

# WRITING AND PUBLISHING WHEN TIME IS SCARCE

## Section 8: Publishing a Paperback with Create Space

### CREATE SPACE: AN AMAZON COMPANY

Create Space, an Amazon company, is an on-demand printer, which means they print only when a book is ordered. You have no shelf inventory, so no basement boxes.

To do a paperback, you set up an account at [www.createspace.com](http://www.createspace.com).

Though you can load a Word document you really want to load a PDF. Word 2010 and later versions have a conversion program, or you can download a free one.

A general description of the book process and services is at

<https://www.createspace.com/Products/Book/>

### PREPARING A PRINT BOOK

After logging in you get to the Member Dashboard. Eventually it will list all your Create Space books and you can order copies or upload new versions from the Dashboard.

For now, you say you want to do a new title, indicate it's a book (as opposed to a CD or audiobook), and select the "guided" option.

I rarely say "you can't make a mistake," but Create Space walks you through the process. To create the new book, Create Space asks for your title, author info—basic information.

Then you select the ISBN option (your own or a free one from them), choose the books size (typically 5x8 or 6x9 inches), the kind of paper (white or cream), and whether the book will be black and white or color for the interior.

Now the fun starts.

The next page shows you the basic screen once you have a project created. You'll see there are separate sections for title information, the interior, and the cover. When you have finished with all of these (details in a minute), you complete the setup.

Create Space reviews your book before you can proof it. It takes about twenty-four hours for them to approve it for you to proof or tell you what changes are needed.

If you have a book of only text, there likely will not be any interior changes needed. If there are, Create Space will be specific about what's wrong.

## WHAT YOU'LL GET IN THE NEXT FEW PAGES

Much of your first foray into preparing and loading a paperback will be 'real' only as you do it. You can look at help pages in Create Space or talk to staff by phone.

The steps listed here are shown so that you get the full picture in a couple of pages. You may find that helpful, or you may want to skip this and dive in. Either way is fine.

## SET-UP PAGE FOR A BOOK

an Amazon company

↑ **Project Homepage Writing in Retirement** by Elaine L. Orr  
Title ID: 5933629 ISBN-13: 978-1522714811  
[← Return to Member Dashboard](#)

Create <a href="#">What's This?</a>	Setup <a href="#">What's This?</a>	Review <a href="#">What's This?</a>
<a href="#">Join the Community</a> <a href="#">Create a Preview</a> <a href="#">Editorial Services</a> <a href="#">Illustration Services</a>	<input checked="" type="checkbox"/> <a href="#">Title Information</a> <input checked="" type="checkbox"/> <a href="#">ISBN</a> <input checked="" type="checkbox"/> <a href="#">Interior</a> <input type="checkbox"/> <a href="#">Cover</a> <input type="checkbox"/> <a href="#">Complete Setup</a>  <a href="#">Setup Instructions</a>	<input type="checkbox"/> File Review <input type="checkbox"/> Proof Your Book

→ [Contact Member Support](#)

**Project Summary**  
**Writing in Retirement: Putting New Year's Resolution**  
Authored by Elaine L. Orr

Icon Legend

## WORKING ON THE INTERIOR

When designing yourself, first thing you do is [select a template to download](#), and use that to build your book. Here are a couple of points.

- Model your front matter on what's in a book on your bookshelf at home. There is no standard but, in general, you don't want more than one page with the publisher info, ISBN, etc. You are the publisher, not Create Space. You cannot call it the Create Space edition.
- The 8.5 by 11 format is the cheapest to print because the pages are not cut into smaller sizes, and you need fewer pages. This lets you sell the book for less. Not many fiction books use that size; maybe children's books. Keep size in mind. A 5x8 book looks nice, but may cost more for readers than a 6x9. Any size is fine, just be aware of how size affects price. (See examples.)
- Before the chapters, there are template sections for front matter (title page, acknowledgements, dedication, Table of Contents). These pages have roman numerals. If you need to delete a template page (such as the TOC for fiction), do it carefully. If you have disrupted the roman numerals, use the "undo" button on Word. Try again, not making your delete process go as far down a page.
- If your book has more chapters than the template, copy the next-to-last sample chapters as many times as you need to. Try not to copy the first and last - you might mess up the pagination.
- Use an easy-to-read font. A graphic artist advised me to use Book Antiqua 11. Some people use single space, others choose multiple spaces and pick something like 1.15. Large print must be a certain size for each font. Google it. For Book Antiqua, it's a minimum of a 16 point font.
- When you are finished formatting the book with the template, you load the file to Create Space. While you can use a Word file, the conversion to a book is easier with a PDF file. You can create a PDF file with PDF software or by saving your Word document as a PDF. When you load this file, the fonts may not be embedded, but Create Space does that for you.

## THE INTERIOR REVIEW PROCESS

Before you submit the book (“complete setup”) there is an opportunity to do an interior review. This shows you whether things are laid out as you anticipated. If not, make changes and reload.

As with the preview for Kindle books, this is not the time to proof your book. That should have been done long ago.

While there are not a lot of “musts,” Chapter One does need to start on a right-facing page. That may mean a blank page prior to it. It used to be that all chapters started on the right. Given the always-rising cost of paper, that’s not adhered to as much.

No one wants a chapter to end on a single-line page. I sometimes edit a word or two in a paragraph on an earlier page so the single line moves to the bottom of another page. Heresy!

Some of my family history books have had images. If something is likely to be wrong in interior review, one of them may have slipped into a margin. Again, fix and reload.

Interior review will also point out images that are a low resolution. For family history books, you may need to put up with low-resolution photos. There is no way to redo a photo taken in 1885.

For newer photos, you may be able to use software, such as Photoshop, to enhance the picture.

## CREATING A COVER

Most graphic artists who do anything with books can design a cover to meet Create Space’s requirements, which are clear. If you hire an artist, they will need input from you about the design, plus the precise number of pages in the book. That’s how an artist knows how big the spine should be.

I use Create Space’s Cover Creator, often putting on the cover the same image that was on the ebook. There is no charge to build your own, and it’s not like you’re starting from scratch.

Within Cover Creator, there is a menu down the side, and you are thus guided in the steps. Even before that, you pick a theme from among eight or ten options. To the theme (essentially a cover template) you can add an image, vary colors, and more.

Once you pick the theme, the title and author are added automatically.

The left margin shows you all the choices you must make to complete a cover. They include:

- Title
- Subtitle (if you have one)
- Author (you can change how your name appears)
- Front Cover Image (you provide, usually)
- Fleurons (small images, you don't need to use them)
- Novel (whether you say "A Novel" on the back cover)
- Back Cover Text (usually a short book blurb)
- About the Author (check if you want this phrase to show above your bio)
- Author Photo (choose to use or not)
- Author Bio (if you want one)
- Publisher Logo (choose if you have one)
- Background Color (the overall theme color)
- Font Color

I can't walk you through every step, it's something you need to play with. Try to do all the steps and save it ("Submit Cover") the first time through. Then it will save and you can work on it later, even if the initial cover submission is not accepted. Nothing is final until you submit the full book for review.

You might want to write your back cover blurb and bio in your word processing software first. It will be easier to read and you'll have a copy if you have trouble with the cover submission. (You probably won't.)

## **PICKING DISTRIBUTION AND PRICING**

While your book is being reviewed by Create Space, you can examine the material on where to distribute the book and what to charge.

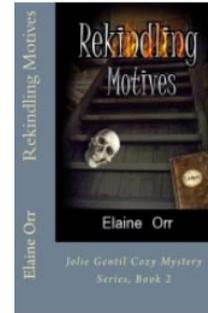
If you distribute only on Amazon and Create Space, you can keep the price lower than if you pick "expanded distribution." The latter lets you put the book on other retailers' sites, such as Barnes and Noble and iTunes. However, you must price the book higher, since more companies take a piece of the income.

Pricing is affected by where you sell, but also by the length of the book. If you use a large font size (as for large print books) there will simply be more to print.

I can best explain by showing examples of some of my books. I've put in several so you can see the difference that number of words and print size makes.

[Rekindling Motives](#) – fiction

Number of words:	71,200
Print Size:	6 x 9 inches
Number of pages:	174 pages
Type of paper:	plain white
List Price:	7.99
Income from <a href="#">Create Space</a> :	3.46
Income from Amazon:	1.86
Income from Amazon Europe:	£0.51
Income from other sites:	0.26
What you pay for author copies	\$2.93



Note: Because of the larger size (6x9) I can keep the price lower than for a shorter book in a smaller print size.

[Rekindling Motives](#) – fiction, **large print**

Number of words:	71,200
Print Size:	7 x 10 inches
Number of pages:	306 pages
Type of paper:	plain white
List Price:	9.99
Income from <a href="#">Create Space</a> :	3.47
Income from Amazon:	1.47
Income from Amazon Europe:	£0.43
Income from other sites:	Not sold
What you pay for author copies	\$4.52

Note: Same number of words, but larger type size, so more pages. I chose to have the physical size be larger, because I thought a 6x9 size with this many pages was too awkward. I do large print simply to provide this option for those with limited vision. I make no money on these, and don't intend to. To sell on other online booksellers, I would have had to price the book too high.

[Behind the Walls](#) – fiction

Number of words:	87,000
Print Size:	6 x 9 inches
Number of pages:	242 pages
Type of paper:	Plain white
List Price:	9.99
Income from <u><a href="#">Create Space</a></u> :	4.24
Income from Amazon:	2.24
Income from Amazon Europe:	£0.59
Income from other US sites:	0.50
What you pay for author copies	\$3.75



Note: Compare to *Tip a Hat to Murder*. Much longer, but fewer pages because it's a larger size. Because the larger size means fewer pages, I can price this 80,000 word book the same as the 52,000 word book.

[Tip a Hat to Murder](#) - fiction

Number of words:	52,600
Print Size:	5 x 8 inches
Number of pages:	250
Type of paper:	plain white
List Price:	9.99
Income from <u><a href="#">Create Space</a></u> :	4.14
Income from Amazon:	2.14
Income from Amazon Europe:	£1.58
Income from other booksellers:	0.14
What you pay for author copies	\$3.85



Note: I like the smaller size and will use it for books less than 60,000 words. However, it does mean the book is a lot longer, so you have to charge more.

[500+ Hashtags for Writers - nonfiction](#)

Number of words:	4,300
Print Size:	8.5 by 11 inches
Number of pages:	34
Type of paper:	plain white
List Price:	5.99
Income from <a href="#">Create Space</a> :	2.64
Income from Amazon:	1.44
Income from Amazon Europe:	£1.19
Income from other booksellers:	0.24
What you pay for author copies	\$2.15



Notes: So short it's stapled. I keep the price low because I wrote it to share with other authors more than to make money.

[Orr, Campbell Family History](#) - nonfiction with b/w pictures

Number of words:	101,400
Print Size:	8.5 x 11 inches
Number of pages:	160
Type of paper:	plain white
List Price:	9.99
Income from <a href="#">Create Space</a> :	5.22
Income from Amazon:	3.22
Income from Amazon Europe:	£1.84
Income from other booksellers:	1.22
What you pay for author copies	\$2.77

Note: Best example of how much more you make with an 8.5x11 book. Also an example of a book meant to share info more than be perfectly presented. I have varied type sizes (as I've loaded more family names) and low-some resolution photos. You can only improve so much on an 1880 photo. You can use Create Space for any purpose.

You have a lot of choices when you print a paperback and, as you can see, the price is influenced most by book length and paper size. Some people charge a lot more for their books because they think they should simply be able to make more per book. You are not likely to sell many paperbacks, so I'd rather have them be a reasonable price.

## GETTING HELP FROM CREATE SPACE

When you have established an account and are in the Create Space site, there is a “contact us” link at the bottom of the page.

This link lets you send an email with questions or request a call for support. There is no direct dial number, but you can get a call back almost immediately.

As with the ebook, it can seem frustrating. Just walk away for a few minutes.

Once you’ve done one book, the others will be a snap.

## RESOURCES AND LINKS

Create Space Help Guide

<https://www.createspace.com/Help/Index.jsp>

Create Space Community – message boards

<https://forums.createspace.com/en/community/index.jspa>

Video on loading a book file to Create Space

<https://forums.createspace.com/en/community/docs/DOC-2041>

Or go to the [You Tube version](#)

As with most topics in this course, you can search for information on Amazon or Google a topic. I have not used the books noted below. I simply reviewed the tables of contents and first few pages. They, and many others, look helpful. I selected two published more recently because instructions or graphics tend to change.

*Self-publish your book using Create Space: an Amazon print-on-demand service: A step-by-step guide*, by Mary Howard, 2015

<https://www.amazon.com/dp/1514889722/>

*Self-Publishing Masterclass - HOW TO PUBLISH YOUR PAPERBACK WITH CREATSPACE: The Step-by Step Guide to Publishing your Printed Book on Amazon - Completely Free!* By Rick Smith, 2015

<https://www.amazon.com/dp/B00RPP01H0/>

\* \* \* \* \*

<http://elaineorr.com/WritingWhenScarce.html>

*For student convenience, all lessons can be downloaded. Please remember these classes are copyright by Elaine L. Orr, and may not be copied or shared in any form. Thanks for respecting the author’s work.*