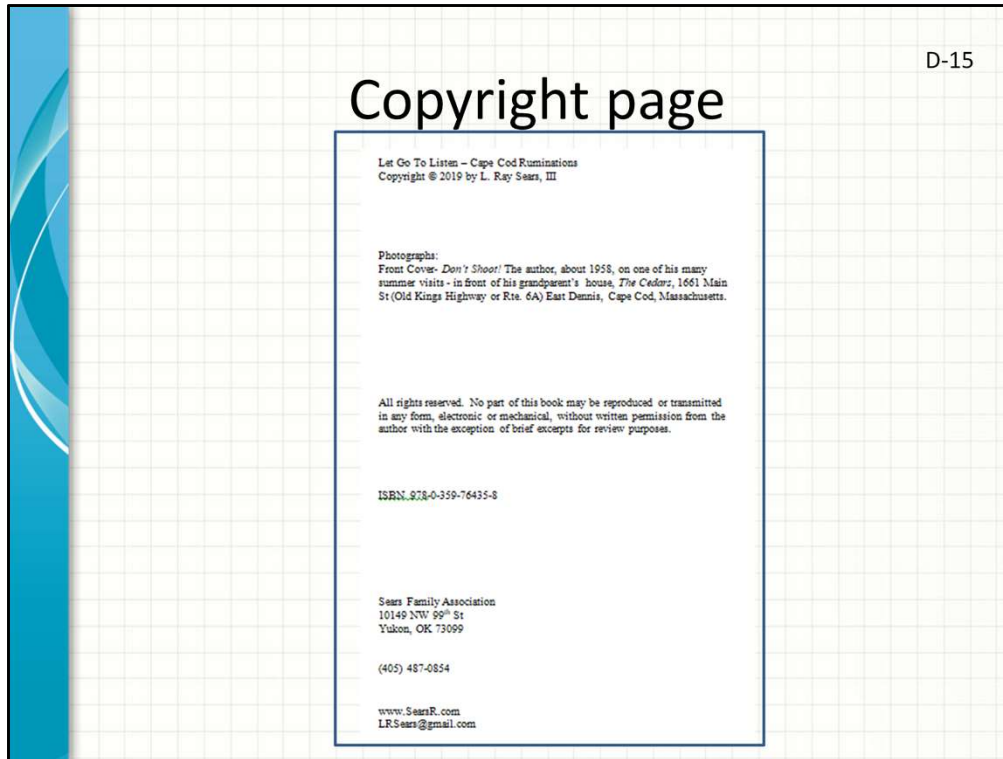
Demo with Word

Title Page example

Let Go To Listen

Cape Cod Ruminations

L. Ray Sears, III

Sears Family Association
Yukon, OK 73099
First Printing

Demo with Word

Copyright page

- First "verso"page (page on the left)
- Includes
  - Copyright notice
  - ISBN
  - Edition
  - Printing history
  - Cataloging data
  - Design, production, illustration credits

Copyright page

Copyright page

Let Go To Listen – Cape Cod Ruminations
Copyright © 2019 by L. Ray Sears, III

Photographs:
Front Cover- *Don't Shoot!* The author, about 1958, on one of his many
summer visits - in front of his grandparent's house, *The Cedars*, 1661 Main
St (Old Kings Highway or Rte. 6A) East Dennis, Cape Cod, Massachusetts.

All rights reserved. No part of this book may be reproduced or transmitted
in any form, electronic or mechanical, without written permission from the
author with the exception of brief excerpts for review purposes.

ISBN 978-0-359-76435-8

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(405) 487-0854

www.SearsR..com
LRSears@gmail.com

Demo with Word

Table of Contents

- Chapters or major divisions
- List of figures or tables

Helps the user to navigate through your book

Foreword

- Written by someone (notable) other than the author
- Respected voice on the topic
- Signed, dated, placed

Demo with Word

Preface/ Introduction

- Written by author
- Explains inspiration
- When and how the book was written
- Some other detail about the creation
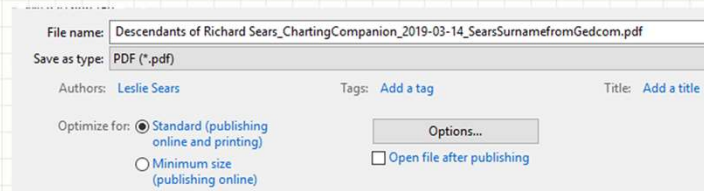- Signed, dated, placed

- Introduction explains, goal, scope, organization

Checklist

- Mirror margins
- Top and bottom (0.6")
- Left and right (0.5")
- Gutter (0.3")
- Page numbers (bottom center)
- Header / footer
- Photos in textboxes, inside margins
- Font size
- Front matter and indexes

I like page numbers at bottom center (usually odd pages on the right)   keeps formatting simpler

Make PDF

- Microsoft Word - Save As .pdf
  - Standard (publishing online and printing)

File name:	Descendants of Richard Sears_ChartingCompanion_2019-03-14_SearsSurnamefromGedcom.pdf
Save as type:	PDF (*.pdf)

Authors: Leslie Sears   Tags: Add a tag   Title: Add a title

Optimize for: ⦿ Standard (publishing online and printing)   [Options...]
⚪ Minimum size (publishing online)   ☐ Open file after publishing

-- Options – PDF Options ISO 19005-1 compliant

PDF options
☑ ISO 19005-1 compliant (PDF/A)
☑ Bitmap text when fonts may not be embedded
☐ Encrypt the document with a password

[OK]   [Cancel]
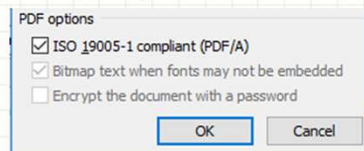
Check Standard publishing and be sure to select PDF Option ISO 19005-1 compliant (PDF/A) - a derivative of **PDF** that "provides a mechanism for representing electronic documents in a manner that preserves their visual appearance over time, independent of the tools and systems used for creating, storing or rendering the files."

On Demand Publishing

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

Upload your PDF file
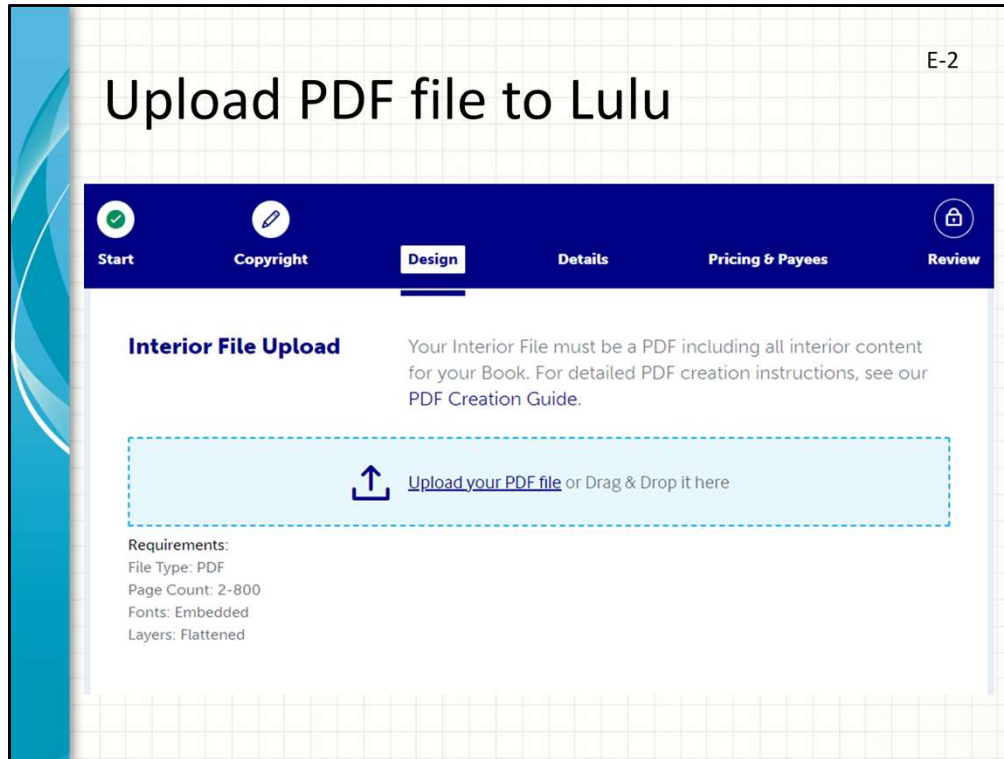
Reminders –
Before you upload – Format pages, check file
Inside matter only – cover comes next
Handy reminder for how to make a PDF file.
Choose File button (takes you to computer File Explorer)
Upload (uploads file and adds to list at bottom of page)

Errors usually relate to photos with low resolution, failure to embed fonts

Interior Spec
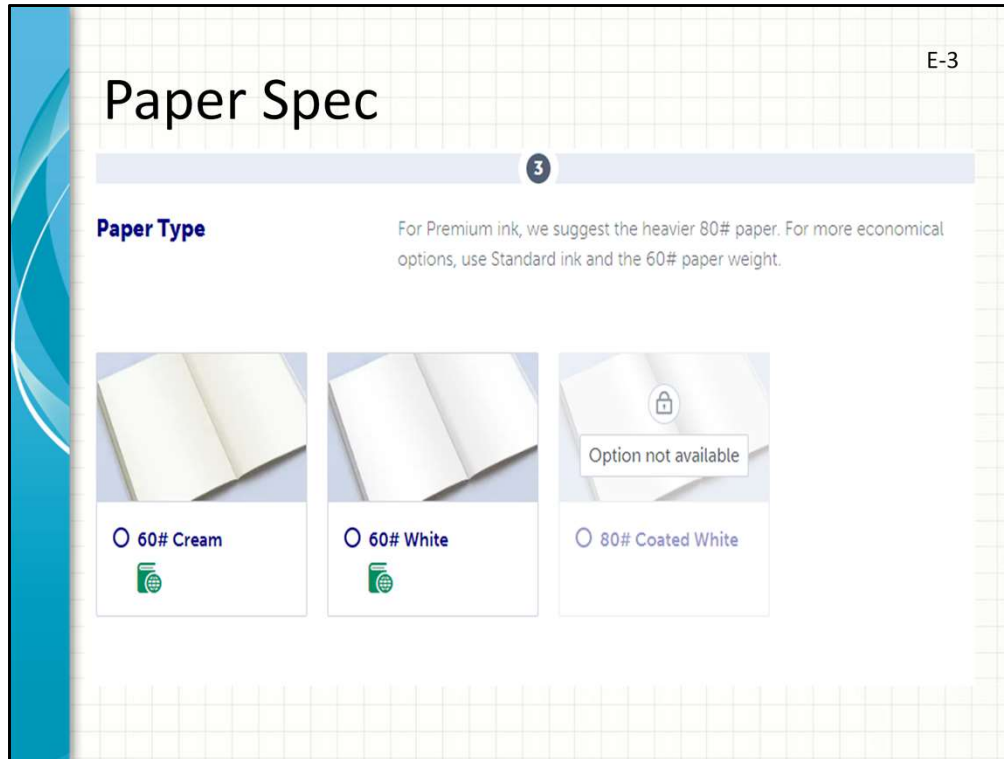
Standard paperback
Premium paperback – Bookstore - Lulu provides an ISBN
Professional hardcover

US Trade   6 x 9   US Letter   8.5 x 11
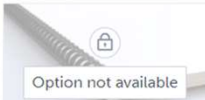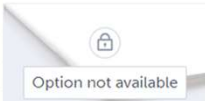
Binding

Book Binding   Pick a binding option for your Book.

Paperback is also known as Perfect Binding.

Cover

⑤

Cover Finish   Select the cover finish for your Book.

◉ Glossy   ○ Matte

Print Cost   USD 4.86

Print Cost is based on your current location.

44

Project details include your book description- really work on this because you will use this description over and over in press releases, blogs, social medai

Contributor notes

Table of contents may help sell the book

Lulu bookstore category
Basic Main Category- Reference- Genealogy & Heraldry
Basic Category 2- History, US, State, New England
KEYWORDS- very important for the search engines- Cape Cod, Sears, Genealogy, History,
Dennis, Barnstable, Massachusetts, New England

Your audience is not everyone who can read. You really have to narrow this down- I chose professional and scholarly for an expert audience

On Demand Publishing

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- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

You don't know how big to make the cover until the book has been turned into a print ready file. This is because the cover is one sheet and the spine width changes depending on how many pages you have and the weight of the paper.
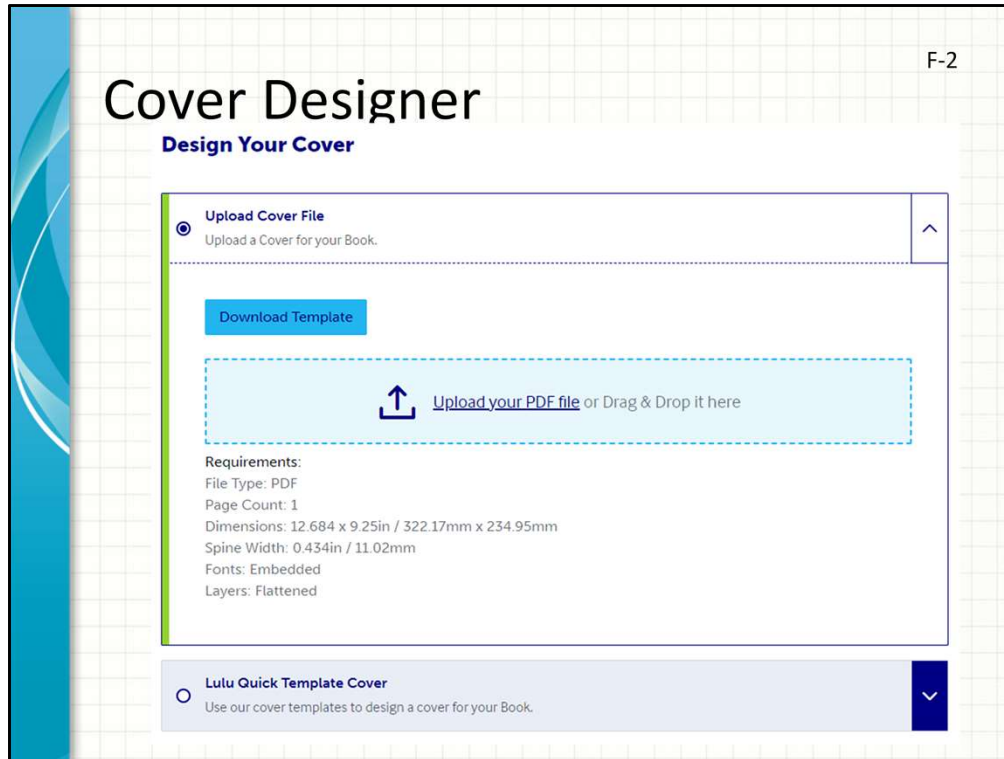
You know what is said about choosing a book by its cover- IT's TRUE

Imagine a piece of paper that will wrap your inside content
Measured in pixels (or inches) in my case 17.376 in x 11.25 in or at 300 dpi 5213 px by 3375 px
The spine width is 0.126 in or 38 px
The spine begins at 8.625 in from left edge – 2588 px

Everything I have read says to get a professional cover designer- it has to be usable in a thumbnail because that's the most you can see on a website- huge percentage of books are sold online

Use free Paint.net to design your own cover – mark mid point is 5213 / 2 = 2605.5 px
Save and Continue
Show CCGS covers

Lulu Quick Template

Choose from background color, layouts, themes, they show you where the spine is- you can type on the spine

Lulu Templates

Choose a template

◉ Two-color with image   ○ Front cover image

○ Centered title   ○ Spine image
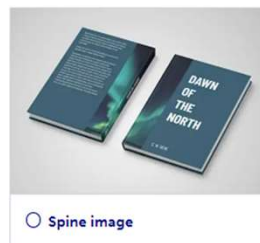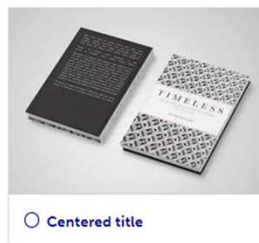
Some of the basic formats
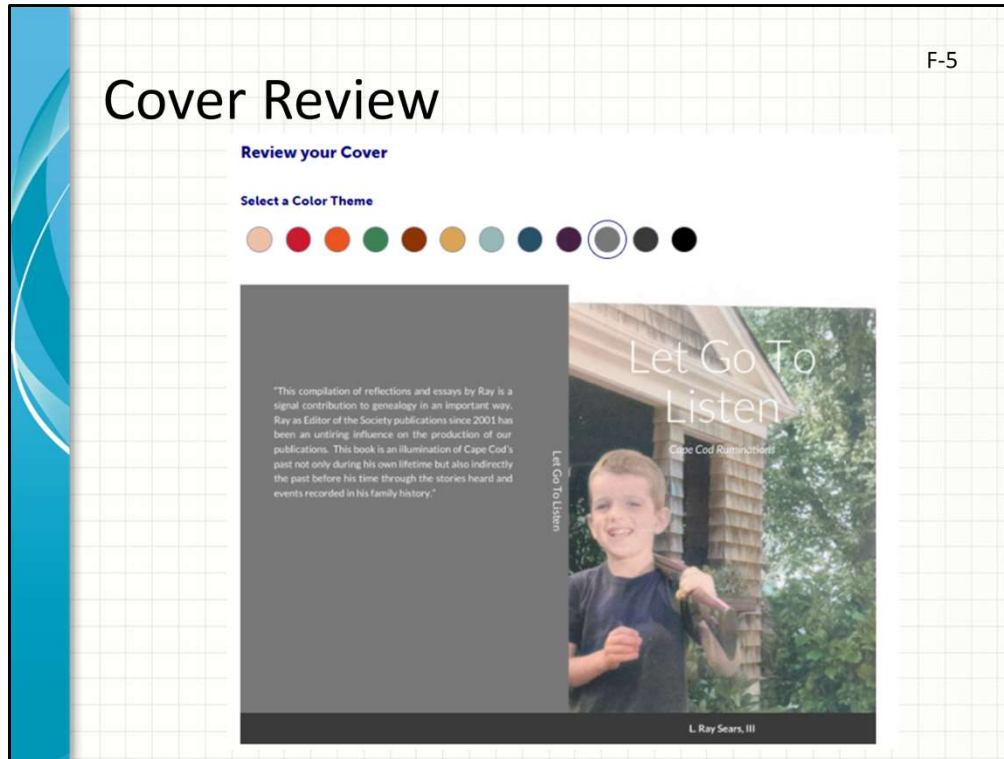
This is not a professionally designed cover- I made it with Lulu's wizard. The problem is see with White Text is I don't think it will show up in a thumbnail image

On Demand Publishing

- Why Publish on Demand?
- Lulu.com
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- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

I talk about Marketing last but you should be thinking about marketing before you print the first copy of your book.

Establish Credibility

- Endorsement from respected source
  - Print on back cover
- Pre-publish reviews
  - Review at Goodreads - ISBN
  - Newsletters
  - Libraries
  - Societies
- Visualize audience
  - Search Engine Optimization- keywords, metadata
  - Target specific audiences

75% of books sold online

Your audience is not everyone who can read- who is your audience really? Today you are my audience and if I was going to turn this presentation into a book I would establish my credibility by showing you what I have done so far.

I sent this original Sears genealogy to some reviewers that I found in Genealogical Helper and in newsletters. Also to NEHGS and CCGS and - I mailed the book to 20 different genealogical libraries across the country- Sutro, LOC, Dennis libraries

Reviews are key for marketing. You can pay for reviews but that's not my preference.

Amazon Keywords

Metadata is data about your book- title, genre, description, ISBN, subject, price, cover image

Social Media

- Blogs
- Facebook
- Twitter/Instagram/Tumblr/Pinterest
- GoodReads.com
- Lulu Author Spotlight
  - Biography
  - Short and long book description
  - http://www.lulu.com/spotlight/CapeCodRuminations

Social Media is key to marketing since 75% of books are purchased online now.

Bio should– intrigue readers-

Blogs

- Good way to pre-publish some of your content
- Build recognition among others
  - Geneabloggers.com

The website geneabloggers has a group in which you agree to review other's blogs in return for their review of yours

Facebook

- Book info on your page
- Post to other groups (if allowed)
- To have a friend, be a friend

Facebook tips

Partner with influencers
Link your social media sites together
Trend hashtags "#CapeCodRuminations"   "#WebbingDay"

Youtube

- Once you've written it down?
- Present it! Share your voice with your family and the world.

- [Channel dashboard - YouTube Studio](#)

Other tools

- Subscription services
- Contests
- Giveaways
- Bookstores and libraries
- Email
- Website
- Links!

Other ways to get your book sold!

Archive.org – The Wayback Machine

- Upload books or parts of books
- Preserve data
- Consider privacy
  - https://archive.org/details/searsgenealogica00sear/mode/2up
  - https://archive.org/details/searsfamilyassociationnewsletters19932015/page/n11/mode/2up
  - https://archive.org/details/searsgenealogicalcataloguevoligen16/mode/2up

You may remember Mr Peabody and Sherman cartoon being transported back in time with the WABAC machine

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- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

eBooks are last because they are the most difficult and potentially less lucrative.
50% of market may now be eBooks

Font size- layout and design eBooks - you don't have layout control- they are
REFLOWABLE- allows READER to customize-
Behavior-cost, convenience, selection
Publishers controlled: Press, distribution, knowledge
Readers care about author- not publisher   Publisher used to grant the Title- AUTHOR
Self published books are now on NY Times List

Lulu vs Smashwords

- Smashwords is an online app eBook only.
- Smashwords is easy to use.
- Smashwords requires Microsoft Word

- Lulu allows print or eBooks
- Lulu is better at distribution/monetization
- Lulu is harder to successfully upload book

Need only Cover image- **very important-** first impression, thumbnail, OK B&W or Color – Judge a book by its cover.

Lulu can create an eBook and distribute it (for a commission) for you

Smashwords is easier to create an eBook. Better error messages. Also distributes and monetizes. Requires Word.

Smashwords- no text box, Bookmarks for table of contents. Paragraph spacing

eBook Differences

- Flowable text
  - Variable font
  - No tabs
  - Special Table of Contents
  - No photos in text boxes
- Cheap distribution
- Audio book capabilities

On Demand Publishing- Summary

I-1

- Why Publish on Demand?
- Lulu.com
- Format "book" using Lulu's templates
- Upload a book to the Lulu website
- Create book cover using Lulu's Cover Creator
- Market Your Book
- eBooks

Give a brief overview of the presentation. Describe the major focus of the presentation and why it is important.
Introduce each of the major topics.
To provide a road map for the audience, you can repeat this Overview slide throughout the presentation, highlighting the particular topic you will discuss next.
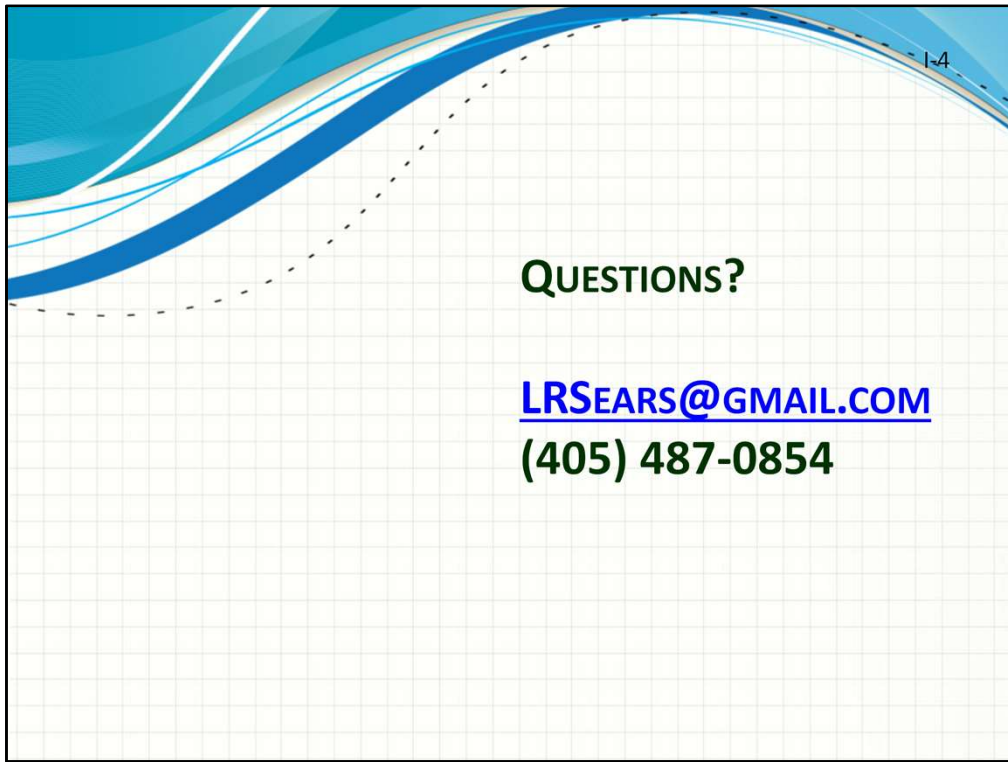
Learning Objectives

- Understand POD
- Format a book
- Upload it to Lulu
- Create a cover
- Order a proof copy
- Create an eBook
- Market your book

What will the audience be able to do after this training is complete? Briefly describe each objective how the audience will benefit from this presentation.
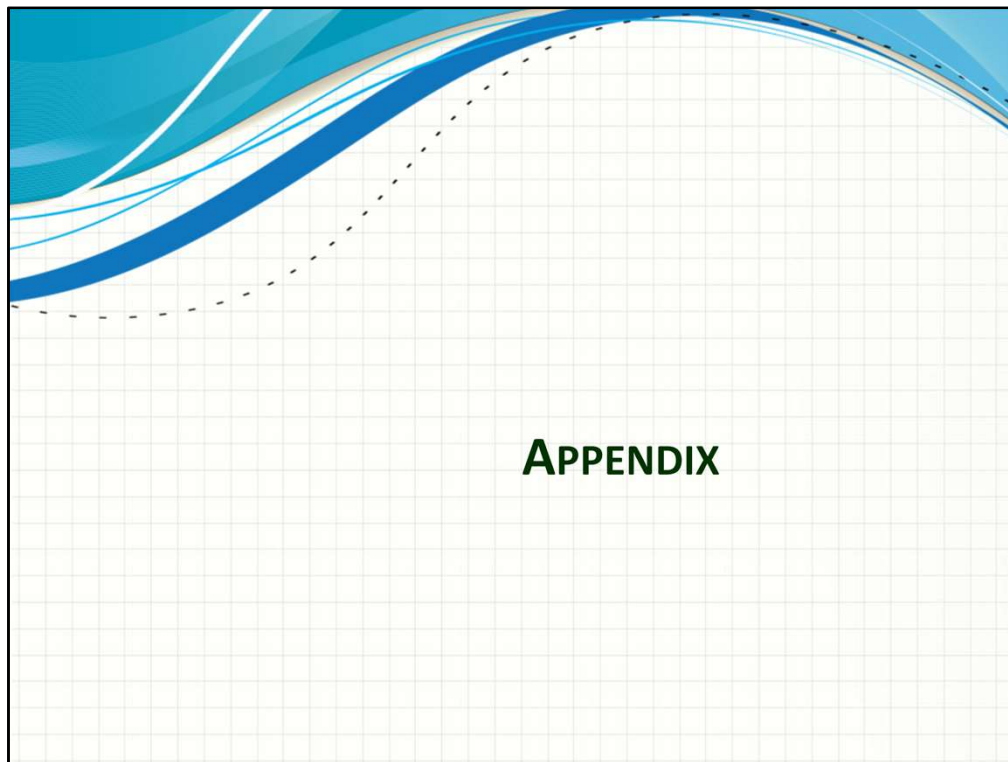
Resources

- Lulu Book publishing
- Http://Lulu.com

- Smashwords E-Book publishing
  http://Smashwords.com

- This slide deck and related resources:
  http://www.SearsR.com/publish

- Smashwords eBooks
  https://www.youtube.com/watch?v=khM4czIJUVM

QUESTIONS?

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(405) 487-0854

APPENDIX

Is your presentation as crisp as possible? Consider moving extra content to the appendix.
Use appendix slides to store content that you might want to refer to during the Question slide or that may be useful for attendees to investigate deeper in the future.

Dedication, Epigraph

- List people to whom book is dedicated
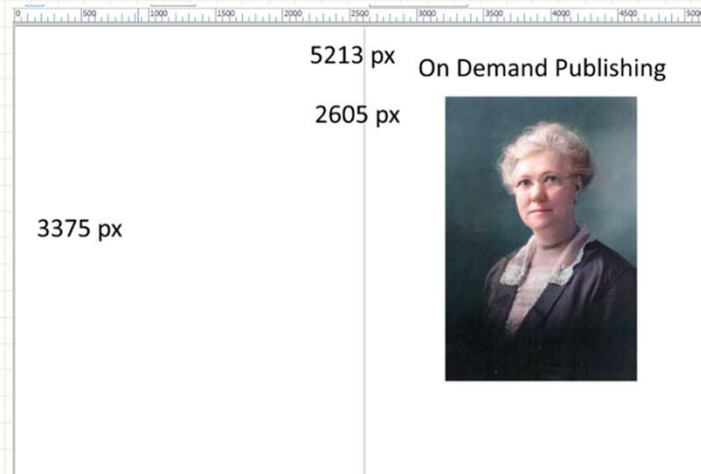- Quotation to proceed start of story

Demo with Word

Demo with Word

Layout for 8.5 in x 11 in book

Save and upload file- Lulu will check the dimensions- if you chose a Premium paperback then you were offered a Free ISBN, an image which you paste on the back of the book, lower right corner.

Demo