

# Get Your Book Right Before the World Judges You

*What Agents, Publishers, and Reviewers Are Looking For*

Dawn Brotherton

Blue Dragon Publishing, LLC

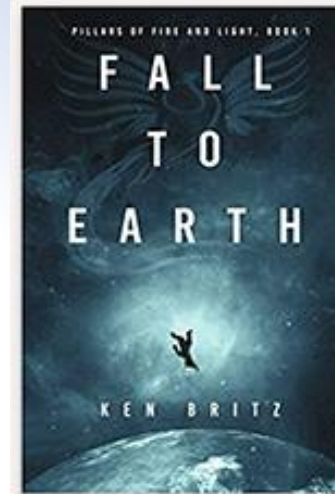
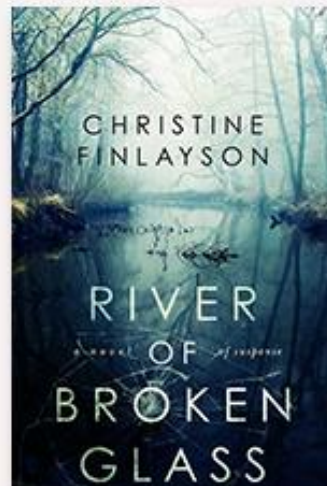
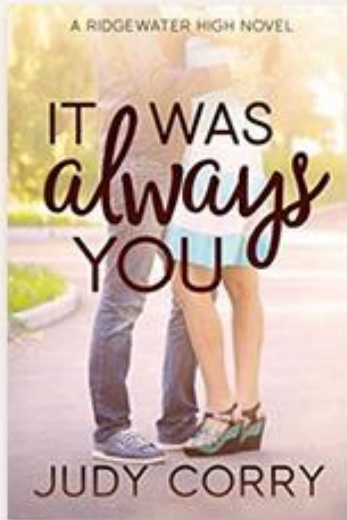
# Judge a Book by How it Looks

- Visual
- Technical
- Content
- Style

**Get a  
physical  
proof  
copy!**

# Exterior

- Professional
- Cover art relates to the genre



# Cover Fonts

- Easy to Read
- Relate to your genre



# Cover Fonts

- Large enough for a thumbnail view on Amazon  
(like an icon)

1-48 of over 3,000 results for "softball books" Sort by: Featured

**Amazon Prime**  
 prime

**Delivery Day**  
 Get It by Tomorrow

**Kindle Unlimited**  
 kindleunlimited

**Seller Type**  
 Business Seller

**Department**  
Books  
Softball  
Children's Sports & Outdoors Books  
Children's Growing Up & Facts of Life Books  
Teen & Young Adult Sports & Outdoors  
Children's Literature  
Teen & Young Adult Biographies  
Motivational Self-Help

**Avg. Customer Review**  
★★★★★ & Up

**Ghost Town**  
Nate Stack  
Silver Age Book Series  
Sci-Fi Stories.  
[Shop now >](#)  
Chiara X  
★★★★☆ 6  
prime

**Ghost Town (Silver Age Book 2)**  
Nate Stack  
★★★★☆ 16  
Sponsored

**Best Seller**

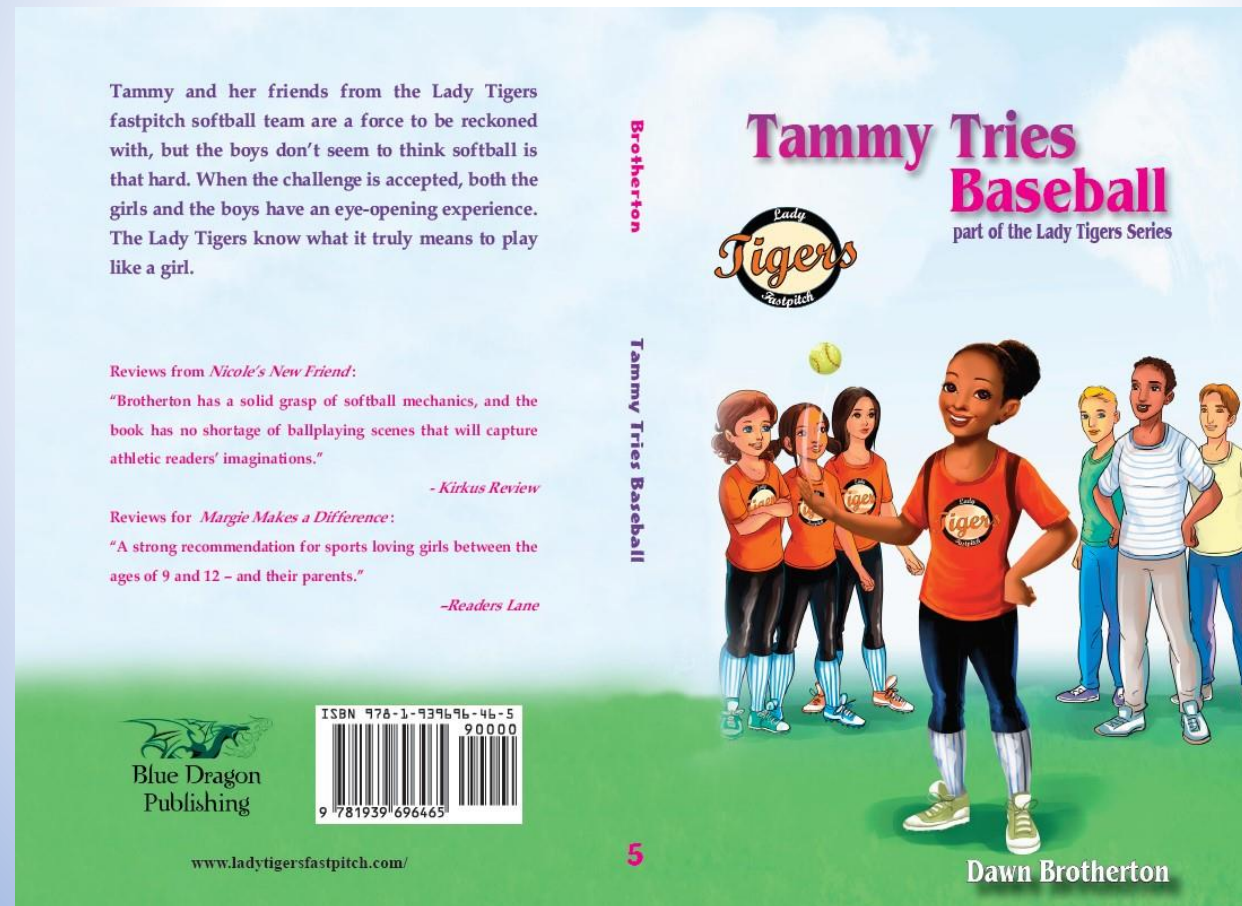
**The Softball Psychology Workbook**  
From Average to Prime Time  
How thousands of successful softball players succeed on the diamond.  
Sponsored

**Throw Like a Girl: How to Dream Big & Believe in Yourself**  
Jennie Finch  
How to Dream Big  
Believe in Yourself  
With Ann Killion

**More Than a Game: 13 Keys to Success for Teen Athletes On**  
13 KEYS TO SUCCESS FOR TEEN ATHLETES  
KYLEIGH VILLARREAL

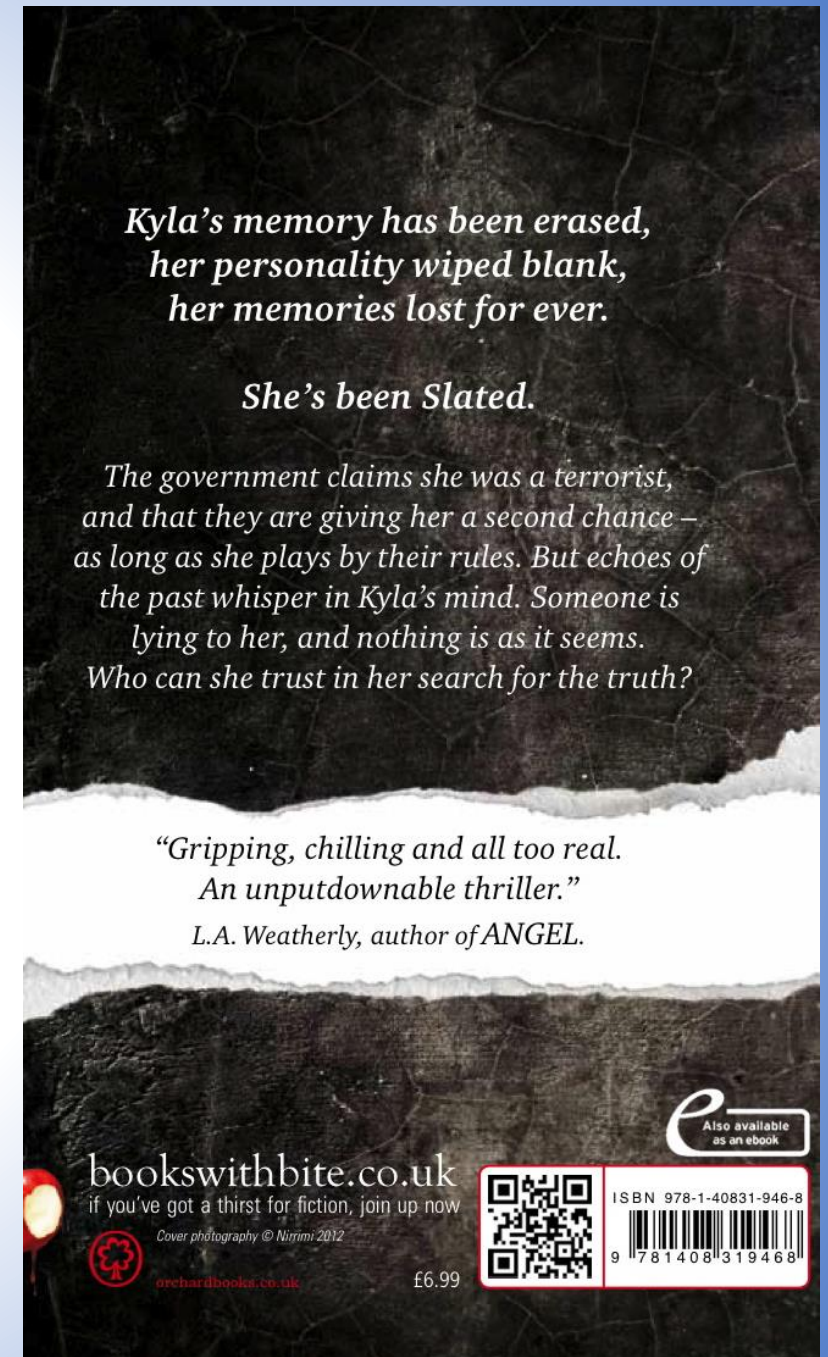
# Exterior

- Spine has title (matching font) and author's name



# Back Cover

- Blurb is catchy and captures essence of the story
- Text is readable and not overwhelming
- Bios can be on back or inside



# Back Cover

- NF: What problem are you solving?
- NF: Bullets (odd numbers)
- Endorsements/reviewers aren't required, but helpful

*"The A-Z guide for independent owners to run a profitable business in the hospitality industry. Highly recommended to read."*

**Ernesto David Santarelli, General Manager, Cambridge City Hotel**

*"A great, practical book which can be used as a focus tool for experienced hospitality operators or as a reference for new operators. All businesses need to revisit how they are doing from time to time to maintain success, and this book will help you to do just that."*

**Joseph Antippa, Co-Owner, Manuka Kitchen**

If you are an independent hotelier or restaurateur wanting to know how to run an even more successful business, this book will take you on a journey of discovery as it:

- Welcomes you into the world of hospitality
- Unlocks the secrets of the business of hospitality
- Explains how customers are your lifeline, focusing on suppliers, staff and guests
- Highlights key industry trends that must be a part of your business strategy
- Shows you how to measure your business success to remain profitable

Discover the common mistakes that are made by hospitality owner/managers, from business structure through to service delivery, and read a host of practical tips and checklists that can be implemented immediately to resolve them. The solutions offered will produce optimum results which will in turn increase your profitability.



As the founder of the Star Quality Hospitality Consultancy, Monica Or is passionate about unlocking the potential of hospitality businesses by exceeding customer expectations. She is a Fellow and Chairman for the Institute of Hospitality London, and spoken at conferences in the UK and USA. She has been on the authoring team of two other hospitality books, and regularly writes for *Hotel Industry* magazine.

UK £14.99

**RETHINK PRESS**

ISBN 978-1-78133-112-5



01499



# Interior

- Font is serif and large enough to read with ease



# Interior

- Space between lines (leading) is sufficient

The ladies cleared their trays and bundled up for the walk back to the multipurpose room.

“I’m glad we don’t have to go far to our rooms,” Carol commented.

Aury listened to the ladies chatter on the walk back, content to be absorbing their quilting knowledge any way she could. She was awed by the collective wisdom in their small group.

The women shed their sweaters and jackets and settled back into their places. Some put on their headphones, while others continued to talk about various people they knew.

“There is no way Fred is going to be able to fix that roof,” Debbie was saying. “He thinks he’s God’s gift to carpentry, but he doesn’t have it in him.”

“Let him try,” Pat said. “What’ll it cost you? He’ll be outside enjoying himself, and you can hide in your sewing room. If it doesn’t work, I have the number of a handyman.”

“I’ll bet you do.” Debbie gave an exaggerated wink.

Pat gave her a sour look and spoke to Aury. “Are you going to get anything done today?”

“No, I think I’ll continue on my useless path of existence,” Aury replied, clicking on her sewing machine. Ignoring the snort of laughter from Pat, Aury started lining up the strips she had cut before lunch, organizing the colors into the range she would use to assemble her rose cathedral window. This was supposed to be a project for her and her grandmother together. She wasn’t sure she was up for the challenge alone.

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# Interior

- Paragraphs are blocked (not ragged on the right side) AND without large gaps between words

## Ragged

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## Blocked or Justified

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# Interior

- Outside margins allow space to hold the book without covering up words with your thumbs (approx. 0.75 - 1")
- Inside margins allow you to read words in the gutter without prying the book further open (approx. 1")
- ONLY chapter one must start on right side
- Picture books may start on a spread
- Picture books do NOT have to have page numbers

# Interior

- Chapter numbers/titles are placed consistently, and there are no headers on that page
- First paragraph in each chapter is flush left (not indented)
- Subsequent paragraphs are indented with no space between paragraphs for fiction books
- Page numbers appear in the middle or on the outside margin of each page

## CHAPTER 2

"Hello?" Silence. "Hello?" *This is getting old*, Jackie Austin thought as she put down the phone and turned back to her latest project—mudding the sheetrock. This had to be her least favorite part of restoring this old house.

She stretched her back by reaching to the ceiling then bending to touch her toes. After a few more stretches, Jackie tucked her shoulder-length, brown hair behind her ears and refilled the mud bucket. Having played sports for many years, she was conditioned to a good workout, but putting up sheetrock, mudding, and taping required muscles previously undeveloped.

She caught her reflection in the cheap, full-length mirror she'd propped up against the wall of her bedroom. "Time to get back to the gym," she said to the silence. With a decent figure, Jackie always thought of herself as average looking, not as a head-turner. Her frame was slim, yet she lacked long, runway-model legs.

Jackie was quite happy with being average on the whole. She told herself she would prefer to be noticed for her brains or abilities, rather than her looks.

The phone rang again. Jackie glared at it, willing it to stop ringing. The constant phone calls with no one on the other end were driving her crazy. When she heard her mother's voice come over the answering machine, she grabbed the receiver.

"Hi, Mom," she said.

"Hi, darling. How's it going?" It was always nice to hear from her mother. They didn't talk very often because Jackie's work schedule was so unpredictable.

"It's great," Jackie replied. "If only the mud fairy would come and finish these walls, I'd have it made."

She heard her mom's quiet chuckle. "I'm still waiting for a little elf to clean my bathroom."

"Can't you get Alison to do it for you?"

"Are you suggesting your sister is an elf?" her mom asked. "She might not appreciate that."

"So what is my non-elfish sister up to in her spare time?" Jackie amended.

"She's helping out at the library on the weekends. For some reason, your sister likes sorting the donated books for the book sales—says it soothes her."

"How many does she buy to take home with her?" Jackie asked. She knew her sister very well.

"Her bookshelves are overflowing," her mom said.

That was one of the few ways the two sisters were alike. Although Alison was two years older, she was more of an introvert and had never moved away from their hometown. Jackie couldn't wait to get away.

She had joined the Air Force against her father's advice, selecting a career field that, until the late 1970s, was open only to men. The only female in her military training school, she had finished second in her class, but when she reported to Whiteman Air Force Base in Missouri, she had to start over from the bottom. She had to demonstrate her worth to a whole new set of peers, instructors, and bosses.

But she loved taking on new challenges. Her latest project was tasking her in a whole new arena. Jackie's dad said she was a fool to buy a house. She was only twenty-three

customer service can help you through this. It's very common.

After you own a domain name, build a website. You'll need a place to store the data or "host" it. Although it's possible to host on your personal computer or server, it is highly discouraged. It's a safety nightmare. Select a company with cybersecurity in place, good customer service and back-ups for your site at least every few days.

If the thought of doing your website is too daunting for you, many companies will build one for you with a large variety of price tags. You may even be able to pay to have one set up and then you can take over maintenance and updates.

If you are working to establish a presence, the website will need standard items like your biography, published books and a link to where a fan can make a purchase.

If you are a self-published author or with a small press, I recommend selling books directly off your website, cutting out the middleman fees of a bookstore. There are many options for shopping carts. Check with your website host to see what is supported.

~34~

WooCommerce is a very common shopping cart most people have heard of. You can connect it to a company like PayPal or Square to collect the payment for you securely.

Customers don't need to have a PayPal or Square account to use the services. They can shop as a guest and pay with most major credit cards. There will be a service fee for any shopping cart you use. Some charge a monthly fee, where others are only per sale. If you are small, I recommend starting with the ones that charge per sale.

As you grow, your website should grow with you. You'll want to have a page where fans can find you to get an autograph at a book signing. Keep this current. It looks bad to have old news you are touting as "upcoming events."

Many authors have a blog—a regularly updated website or web page written in an informal or conversational style. You should aim for at least 300 words to help with search engine optimization (SEO). Blogs are a trend, and there's no telling how long they will last. If nothing else, for a writer, they're good practice. You can blog about

~35~

# Interior

- Nonfiction can be formatted like fiction

OR

- No indents with a space between paragraphs

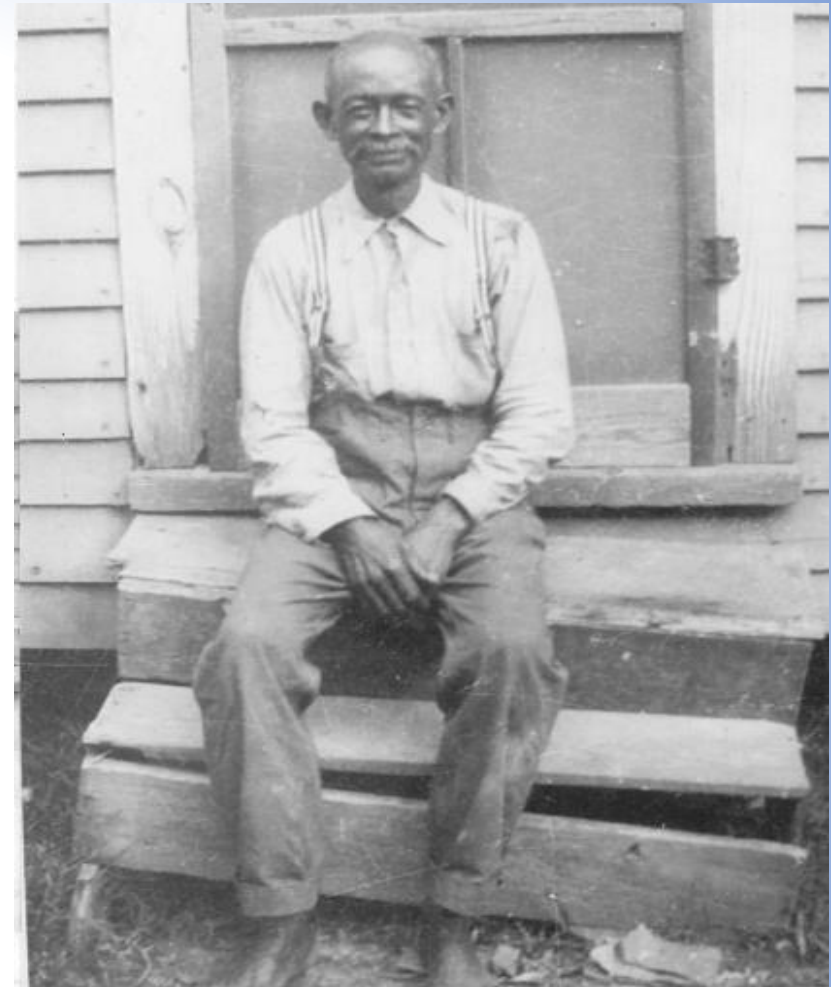
**NOT BOTH!**

# Interior

- Odd numbered pages are always on the right side
- Blank pages do not have page numbers on them
- Length of chapters are approximately the same or intentionally otherwise
- Table of Contents must be included for **nonfiction** but is not mandatory for fiction
- Fiction chapter titles don't need to be named

# Photographs or Graphs

- Clean
- Clear
- Captioned
- Added Value
- Copyright required

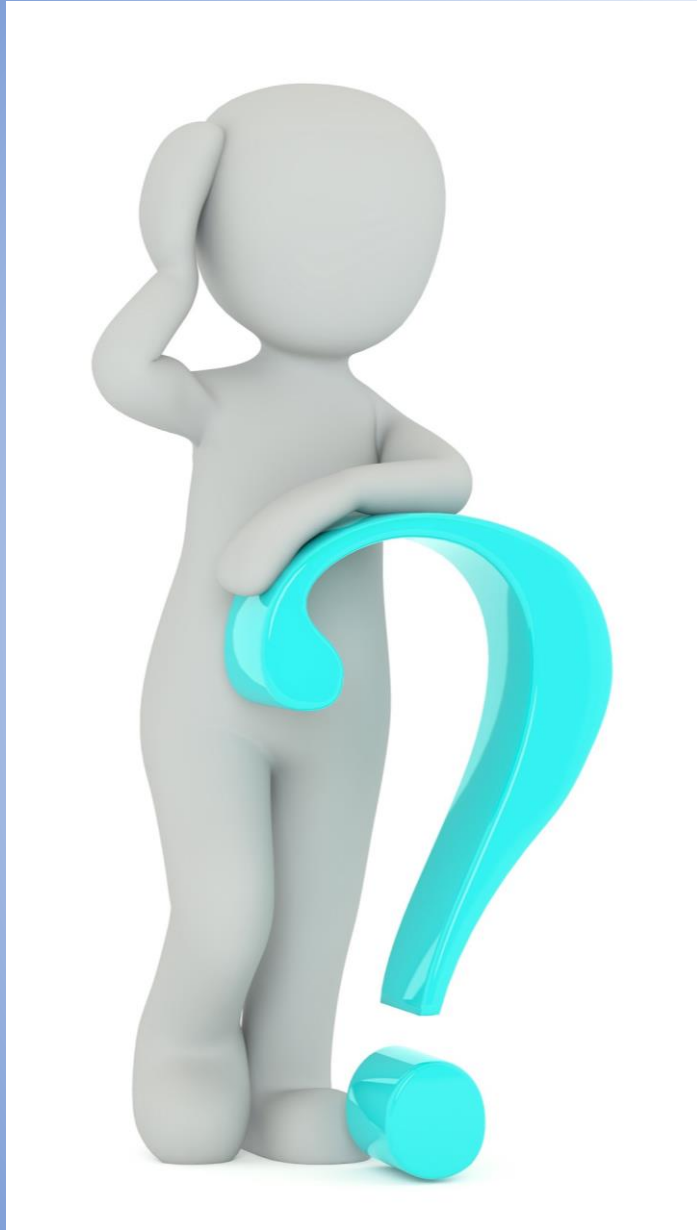


*Step-grandfather Charles Moses Satchell  
(August 21, 1884–August 3, 1955)*



# eBook Interior Differences

- No page numbers
- No blank pages
- Remove hard page breaks, except at chapters
- Chapter numbers/titles are consistent—don't need to be as far down the page
- Table of Contents linked to chapter headings and vice versa
- Text must be reflowable
- Pictures “in line with text” (not wrapped)
- “Front” matter can be in back



## Part 2 Coming Soon

- Technical