

DESIGN, STYLE & PRINT TIPS

FOR SELF PUBLISHED AUTHORS

THINGS TO CONSIDER...

SIZE of your book
of your fonts
your margins

Serif vs *San serif* fonts

THE CURLY CUES HAVE IT!

Always choose a *serif* font for your books and leave the *san serif* fonts, it's much easier to read.

16 is the
magic
number

ALLOW **16 DAYS** FOR PRINT

**YOUR BOOK WILL BE
PRINTED IN PAGE BLOCKS
OF 16, KEEP THAT IN MIND**

MUST HAVE'S

Title Verso Page: All the legal bits, including the copyright info

ISBN Number: If you want to sell on Amazon

Justified Text: Having a jagged right edge makes your work look amateurish

Margins: Always allow the right amount of white space for your margins



BE REALISTIC

IF YOU WANT TO KNOW THE THICKNESS OF YOUR BOOK AT PRINT, TAKE A LOOK AT SOME OF YOUR PRINTED



BOOKS ON YOUR SHELF AND COMPARE THEM TO YOUR PAGE COUNT. IT'S AMAZING HOW MANY PEOPLE

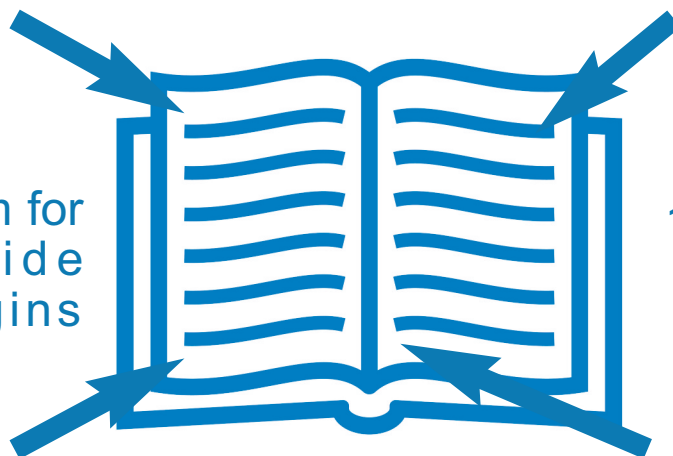
ARE OFTEN CAUGHT OUT WHEN THE BOOK IS DELIVERED AND ARE

DISAPPOINTED

Outside Margin: Allow at least 10mm of white space

Justified Text: Never, ever ever break this rule...ever!

10mm for
outside
margins



18mm for
inside
margins

Page Numbers: Either on the outside edge or centre

Inside Margin: Allow at least 18mm of white space

SOME KEY NUMBERS

3 MM BLEED FOR COVER

11 PT FOR FONT SIZE

13 THE ISBN NUMBER TO SELL ON AMAZON

16 PAGES AND DAYS

PITFALLS



→ **LEADTIME:** PLAN YOUR BOOK LAUNCH ONCE YOU HAVE YOUR BOOK PRINTED

→ **EXPECTATIONS:** CAN GET THE BETTER OF YOU! IF YOU ONLY HAVE 80 PAGES DON'T EXPECT A REALLY THICK BOOK!

→ **REMEMBER:** YOU GET WHAT YOU PAY FOR

→ **IF IN DOUBT, GET AN EXPERT TO HELP!**

SPINE = No. of pages x Paper thickness



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