

## Lesson Notes & Resources

**Introduction:** This webinar provides an introduction to print book and e-book production and publishing. Learn basic techniques for book and e-book production and publishing. Gain real-world insights on independent self-publishing, on-demand printing, and fulfillment. This webinar utilizes Internet based and digital documents. Participants will have access to all materials via download.

What you need to know before the webinar:

Participants must have core competency in using computers and online services. Highest quality publishing and production will require the expertise of others such as editors, graphic designers, and publishing consultants.

The webinar is optimized for a laptop or desktop computer. Mobile smart phones or tablets such as iPad may not be suitable, since most of these devices do not support multiple windows.

A fast Internet connection is essential (1Mbps or faster)

Verify that your computer audio is adequate for listening to the webinar.

Using two different web browsers, or browser windows, is recommended. This will allow participation in the webinar while being able to view and research other resources. You may also want to keep another app/window open for note taking.

Create a free account with CreateSpace: <https://www.createspace.com>.

Webinar Objectives | You will be able to:

1. Setup a publisher account
2. Obtain & manage International Standard Book Numbers (ISBN)
3. Recognize realistic marketing and distribution options/expectations as an independent or self-publisher
4. Gain clarity about self-publishing vs. vanity publishing
5. Develop useable manuscripts
6. Execute print and ebook production workflow
7. Work with editors and designers
8. Implement print on demand (POD) basics
9. Determine and deploy print book and e-book formats
10. Utilize the dominance of Amazon.com
11. Recognize features of POD vendors like CreateSpace and LightningSource
12. Manage publishing costs