

Glossary of Publishing Terms

711510: The IRS code for “independent artists, writers, and performers” for when you report your income from writing

About the Author: An author's bio, is typically located at the end of a book and is meant to tell readers a little about the author. It should contain relevant information, usually a couple of paragraphs to one page, written in the third person. Include any awards you've won and whether or not you are a member of any writing associations. Reserve personal information for the end of the bio and keep it to a minimum. Personal information might include where you grew up, the state where you currently live and any interests you have outside of writing. Include websites!

appendix: Supplementary material at the end of a book which is not part of the main book.

Back Cover Copy: The text on the back cover or inside flap of a book that “sells” the story to potential readers, could include “About The Author”, Endorsement Quotes, 1-2 lines which are dynamic attention grabbers – lead in and the ISBN.

Bleed: The printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off, it is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies.

Book Soft Proof: Viewing a sample copy, through the computer, of a digital version of your book. There is no physical copy, rather viewing an emailed copy of your book

Caption: A title or brief explanation under a picture or illustration in your book

Camera Ready Copy: It is the final state of a publication before it is printed. Universally abbreviated to “CRC”.

Casebound: Another term for a hardcover book

Copy: Term often used for the words in your document

CMYK: A color model in which all colors are described as a mixture of these four process colors: cyan (C), magenta (M), yellow (Y) and black (K) **CMYK** is the standard color model used in offset printing for full-color documents. RGB colors do not conform to CMYK specifications.

Copyright: Refers to your right to claim ownership of a particular piece of "intellectual property." It also means that no one else can reproduce that work, sell it, or distribute it without your permission. Through copyright, the creator retains ownership of works and the rights to produce, or contract others to produce copies of said work.

EC provides the following editors to our contracted writers:

Edit: To review a piece of writing to correct grammatical, spelling, or factual errors. Editing often includes shortening or lengthening of a piece of writing to fit an available space before publication and editing for content.

Content Editor

Person who edits the **content** (subject matter) of a book in addition to its **form** (sentence structure). A content editor often recommends substantive corrections to a manuscript, such as those affecting presentation, veracity, relevance and so forth.

Copyediting:

A person who checks for errors in spelling, grammar, punctuation and word usage.

Line Editor: A line edit addresses the creative content, writing style, and language use at the sentence and paragraph level. *But the purpose of a line edit is not to comb your manuscript for errors* – rather, a line edit focuses on the way you use language to communicate your story to the reader. Is your language clear, fluid, and pleasurable to read? Does it convey a sense of atmosphere, emotion, and tone? Do the words you've chosen convey a precise meaning, or are you using broad generalizations and clichés?

Cover Design: Front and back cover to your book. *This is probably one of the key areas that self-published writers fail on.* If your book doesn't look great on the outside, then people are going to be much less likely to peek inside. The cover of your book is the first thing people will see – so you want to make sure that it looks professional. Make sure it is an aesthetic layout which is attractive or alluring to the eye!

Deadline: Through Encouragement Café Press all deadlines will be discussed and set up together through the planner.

Design (Book, Cover, contents): Creative process and skill in layout, selection of font and font size, typesetting, photos and pictures of a book. *See Cover Design. At Encouragement Café Press we realize this is where you are counting on our skills and creativity to offer the best representation of your work.

Discount: While we don't offer discounts, you will be offering discounts to book shops to sell your book. This is the percentage off the list price at which booksellers buy the book (results in the wholesale price); industry standard discount is 55%

Download: The act of Moving file(s) from a server, network or from the Internet to a computer. Or to move file(s) from a computer to memory stick, phone, or data storage device. "Down" implies moving to a smaller device. Compare Upload.

DPI: "Dots Per Inch", this is a critical standard of measurement. All images must be a minimum of 300 DPI. Many camera images perform at 72dpi, which is not useable for printing purposes.

Draft: A completed sketch, outline, or version that will need more work in order to be finished.

Electronic Submission: Submission made through e-mail or uploading..

EBook : Not a physical copy, but a version of your book that can be read through tablets, phones and computers. This is an option for you through Encouragement Café Press at an additional cost.

Fair Use : Fair Use is a term used when one takes an excerpt from a copyrighted work and does not infringe on the authors copyright.

Footnote: A note, or comment, inserted at the foot of the page referring to a specific part on the text on the page, usually indicated by symbols such as asterisks or by superior numerals.

Format: The dimensions and physical appearance of your book, including typeface, binding, quality of paper, margins, etc.

Formatting: The planning process by which your design team prepares and presents your manuscript.

Forward: a short introduction at the beginning of a book

Guidelines: A “must read” of instructions for submitting your work to Encouragement Café Press.

Hardcover: Book bound with hard cardboard cover, then covered with a paper dust jacket. Also called “casebound”.

Indie Publishing: Refers to independent publishing and self-publishing;

Invoice: a list of goods sent or services provided, with a statement of the sum due for these; a bill.

ISBN: a ten digit unique identifier for each title published, it is customarily encoded in a barcode printed on the back of the book and normally appears also in the bibliographical details on the reverse of the title-page. Your ISBN can be set up by Encouragement Café Press for an additional fee.

Leaf: a pair of facing pages, ie, the left- and right-hand pages viewed together in a publication
Also known as a “spread”.

List Price: The retail price you are setting for your book

Manuscript: Your fully written book that Encouragement Café Press will work with you to create a finalized manuscript to be used for publishing.

Margin: the white space surrounding a page of type.

Novel: A work of fiction consisting of 45,000 words or more.

PB: Abbreviation for Picture Book.

POD: Abbreviation for Print On Demand – books are printed only as orders are placed, allowing prints of singular or small quantities.

Pantone: brand name for an ink-matching system widely used by designers for color specification.

Perfect binding/unsewn binding: a glued binding

PDF (Portable Document Format): Adobe Systems file format that can be precisely reproduced on different systems. PDF files are often sent to a printer.

Permission: Agreement from a copyright holder that permits the reproduction or publication of copyrighted material.

pp: shorthand for pages; for example, if a book is 246 pages, it would be “246 pp”

Printer: produces (prints) the physical copies of the book

Print-Ready: Final PDF files of a book that and are ready to go to the printer

Proof: A manuscript that may still contains errors, that needs to be checked for accuracy.

Proofreader: Person checking for accuracy in typing

Pub Date: The date your book is available for purchase

Reprint: a second or subsequent printing of a title with no alteration to the text.

Resolution: the DPI (dots per inch) in a printed image- the minimum quality for digital-to-print is 300 pixels per inch

Rights: Ownership of all the various ways in which a creative work may be reproduced, used, or applied.

Rough Draft: The first organized version of your book

Self-publishing: An increasingly popular means of publishing. The self-published book is distributed and marketed by its author to maintain profit.

Spine: The spine connects the front and back covers, it is the visible part of your book on a bookshelf. It will display the title and author.

Spread: A pair of facing pages, typically the left- and right-hand pages in a publication.
Also known as leaf.

Terms: A agreement between you and including types of rights purchased, payment schedule, expected date of publication, and other similar items.

Table of Contents: Lists the book's chapters and their opening page numbers in the front of the book.

Trade paperback: A high-quality softcover book

Trim Size: The size/dimensions of the book; where the pages are cut by the printer

Typeface: Different lettering, or fonts, that make up the text of a book

Unsewn binding/perfect binding: Glue binding

Upload: Moving file(s) from a your computer to Encouragement Café Press through electronic means

Word Count: The number of words in a manuscript.