



Newsletter

Issue 10 - June 2017

Welcome to our tenth newsletter from the Project.

In this issue we look at hyphens and editing, as well as a review of Completely Novel, a vanity publisher who is cheap but of excellent quality.

Reminder: if you are doing a promotion on your books, please let us know directly because then we can help you to advertise it through the Inca portals as well.

As always, in the spirit of the Inca ideals, we would be very grateful if you could each buy, read and review on Amazon one of the other Inca writers. It seems only fair that as you are getting the publicity for your own book, you should be able to help encourage someone else in the Inca team as well. If you can choose a book with only a few reviews on Amazon, that would be even better.

Let me know when you have done so, and we'll be able to promote it via Facebook, Twitter, etc.

Bridget

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Financials and Publishing

A Complete Guide to Publishers' Requirements

By Catherine Lenderi

There is a new page on the website covering this in detail (from the 'Resources' tab), or directly <http://www.incaproject.co.uk/editing.html> but here is a brief summary.

Catherine is covering:

Numbers – how to write and record numerals in your document, use of hyphens and how to write percentages: six, twenty-five, 125, ninety-eight per cent.

Dates – format and ranges and how to write the decades. E.g. 1 June 2017 in the twenty-tens. 1960's? No, there is only one condition an apostrophe is used with a date, and that's arguable.

Times – One o' clock, twelve thirty and 16.47

Names and Titles of Works – The Daily Panic, 'EastEnders', The Book of Eli.

Foreign Words – *unglaublich* it really is.

Punctuation in dialogue – "Whatever," shrugged Steve. [wrong]. It should be, Steve shrugged. "Whatever," he said. You can only use words that describe speech, not actions after someone's words.

Interjections – always take commas for the pause, "Well, would you believe that?"

Stuttering – see the use of the em and en dash later in this newsletter.

Thoughts – when to use italics and when to use speech marks (or both).

Excerpts – from letters, songs, etc. How to indent, and when to use italics.

Direct Address – mother, father, doctor, sir, Great-aunt Bernard, etc.

Customised Self-Publishing Services (Amazon)

Further to our suspicions of Amazon's own print on demand offering, the Independent Publishing Magazine has produced an article looking at a few of the options:

<http://www.theindependentpublishingmagazine.com/category/pod-publishing>

See the previous newsletter for more details and comments on Amazon's local POD service.

Mistakes made in Self-Publishing

This from the magazine above, which may be leaning on promoting their own services, so we have provided a summary. If you have salt at home, perhaps pinch it when reading these 'mistakes'?

1. Failing to Estimate the Needs and Wants of the Audience

Have you even considered who your audience are? If you haven't, how can you target the book and subsequently sell it?

2. Failing to Write for All the Right Reasons

Is it because you feel a constant urge to write and you want to share those words with the audience? Is it because you want to know what the readers think, so you'll use their feedback to become better at what you do? Those are good reasons for writing. The bad reason? To make money.

3. Not Hiring a Graphic Designer for a Nice-Looking Cover

The cover is the window on the book. The jury is out on this if you can make a decent effort yourself. Have a look at the Amazon best-sellers and see if you are attracted to any of them via the cover. The Inca site also has advice on creating covers.

4. Failing to Invest in Marketing

Again, this is a full-time job. There are books and courses a-plenty if you are really dedicated. These will cost, and you will have to weigh up if the investment is worth it. Leaving reviews on Goodreads will boost your profile, and if they are good will lead to others reading your own work. The suggestion is that you hire a serious content marketer.

5. Failing to Get and Learn from Feedback

Use social media, free samples and trusted reviewers. You want someone who will be harsh with you, not a family member who doesn't want to hurt your feelings.

6. Focusing All Efforts into a Single Book

Don't forget that you are a writer. You need to have a continuous supply of new work. Build up a portfolio even before you start trying to promote. A publisher will be more interested if you have a backlog they can call upon.

7. Not Hiring a Professional Editor

No matter how many times you read your own work, errors will sneak through. You can pay a fortune for an editor, though. You need a copy editor and a proof reader to produce the final work. The Incas have these people available at a minimum cost if you need them.

Completely Novel – an independent publisher

James Court - May 2017

Horses for Courses?

Like many of the members of the INCA project, I have several works of fiction available via Createspace and Amazon Kindle. I am of an age where chasing agents and publishers in the vain hope of securing a lucrative contract would take up too great a proportion of my remaining lifespan. So self-publishing, with a batch of hard copies for friends and family, plus the possible bonus of sales driven off self-marketing in the likes of Facebook and a few friendly websites, is my modus operandi. Not that I would object to a publisher's interest if it did occur.

I run a society that organises, amongst other things, regular talks from persons individuals with interesting tales to tell. Interesting, in our terms of reference, has included fighter pilots, round the world cyclists, artists, local historians, and other diverse topics. Over the past decade, many such speakers have also written of their experiences or subjects, and bring along copies of their books in the hope of making a few sales. So often I have heard them apologise for a price that hovers around a tenner, blaming the high cost of self-publishing for the figure asked.

My latest book, *Nights of Old*, is worlds apart from my collection of humorous novels languishing in Amazon's corner of the electronic clouds. Friends reading early drafts all seemed to make the same comment. "Somewhat specialised, would probably do well marketed directly to local history groups" and suchlike.

Since I am not adverse to giving the odd talk on my subject, and the concept of flogging piles of pulp at every opportunity appeals to me, I looked around for a means of printing that would not involve me joining the rank of those apologising for the cost as I touted my wares. I think I have found it, but, like the wishes granted by elves to greedy children, it comes with strings attached.

I've used the basic package from a firm called **Completely Novel** to publish *Nights of Old*.

The Benefits:

I've a well-printed 210-page book at a very reasonable list price of £3.99, (plus postage), per copy. Compared to Createspace, that is a considerable saving. Author copies are available at cost without the complication of waiting until the USA printed volume was available in the UK, and dropping the price to avoid paying yourself royalties: with Amazon's commission on the royalty added. Web orders arrive within five days.

The upload process is simple, with advice documents on cover dimensions and formatting. Oddly, the book size grows in multiples of 8 sides, and the upload process insists on an even number of manuscript pages, despite the spare blank pages added at the end.

Restrictions

Completely Novel only allow two products per author on their basic plan, and there is no ISBN number provided. They do market it for you on their own website, and provide you with URLs so you can embed links on other sites and blogs to the sales page. They also offer paid-for plans with more features and marketing on Amazon, Barnes and Noble, plus other sites.

There are only two page sizes on offer, Demy (216 x 140mm), and Crown (189 x 246mm) with Demy being slightly smaller than the INCA template used on Createspace. In Demy, my volume gained 9 pages compared to the INCA format. Postage and handling on single copies seems excessive at around £4.50, but a batch of five author copies costs £22.50 inclusive of postage, with reducing overheads per copy on larger batches.

Thoughts

Am I satisfied with the results of this decision? Yes! It is a very economical method of publishing for the circumstances described. And I believe I am in good company, since it is a publishing route used by my favourite author, Thomas Hardy, and local boy Charles Darwin: not to mention Kipling, Alexander Pope, Beatrix Potter, Tennyson and Virginia Woolf, among many others.

So, if you only want books to market yourself, and this could include local book signings, libraries, talks and so on, it is the perfect medium.

Technical Information

For the 'Demi'-sized books the details are as follows. If anyone is interested, please contact the Project and we will be glad to supply a template for you to use.

Page Size: 14.4 cm x 22.2 cm

Margins: Inside: 2.29 cm, Outside: 1.52 cm, Top: 0.75 cm, Bottom: 0.75 cm

The space above Header1 style is reduced to 2.8 cm to keep it in proportion with the slightly reduced page size.

<http://completelynovel.com/>

Editor's Notes:

After the first free offering, you will do all the work yourself. They offer the listing of your book on their website and the uploading on Amazon and other sites.

However, the benefit is for a moderate sum, you can get a pile of your own books to hand out to libraries, friends etc. If you did that via Amazon, you would be paying more than twice as much. CN do the first few books for free, so they are similar to Amazon, with the advantage that your book samples are cheaper to start with. Note that you have to buy your own ISBN but could it work if you wanted to republish an existing book?.

See also 'a Different Publishing Model' by Corben Duke in last quarter's newsletter and details about Booksie.

Dashes – how many lines can they invent?

A dash is a short line. Despite logic, there are actually three different dashes – usually, your word processor will deal with the formatting of each, but you can insert them manually. In Word, Choose ‘Symbol’ from the ‘Insert’ menu, click the ‘Special Characters’ tab, highlight the em dash, and click ‘Insert’. So here they are:

The Hyphen

Used for linking compound words such as thirty-two, car-park etc. It is used to link words or parts of words to show that they are to be read as a single unit. A hyphen never has a space between it and a preceding or following letter.

The Short (en) dash

This beast is neutral, and is used to denote a range, such as in money or in quantity. (\$X – Y) or (50 – 75). Always a space at each side of the en.

It is also used instead of a slash to link two or more words which together modify a following word, where the words linked do not form a compound, as in :

The space–time continuum.

The long (em) dash

Many modern word processors will automatically insert an em dash when you type a pair of hyphens. Otherwise, use the “insert symbol” command detailed above.

Depending on the context, the em dash can take the place of commas, parentheses, ellipsis or colons—in each case to slightly different effect. Note that the em dash is typically used without spaces on either side, but most newspapers, however, set the em dash off with a single space on each side. Choose a style, and be consistent throughout your document.

For clarity though, the em dash is best restricted to no more than two appearances per sentence.

Examples of the em dash

In place of commas. Note, however, that dashes are always more emphatic than commas. For example:

“And yet, when the dress was finally delivered—nearly three months after it was ordered—she decided she no longer wanted it.”

In place of parentheses

Dashes are considered less formal than parentheses; they are also more intrusive.

If you want to draw attention to the parenthetical content, use dashes. If you want to include the parenthetical content more subtly, use parentheses.

Note that when dashes are used in place of parentheses, surrounding punctuation should be omitted. Compare the following examples.

Upon discovering the errors (all 550 of them), the publisher cancelled the contract.

Upon discovering the errors—all 550 of them—the publisher cancelled the contract.

When used in place of parentheses at the end of a sentence, only a single dash is used.

After three weeks in the company, the recruits were fed up with his management style (or, rather, lack of style).

After three weeks in the company, the recruits were fed up with his management style—or, rather, lack of style.

In place of a colon

When you want to emphasise the conclusion of your sentence. The dash is less formal than the colon.

After minutes of deliberation, the jurors reached a unanimous verdict—guilty.

The continuous rain, the excellent ale, the sparkling streams—this is what brought them to Masham.

Multiple em dashes

Two em dashes can be used to indicate missing portions of a word, whether unknown or intentionally omitted.

Mr. H—— testified that the defendant yelled, “Die, you a——,” before pulling the trigger.

From the faded and water-damaged letter, we made out only this: “Was ne——y going to m—— K——, but now ——t.”

When an entire word is missing, either two or three em dashes can be used. Whichever length you choose, use it consistently throughout your document. Surrounding punctuation should be placed as usual.

The juvenile defendant, ——, was charged yesterday.

Summary for em dash

Use the em dash:

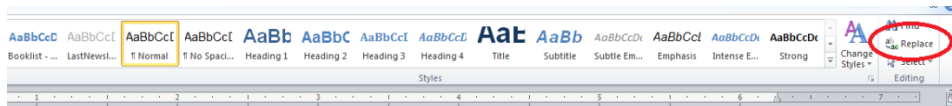
- 1) To enclose a parenthetical explanation or comment.
- 2) To sum up what has gone before.
- 3) To indicate that what follows the dash or is enclosed by the dashes has a more emphatic tone than what has gone before
- 4) To indicate that a sentence breaks off in the middle
- 5) To avoid spelling out a swearword that may cause offence to readers

Editing – cleaning up those extra spaces

Every single manuscript seems to pick up extra spaces here and there. Originally, when printing was done by Gutenberg, a double space was required at sentence end and single after a comma. Now of course, with electronic publishing, it is single spaces everywhere, because each space is a character—the more you get the bigger the document. However, try as you might, with editing and rearranging your text, a lot more rogues seem to sneak in under the wire. Here's how to get rid of them:

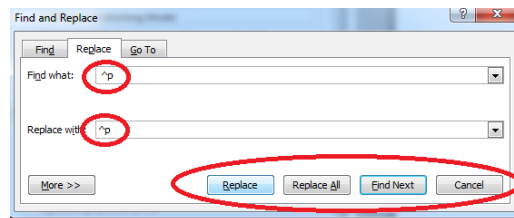
Make a backup of your document in case something goes wrong, then...

On the Word Home screen at the right, select the 'Replace' option:



In 'Find What', type in <space>^p (a space before the <caret>p)

In 'Replace With', type in ^p (no spaces)

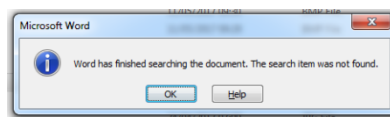


Use 'Find Next' for individual searches or if you have lots of errors, 'Replace All'

Repeat a few times until you find all the double and triple spare spaces at the end of a paragraph.

To remove any spaces at the start of a new line, use ^p<space> in the 'Find What' box.

To find double spaces, repeat the process simply by typing two spaces into 'Find What' and a single space in 'Replace With'. Again, repeat the process once you get to the end of the document, to fish out triple spaces and more. Eventually, you will get a message to say the search item was not found.



You can use this method as well if you have managed to fill the document with tabs rather than using a style for the indents. The tab character is ^t

A full list of the codes is given in this useful site:

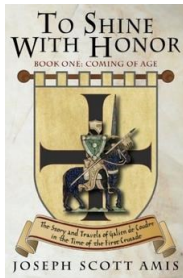
<https://technet.microsoft.com/en-us/library/ff956107.aspx>

New Books

There have been only a few releases from the Incas over the last three months. Please let us know directly if we've missed any—we do sometimes see them on Facebook, but we rely on you to tell us when you have published if you don't involve us in the editing. You should submit the first few chapters and a brief summary if you would like your work included on the Inca recommended works page – <http://www.incaproject.co.uk/portfolio.html>

To Shine with Honor – Joseph Scott Amis

In the first volume of the To Shine with Honor trilogy, Galien de Coudre, scholarly third son in a family of minor nobility, comes of age in the perilous world of late 11th century France, where powerful noblemen massacre each other and innocents in unending petty warfare over lands and silver, despite the efforts of the Church to control their violence. Galien, educated for the priesthood, trained at arms and horse by his father and older brothers, all knights, finds his once-certain future as a high Church official compromised by family misfortunes. Through a series of often violent events, he discovers his own destiny as events in France and the distant Holy Land draw inexorably toward the great war of faiths known in history as the First Crusade.



The Dan Provocations – Robert Wingfield

Robert Wingfield has been rewriting and reformatting the entire Dan series of bawdy satirical sci-fi and many illustrations have been added. If you are one of the kind people who has downloaded any of them on Kindle, you can get the revised editions for free. If you have bought the original paperback, you can download the new Kindle version for free on the Amazon Matchbook programme. There is a fifth in the series, currently taking shape.

