

MELINDA MARTIN.ME

PUBLISHING AND DESIGN SERVICES

General Submission Guidelines

When submitting a file to me, it can be in a very basic format. You don't even have to worry about indentations. For your headings, type all of your text in the proper case or in the case that you want them to appear in when in a default scenario. If you decide that you want all of your headings in the ALL CAPS, then that is something that I will apply in Adobe InDesign.

Font Selection and Font Formatting

There is no need for you to worry about font size or font selection. Ideally, you will use a universally-available font that includes actual font families, such as Times New Roman. Times New Roman has different font families built into it, like **Times New Roman Bold**, *Times New Roman Italic*, and ***Times New Roman Bold Italic***.

You can still just use the normal formatting commands while working within this font, and the system will keep up with the actual font families behind the scenes. If you prefer a sans-serif font while you construct your document, Calibri is another universal font with all of the main font families.

Part of my business is purchasing professional-quality, commercial-use fonts. So even though you will submit your document to me in a basic font, we will discuss what font you want to use for the body and what font you want to use for the headings. Once I have your document imported and properly set up within Adobe InDesign, I can easily change fonts and settings and show you screenshots of suggestions (both mine and yours) until we land on just the right font and look for your project.

Page Headers/Footers, Page Numbering, Etc.

I will handle all of this through Adobe InDesign. Page numbers will be at the bottom center, and each chapter will have its own chapter heading on the odd page (top center) and the book title on the even page (top center), unless you want a different format.

Text Boxes

Do not use text boxes while compiling your document. If you do use text boxes, then I have to remove all of the text, place it in line with the rest of the body of the document, and then delete the text box.

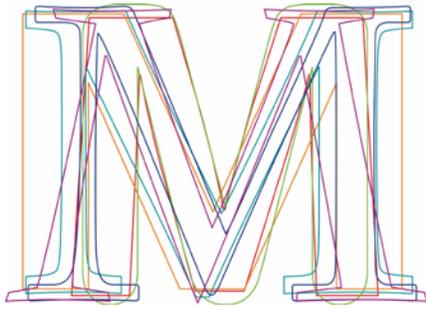
Lists

You can use bullet lists and numbered lists in your document as you normally would. I will control the formatting for them in Adobe InDesign.

Special Treatment of Specific Text

Sometimes, clients want a specific clause at the beginning of certain paragraphs to be in bold or italicized. Example:

Laundry: I like to have my kids fold the socks.



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Do the dishes: I let my dog lick all the plates clean.

In these situations, it is best to think ahead to a uniform divider for that section. In the example above, I used a colon. This will allow me to tell Adobe InDesign “for these certain paragraphs, make everything bold through the first colon.” You don’t have to use a colon. You could use a dash. Just use the same thing each time, and add a note for me preceding the section that says, “Make the words through the first colon bold”, etc.

Using Styles

If you know how to use the styles within Word, then you can surely do that. Again, no need to worry yourself with the formatting. But these are helpful to me to know what you want your preferred Table of Contents structure to be.

Front Matter

I will take care of adding the title page, copyright page, secondary title page, and the Table of Contents (TOC). You can still do them if you want to, but it’s not necessary.

Using Scripture

If you are using Scripture in your book, take care that you read the copyright for the version that you intend on quoting. Some versions state that you can use their version as long as the cited content does not equal more than 25% or 50% of the text.

All versions quoted will have to be cited on the copyright page, and if you are using more than one version, your Scripture references must be clearly marked (KJV, NKJV, ESV, etc.).

Tables

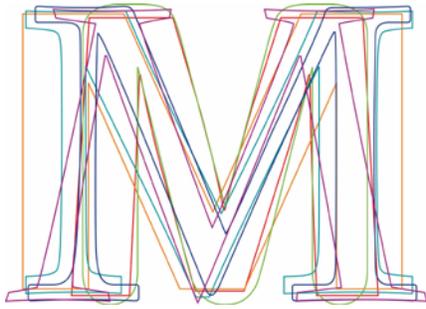
I will handle the formatting for the tables. You can still create the table within your document, but I will take care of the header rows and all of the other formatting. See “Kindle Conversions” for more information here.

Hyperlinks

Hyperlink your little heart out. All of your hyperlinks will transfer into Adobe InDesign, which is great for your PDFs and Kindle versions. However, if you are taking your book to print, hyperlinks will not work in a print book. My suggestion is that you create a page on your website that hosts all of the links that you are going to mention in your book. Then I will create a reference page and direct people to that link where they can access the links you have prepared for them.

Images

Your images should be inserted **BELOW** the text reference for that image. This will ensure that the images will stay with the desired content for the Kindle conversion.



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ALL OF YOUR IMAGES NEED TO BE HIGH-RESOLUTION. So what does that mean anyway? High-resolution means that your image is 300 dpi (dots per inch) or higher. 300 dpi is the minimum required for a professional grade print project. How do you determine what your dpi is? If you happen to have Photoshop, you can open the image in Photoshop, go to Edit—Image Size. It will tell you the dpi there. If you don't have Photoshop, just send me the images and I will tell you what is acceptable and what isn't.

If you got the image off of Facebook (whether through messaging or the general FB wall), the image has been compressed to a 72 dpi jpg and will not be usable.

I have a stock photography account and can download high-resolution images for your project.

For the ideal Kindle conversion, all images should be approximately 600 pixels wide. I will adjust the length in relation to the width.

Kindle Conversions

Kindle files are not going to look exactly like your PDF or print book. While the technology is ever-increasing, certain facets are still a little bit behind. For starters, some people are going to be reading on a smartphone, while others will be reading on a 7" inch tablet, and then others will be reading on an iPad or even on a computer screen using the Kindle desktop software. I use the best practices for the best results on all devices.

Concerning tables, they are still not handled in best form on electronic reader devices. I handle this by inserting an image of the table and then referring the readers to a link to your site which will house a PDF of the table(s). The main goal is to make sure that the information is in an easy-to-comprehend format, which a PDF will ensure.

Conclusion

If you have any questions that I did not address here, please don't hesitate to ask them. My goal is to make this process as painless as possible for my clients, and I am always open to ideas and suggestions to enhance the workflow process.