

An Introduction to Self-publishing

Vimal Kumar V.

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**“The illiterate of the 21st Century
are not those who cannot read and write
but those who cannot learn, unlearn and relearn”.**

-Alvin Toffler

About the author

Vimal Kumar is a library professional who works with Mahatma Gandhi University, Kottayam district, Kerala state, India. He is interested in observing changes in the scholarly communication, Open Access and Free Software movement and maintains a number of blogs to share his findings in these fields to the academic and library professionals. He is an advocate of Free Software. He is active in the promotion of Koha Free Software for library computerization since 2004. He has served as Live DVD Manager for the Koha (version 3.12) project. He has earned a Bachelor's Degree in Communicative English from Mahatma Gandhi University, Master's Degree in Library & Information Science from the University of Kerala, PG Diploma in Computer Applications and UGC NET holder. He has finished PhD in Library and Information Science from Mahatma Gandhi University. He has written about Free Software for several publications. Papers on Free Software and Open Access have been presented at many international and national conferences. He is a native of Vazhappally village of Changanassery taluk in Kottayam district. You can find out more about Vimal Kumar at <http://vimalkumar.info> or drop him a line with errata or suggestions at vimalibre@gmail.com.

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Preface

The happiness gained through writing and publishing a book is undefinable. Writing and publishing a book and thereby leaving a mark in the world of letters is a long-cherished dream of many. In the past, book publishing relied solely on major publishing houses. Publishing becomes more manageable with the assistance of digital technology. With the help of a computer with an Internet connection, the author can manage all the publishing processes at home. All the processes from manuscript preparation to the delivery of books to the readers around the world is possible using a computer. Today, many services and tools are available that are helpful for the writers to publish books at a faster pace than using the traditional publishing method.

Information Explosion is the highlight of the 20th century. The Internet and other communication technologies have accelerated the popularisation of knowledge. The *Free Software* movement, *Wikipedia*, and *Open Access* are the efforts to liberate knowledge from monopolization. The concept of *Copyleft* has made waves in the field of literary and scientific publishing.

Traditional publishing methods are not able to meet the publishing requirements in the areas of education and research. Traditional publishing practices and current copyright laws have a role in disrupting the free exchange of knowledge. When books are released by traditional publishing houses with bells and whistles, its contents become obsolete due to the natural delay in publishing processes. Unfavourable copyright terms and conditions for the readers also affect the popularity of the book. The publication of books' copyleft licenses to the public domain is beneficial for the advancement of education and research. At the same time, the writer can gain popularity and respect of society through the wide publication of books.

This book discusses the possibilities and advantages of self-publishing. It also explains the clear guidelines for those who wish to write and self-publish books. The valuable comments and suggestions of the readers are solicited for improving the book further.

14 June 2020
Changanassery

Vimal Kumar V

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Traditional Book Publishing

Introduction

Books are one of the most widely used media to enlighten and delight the human mind. The importance and credibility of the books have not been diminished with the popularity of the computer and the Internet. It is a general opinion that the gadgets used for reading cannot provide the experience of reading a physical book. People from literary, educational, and scientific fields often engage in book publishing. Nowadays, publishing houses hold dominance over the entire publishing process, from printing to sales. This chapter gives an overview of current trends in the field of book publishing.

The Various Stages of Book Publishing

Many ways authors get inspiration to write and publish books. Generally, a group of authors write themselves without any external motivation. Some start to write by accepting the request from peers or publishers. Publishers often invite leading experts on various subjects to write books.

Once the first draft of the book is ready, it is given to friends or experts in the same field for an expert opinion. The author makes changes in the text, based on the review by peers or experts. The next step is to find a publisher. For this, the author approaches popular publishers in the area of specialisation. If it is a literary work, the author approaches the publisher who handles fiction. If the publisher finds the work worthy to publish, they accept the manuscript for review. Publishers assign editorial teams for further examination. It is essential to get editorial opinion to publish a book. Often the editorial board includes staff editors and experts from outside. The editorial team gives the opinion regarding the appositeness of the book for publication after a detailed examination. If the first review meets the criteria laid down by the editorial team, the author gets the comments and suggestions regarding the content. The author then resubmits the book after making the necessary changes. It is impossible to predict how often the book will be subjected to review. The review is based on the policies of the publishing house. If the author is a beginner, the examination can take longer.

After the review process, the manuscript is sent to the design section. The layout and printing process are handled by this section. Layout and printing tasks are done either in-house or

outsource. Often publishing houses outsource the layout and printing processes to reduce the expense and to get professional help. Various stages of book publishing are done in different countries.

Once the book is printed, the copies are made ready for the distribution and sales through bookstores and shopping websites. The publishing house organises the promotional activities for the book. Information on the book takes place in the publisher's catalogue and website. Exclusive Facebook page for the book is also an added advantage for the promotion in social media. Quality of the content and the reputation of the author are the crucial factors that determine the success of the book in the market.

Financial Gain

The general public has little idea of how much the publisher benefits from book publishing. Like any other businesses, book publishing also has the potential for profit and loss. The financial gain for the author, from publishing, is called royalty. Royalty is a portion of the revenue from the sale of the book. Authors can expect other incomes from the book in many ways like translation rights, publishing rights, film rights, invited lectures, and the writing of articles. If the book has no demand and sales, it leads to loss for both the author and the publisher.

Let us take a look at the reward system for writers in India. The author receives a fixed percentage of the price of the book after-sales. Publishers follow various rates for calculating royalty; for example, 5%, 7.5%, 10% and 12.5%. Small differences can be seen in royalty rates among different publishers. Often publishers give 5% as royalty for beginners in publishing. Some publishers pay 7.5% as royalty for the books with average sales. Writers who pay between 10% and 12.5% are rare. Very few well-known authors receive a higher rate of royalty. Let's compare the sales of 1000 books at different prices and royalty. Here we calculate the royalty of authors at 7.5%.

Estimation of royalty to authors@7.5%

Book Price (One copy)	No. of books sold	Royalty	Income to publisher	Total amount
100	1000	7,500	92,500	100,000
140	1000	10,500	129,500	140,000
200	1000	15,000	185,000	200,000
250	1000	18,750	231,250	250,000

The publisher gets the profit after deducting the expenses of DTP, printing, distribution, retailer margin and other expenses. Discount to customers also affects the author's royalty. Twice in a year, the royalty is transferred to the author's account after deducting the tax. Publishing houses charge the expense of publishing in advance from the beginners and the authors who are not in the limelight. Publishers also charge the advance amount from authors to cover the risk of not selling the books. The author does not earn a decent income through book publishing in India. Therefore, authors in India are not ready to accept book writing as a full-time profession and the primary source of income. Most of the writers in India rely on some other means for regular income. Popularity and respect from society are the prime factors that drive authors to write and publish books.

Bad Tendencies

The tendency to publish books for personal gain has emerged from the Academic community. Publication of books is considered as one of the benchmarks for recruitment and promotion of teachers in colleges and universities in India. A group of people in the Academic field misuse the situation and mechanically publish books without considering the quality. A group of publishing houses are active in this field to gain profit. The book will be ready as soon as one gives the manuscript publishing charges. Some publishing houses even arrange ghostwriters to prepare the book. The author gets a few copies, and the rest of the books will sleep on the shelves of the publisher. Relevant committees of Higher Education Institutions do not review the content of the book, and it affects the quality of academic publishing.

Merits and Demerits of Traditional Printing

Book published under the brand name of a reputed publisher is the main advantage of traditional book publishing. Traditional publishing houses manage the publishing work very professionally and it enhances the content and the quality of the book. They also manage promotion and sales of the book and authors can be free from such activities.

Publishing books through traditional publishing houses is a time-consuming process. Prominent publishers accept works for publication only after rigorous examination. Usually, the entire publishing process takes time from six months to twelve months. Besides, writers cannot expect a decent income from book publishing.

Conclusion

Book writing has become an essential part of educational and research activities. The number of books published today is much higher than those in the past. Majority of books other than literary works are published to meet the academic requirements. The book publishing industry is advancing in all aspects with the help of technology. Traditional book publishing does not give proper financial motivation to authors.

Self-publishing

Introduction

Printing and digital technology have given broader access to knowledge. Earlier it was difficult to print and sell books without the help of traditional publishing houses. Major publishing houses are more selective in accepting the works for publication. It shrinks the opportunities for authors who would like to publish through famous publishing houses. Advancements in printing and computer technology have made the publishing industry more accessible to ordinary people. Now anyone can publish a book and make it available worldwide if the author owns a computer with an Internet connection. The self-publishing sector offers more possibilities for writers to publish books using cutting edge technologies.

What is Self-publishing

Self Publishing is the publication of an author's work without the help of any publishing house. The author takes full responsibility for the publishing process, and they print and sell it on their own or with the help of self-publishing service providers. The author has the freedom to make independent decisions. The author will have complete control over the manuscript selection, processing, printing, marketing and distribution of the book.

Various Approaches in Self-publishing

Book publishing involves several processes. A book undergoes various phases like manuscript preparation, expert review, proofreading, layout, design, printing, pricing, marketing, and sales before it reaches the reader's hand. The author can choose and apply custom methods at each stage of publishing, for convenience. Let us get acquainted with the various approaches to self-publishing.

Online Publishing

An author can make available the e-book on the Internet and it can be made convenient for the readers to access the same. PDF and EPUB are the popular formats used for publishing e-books. PDF and E-Pub formats are easy to use with a computer, mobile phone and e-book reading device. E-books are ideal for publishing with or without price. Authors need not bear the printing expenses. It is common in the Academic and research circles to publish with copyleft for wider access. If the author expects monetary benefits, he can place the book for

online selling services like Amazon. Online booksellers offer higher rewards to authors (up to 70%) than traditional publishing houses.

Paperback

With the support of modern printing technology, it is possible to publish paperback editions at a minimal cost. Print-on-demand is one of the most popular distribution methods in self-publishing. Here, the copy of the book will be printed only when the order is placed by the customers instead of printing books in anticipation of sales. If the order for one copy of a book is received, then only one copy will be printed. Unlike the regular offset printing machine, specific machines are used for print-on-demand service. The advantage of the print-on-demand method is that the author need not have to spend money in advance to print the copies of the book.

Merits and Demerits

The main advantage of self-publishing is that there is no need, for the author, to depend on a publisher for the whole publishing processes. For authors, self-publishing is a practical way to publish a book, within a short period of time, that too done under the full control of the author. The author himself can select the best professionals in the field, for the expert review. Traditional publishers are very selective and only accept works based on their priorities. The self-publishing industry makes use of innovative technologies for the publishing processes. Works in local languages can be published without delay. E-book and print editions can be made available simultaneously. It is convenient to add accessible features in e-books for the differently-abled people, such as having visual and print disabilities. Self-publishing allows you to publish books globally, and readers can access copies from anywhere in the world.

Let us check the inconveniences with the self-publishing method. The author must bear the cost of publishing if he cannot manage the processes alone. The pricing of print-on-demand copies is a little higher than the conventional print copies. Only computer-savvy authors can manage various stages of self-publishing. Otherwise, the author has to depend on others to finish data entry, layout and design. The marketing and promotion of the book can be difficult if the author is not well-known among the specific reader's community. There is a general perception that books are self-published without expert examination.

Conclusion

The author experiences complete freedom and control at all stages of self-publishing. Every stage of self-publishing is executed with the help of technology. Self-publishing can help to overcome many of the drawbacks in traditional publishing. If the author can manage the tasks of self-publishing alone, he will be able to deliver the book to the reader in a cost-effective manner.

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Can Indian authors afford to pursue writing as a full-time career?

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Copyright

Introduction

Copyright works like a sword with two-edges. Copyright helps to assure the rights of the author and publisher on the books. It protects the commercial interests of the author and the publisher and helps to get decent revenue by publishing books. Innovative ways have been introduced to ensure that copyright is not misused while distributing and using the work with the help of technologies. In this chapter, we will examine how Indian Copyright Law works.

Indian Copyright Law

The Indian Copyright Act 1957 came into force on 21 January 1958. This law had been amended six times. The Copyright Act was lastly amended in 2012. All literary and art creations (books, theatre, film, music, painting, sculptures) are covered in the Copyright Law. When a work of art is born, the rights on that work is automatically bestowed upon the author. No registration is needed to confirm the copyright. However, one can apply for a copyright registration certificate to the Registrar of Copyright Office, New Delhi (<http://copyright.gov.in>). In cases of court litigation, the copyright certificate will be accepted as the first proof.

The author is the first copyright holder of work under Copyright Law. If artwork is created on a contract basis for an organisation/person, the entire rights will be with the organisation/person. When the artists, writers and journalists develop creations for publishers and media houses, the copyright goes to the working organisation. The period of Copyright lasts until the lifespan of the author. Normally, the copyright period extends to sixty years after the death of the creator. The Copyright span of films, music albums, photographs, etc., is 60 years. After the expiry, the copyright becomes null. When copyright expires, artistic and literary creations get the status of the public domain. Public domain materials are considered as public property and can be made use of by anyone.

Exemptions in Copyright Law

Fair use is granted for the usage of copyrighted materials for specific purposes. They are as follows:

- ❖ Copyrighted works can be used for personal study and research.
- ❖ It can be used for art and literary criticism and review.

- ❖ Media can use copyrighted works for reporting news.
- ❖ Usage concerning court proceedings.
- ❖ The clubs and societies can perform artistic works for the audience. But the money should not be collected.
- ❖ The making of sound recordings of literary, dramatic or musical works based on original works certain conditions are allowed.

There is a lack of awareness among people about copyright exemptions. Five publishing houses together had filed a case in the Delhi High Court alleging that their books were being copied by Delhi University and a private photocopy firm. The Delhi University and the photocopying firm received a positive verdict from the Court on the ground that copying of books is meant only to use for study purposes.

Copyright Infringement

The following actions can lead to copyright infringement:

- ❖ Unauthorized sale or lease of copies of art and literary works.
- ❖ Performance of art and literary works in a public place without the permission of the copyright owner.
- ❖ Distribution of unauthorized versions of art and literary works.
- ❖ Display and sale of unauthorized versions of art and literary works in public places.
- ❖ Unauthorized importing of art and literary works into India.

A copyright owner can launch legal action against anyone who infringes on the copyright of his works. The punishment of copyright infringement carries a maximum penalty of six months to three years and a fine ranging from Rs 50,000 to Rs 200,000. Since India is a member of all the major International Intellectual Property agreements, copyrighted foreign works get protection in India.

Book Publishing and Copyright

Generally, the author is the copyright holder of the book. Often the author grants copyright to the publisher as part of the publication contract. Large publishing houses publish the work after transferring the copyright from the author to the publisher. In such cases, the copyright is vested with the publisher.

The author can grant the right to one or more publishing houses to publish and sell the book without handing over the copyright. Authors can sanction the rights to making a film or a television series based on the book. Title Verso of the book (Reverse side of the title page) indicates the copyright information. It shows whether the copyright is with the author or publisher.

Digital Rights Management

Digital Rights Management (DRM) is a systematic way of protecting the copyright of digital works. The goal of Digital Rights Management is to limit the use of digital versions among authorised users, prevent unauthorised distribution, and prevent from copying the content. Such control systems work, based on software technology.

Let us take a look at the various ways, digital rights management works in the field of e-book publishing. The Amazon Company is a leading e-book publisher. Amazon company's Kindle e-reader can be used to read the e-books purchased from Amazon. Special apps are also available for reading the Amazon e-book on mobile and computer devices. Users can download and save the books to the computer or mobile. But permission is not granted to print or give to others. Amazon e-books cannot be read using other e-book readers (e.g., Kobo).

There are many online services to watch movies and series online. For example, one can watch movies on payment using Google's YouTube channel. When you rent a movie, the user gets 30 days to watch it. Once you start watching the film, it has to be finished within 48 hours.

Each company has its own strategies for digital rights management. Publishers can restrict copyright violations of their products and increase revenue using digital rights management techniques. Allowing to read books in a limited time, limiting the usage of books to a certain number of devices, and allowing one or two friends of the user to read the e-book on their devices are the common DRM strategies usually practised by publishers.

The power of copyright in the publishing industry has affected the availability of publications for educational and research activities in developing countries. Major research publishing houses make available research publications (books and journals) as digital versions. The high prices of publications are not affordable to countries like India. Normally, the e-journals are subscribed by an institution for one year, and the access to the same will cease after the specific period. The publishers do not provide options to store the publications permanently. Libraries and institutions are not able to own the copies of the publications. The publishers consider them as mere users of the publications in digital formats.

Conclusion

Copyright is good for both the author and the publisher. Copyright creates monopolization in the publishing industry and hinders the smooth exchange of knowledge. The use of publications is essential for the growth of education and research. The popularity of the Internet has opened up possibilities for authors to control the publishing process. Works

resulting from publically funded activities in the education and research field are to be made available to the public. Policies are to be formulated to exempt such works from the copyright.

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Copyleft

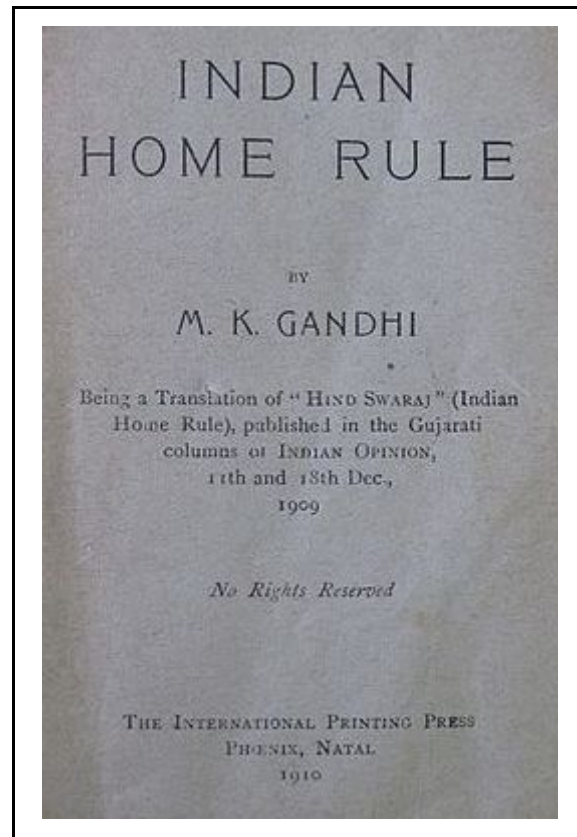
Introduction

Intellectual Property Laws are framed to protect the interests of commercial publishers and to restrict the use of creative works among authorised users. Distribution of copyright-free works has become popular with the advent of the Internet. Professionals, educational and research institutions, libraries, archives and media institutions are active in the publishing of copyleft works. The respect and recognition obtained from society are the motivation behind the creation of free content by authors. Educational and research institutions are at the forefront of releasing publications and documents for free access with copyleft licenses.

What is copyleft?

Copyleft is a way of allowing free use of artistic, literacy, and intellectual works for society while retaining copyright with the creators. Contrary to Copyright, the public is free to use, and distribute the copyleft works. As per the prominent copyleft licenses, if another work is created based on a copyleft work, the new work is liable to receive the same copyleft license followed by the original work.

In 1909, Gandhiji had written and published the Gujarati book *Hind Swaraj* with copyleft. The book shares the views of Gandhiji on modern civilization, mechanization, and the problems faced by humanity in the contemporary world. He completed the work from November 13-22, 1909 while travelling from London to South Africa. Gandhiji translated the book into English. The book is again translated into various languages due to the copyleft. Millions of copies of *Hind Swaraj* was printed and became very popular. The British government banned all versions of the book except the English edition, fearing the growing popularity of the book.



First English edition of Hind Swaraj
(Image courtesy: Wikimedia Commons)

The Free Software movement fostered the idea of copyleft in modern times. They developed copyleft licenses for the use and distribution of Free software. The first license for free software distribution was the *GNU General Public License*, which was created in 1988. *GNU Free Documentation License* is a license that was developed in 2008 to distribute software manuals.

Why copyleft?

Freedom of thought, research and developments are the main reasons behind the progress of humanity. Various diseases that have threatened the world have been eradicated with the output of medical research. Smallpox was a terrible disease that killed millions of people in the world. Edward Jenner, an English physician, developed the vaccine for smallpox and released it to the community for free use. If he had kept the vaccine treatment process private, smallpox treatment would have become expensive. It would not have benefited all sections of society.

The usage of intellectual and creative works increases when it is available free of cost. The creator gets more fame when it is used for the benefit of society. Majority of the copyrighted literary and scholarly publications are not circulated well and remain idle in publishing houses or bookstores. If the publications are made available on the Internet with copyleft, more people will get the opportunity to read them. More chances are there to get comments and

suggestions from readers. An updated version of the book can also be published soon after gathering comments and suggestions.

The concept of copyleft is gaining momentum in the distribution of research publications. Researchers rely on scholarly publications, which discuss the research in progress, to keep in touch with the latest trends. Majority of the research activities in all countries are led by institutions with government funding. Publishing research results in scholarly journals are mandatory as part of the research process. Researchers are interested in publishing research-related articles in journals with high impact factor. Majority of such publications are run by commercial publishing houses. Commercial publishing houses own the copyright of published research articles. They make huge profits by selling research publications at a higher price. They sell the publications at high prices to research and educational institutions. A large portion of the annual allocation fund of research and Higher Education Institutions are spent to buy research publications. It is necessary for the academic community to read articles that discuss the research activities in the same area. Researchers feel difficulties in accessing the publications due to strict copyright and high-price. Open Access is an initiative to eliminate the dominance of commercial interests in scholarly publishing and to make scholarly publications freely available to the public. They encourage researchers to publish articles with a copyleft license.

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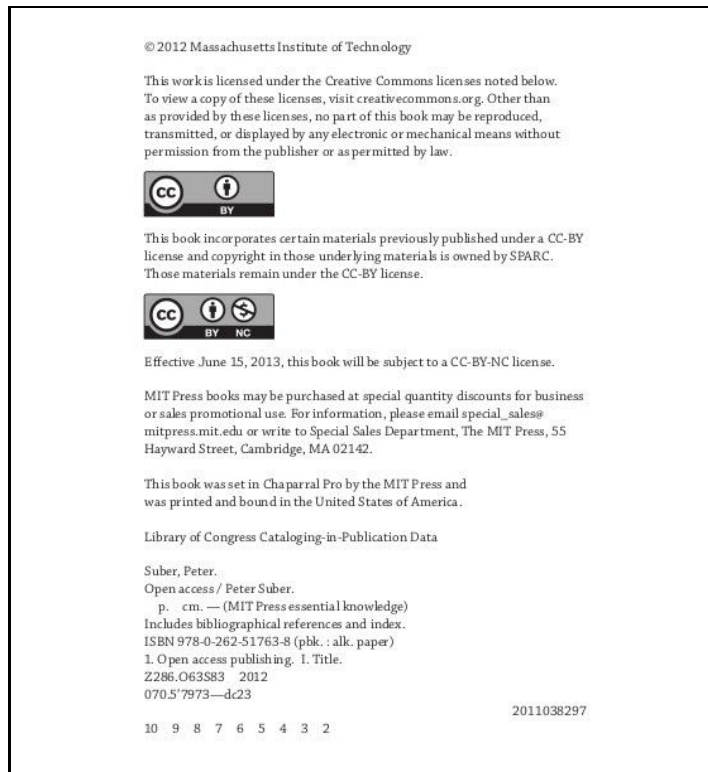
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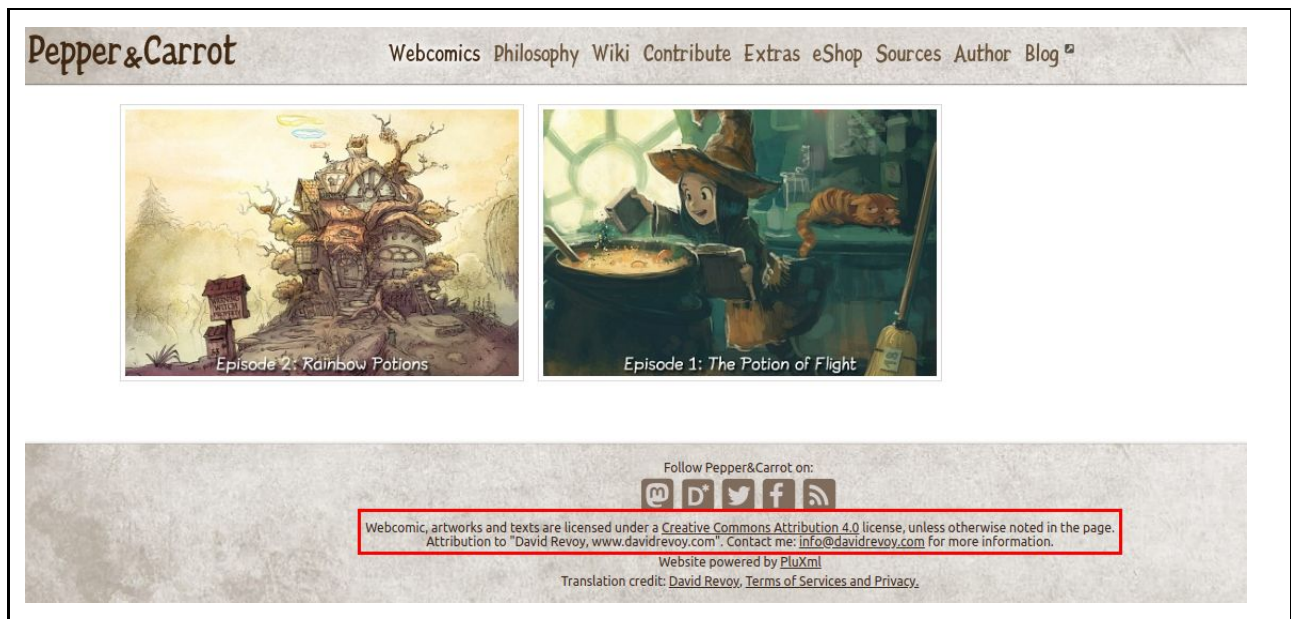
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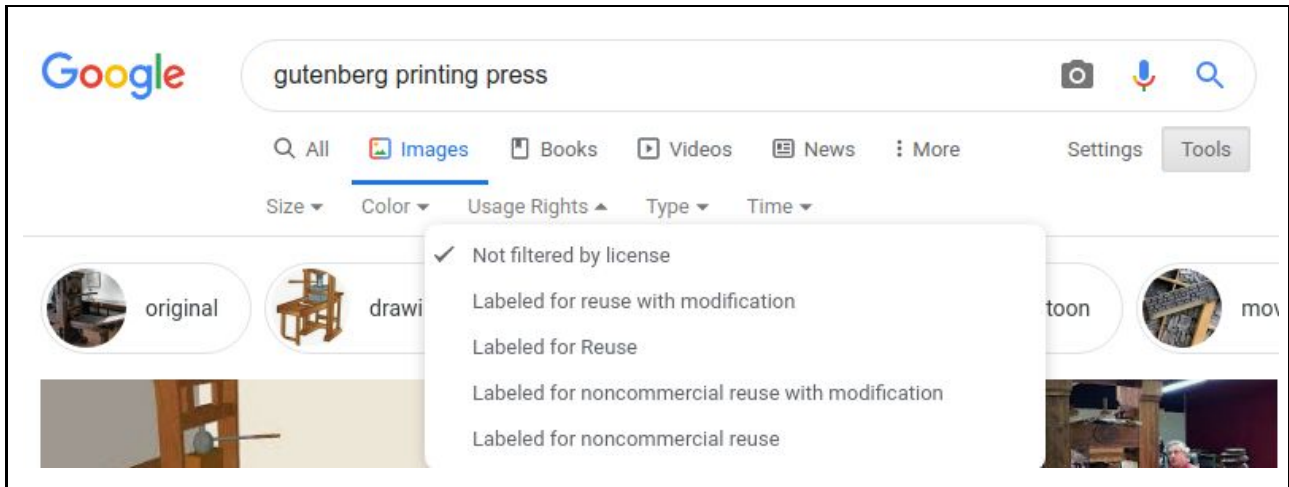


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Conclusion

Educational and research institutions encourage copyleft initiatives and open licenses. Publications with copyleft help the creator to grow and open up new opportunities. Copyleft licenses assist in locating and identifying the copyleft works on the Internet. Creative Commons is a license which covers all forms of arts and literary works. In addition to protecting copyright, Creative Commons helps one to create licenses by complying with all possible terms of use.

References

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Manuscript Preparation

Introduction

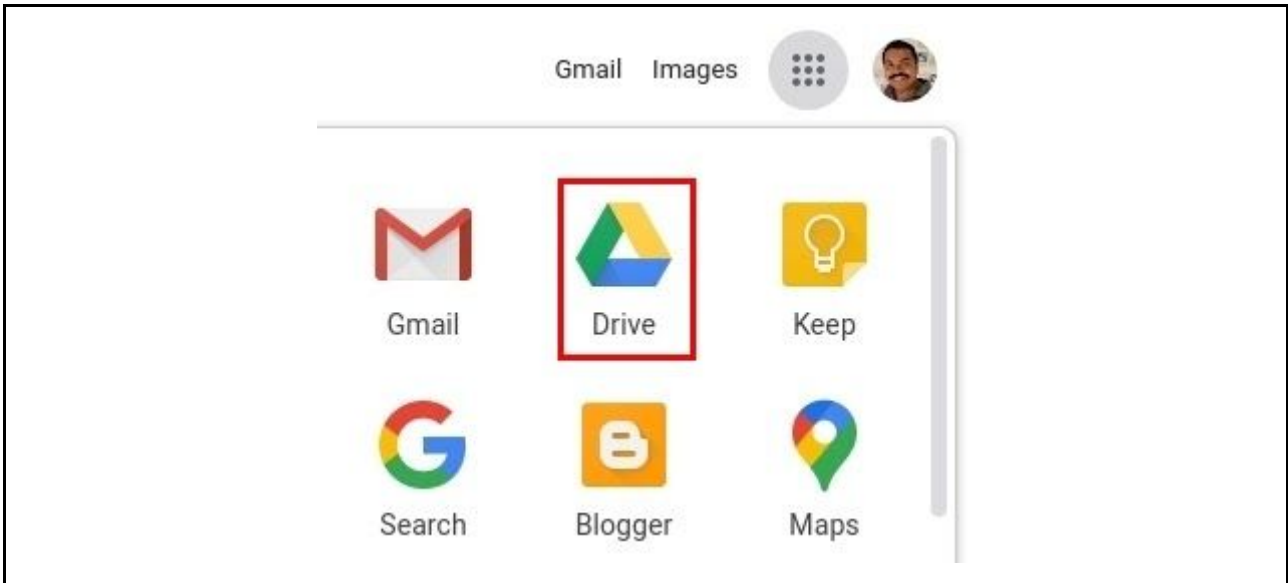
A good word processing software needs to be used for the manuscript preparation on the computer for publishing. If the author himself inputs the content into the word processor, chances are rare to have typos in the document. If the author possesses the word processing skills, he can prepare the manuscript for publication without any external help. Features and functions of all word processing software are more or less the same. Authors can consider office suites like MS Word and LibreOffice for traditional word processing experience. LaTeX editors can make use for preparing the manuscript for publishing scientific books. Cloud-based word processing services like *Google Docs* and *MS Office 365* can also be considered for preparing the manuscript. Google Docs, a cloud-based word processing service, is recommended considering the security, ease of use, and capability to handle regional languages.

Google Docs for Manuscript Preparation

Docs is part of Google Drive cloud service. The usage of Google Docs is similar to word processors like Microsoft Word and LibreOffice. Those who do not want to use Google Docs can try the same steps mention here on the familiar word processor. Authors with a Google Account can use Google Docs. Now Google Doc is free for personal use. Up to 15GB of storage is free with the Google Docs. Here we discuss how to write and prepare a manuscript for the book using Google Docs.

How to Open Google Docs?

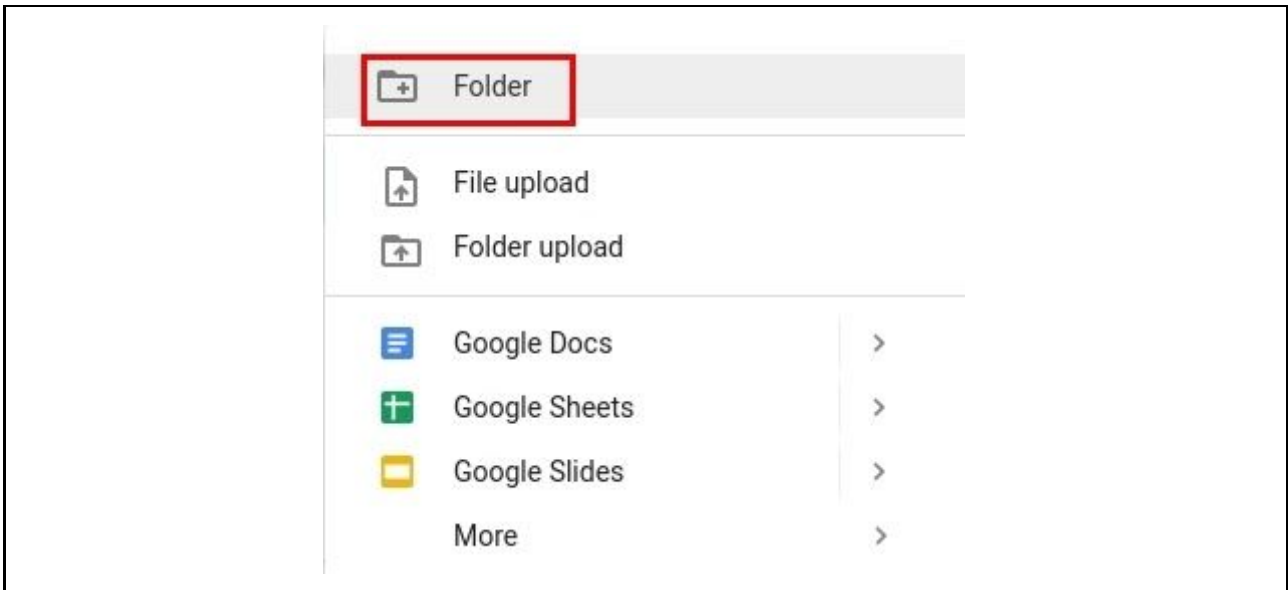
Google Docs' web address is <https://docs.google.com>. Try to use the Google Chrome browser to open and works with Google Docs. All the features of the Google Docs work well in Chrome browser. After logging in to the Google website, click on the Google Apps icon at the top right corner to see the Google Drive icon.



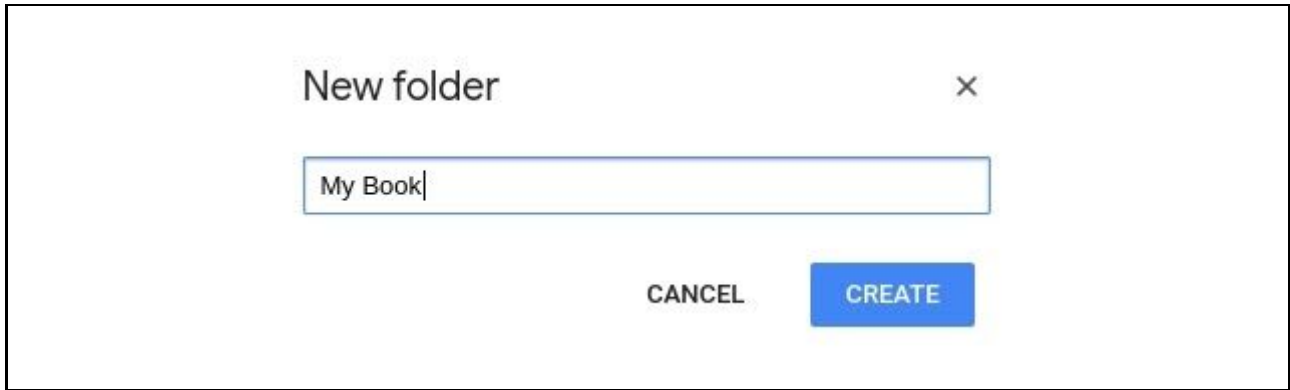
Press on the Drive icon to enter into the service.

Open a New Document

The first step is to create a folder to store everything related to book writing. Create a document within the folder. The folder helps you to organise documents and other items related to the book. Press the **New** button on Google Drive for creating a folder.

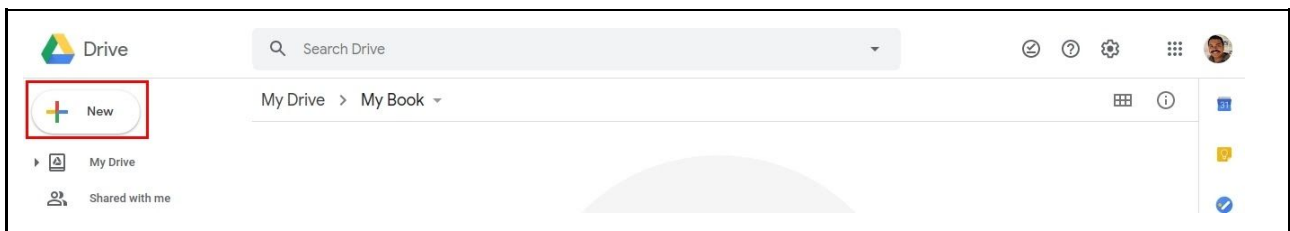


Give a name for the folder, e.g. My Book.

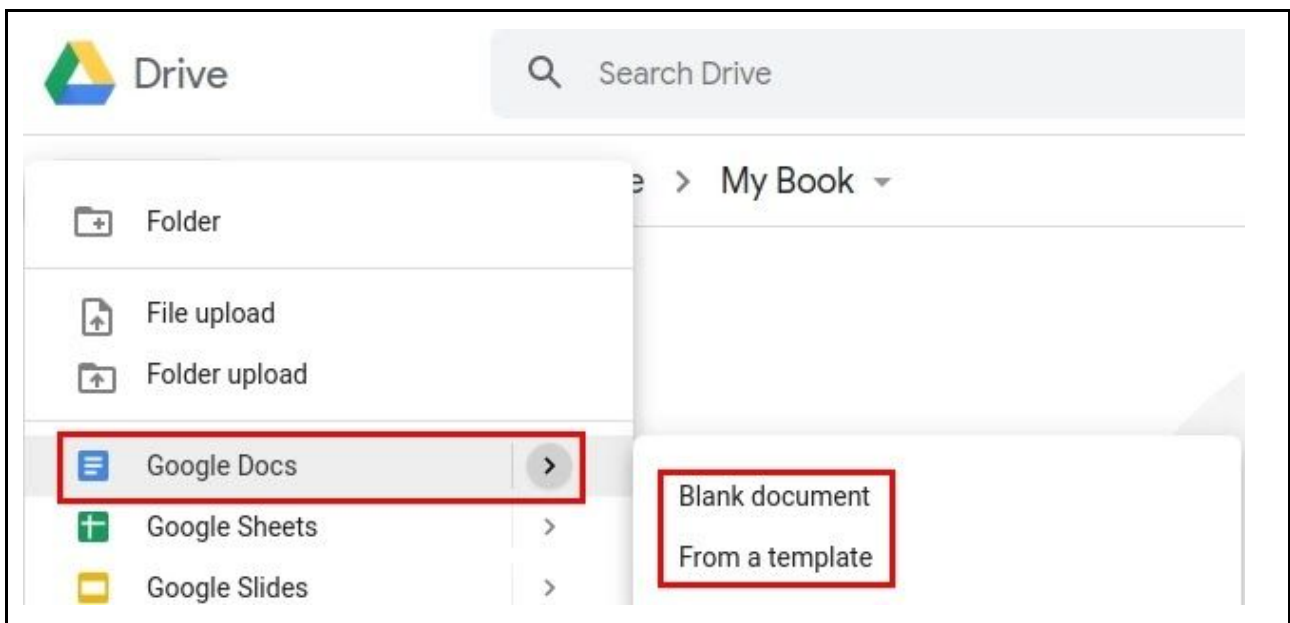


Enter the name inside the new folder created. Create a new document.

New > Google Docs > Blank document or From a template.



Home page of Google Drive

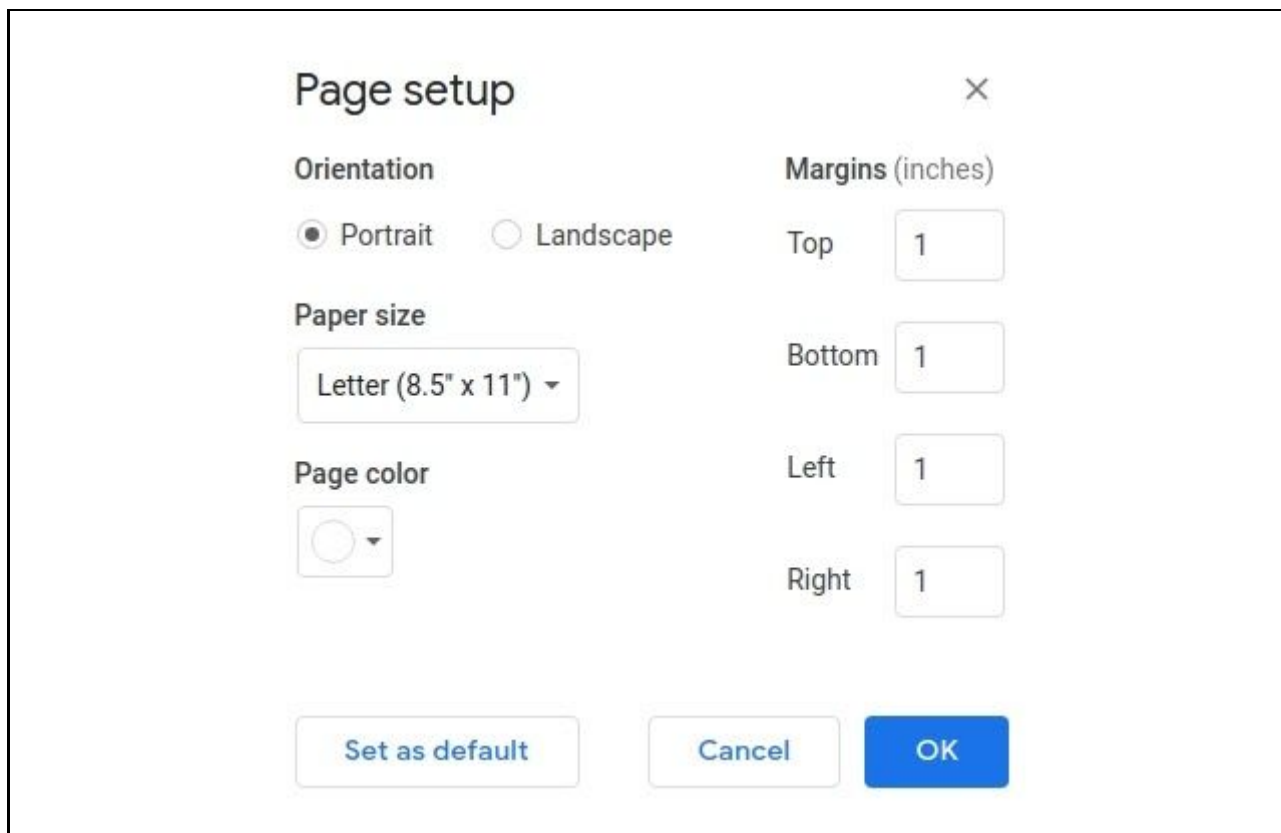


Create a blank document or select from a suitable template for the book.

Page Setup

From the **File** menu, select **Page Setup**. Choose a suitable paper from the array of paper sizes (A4, A3, Letter) and define the margins of the document. There is no default provision to

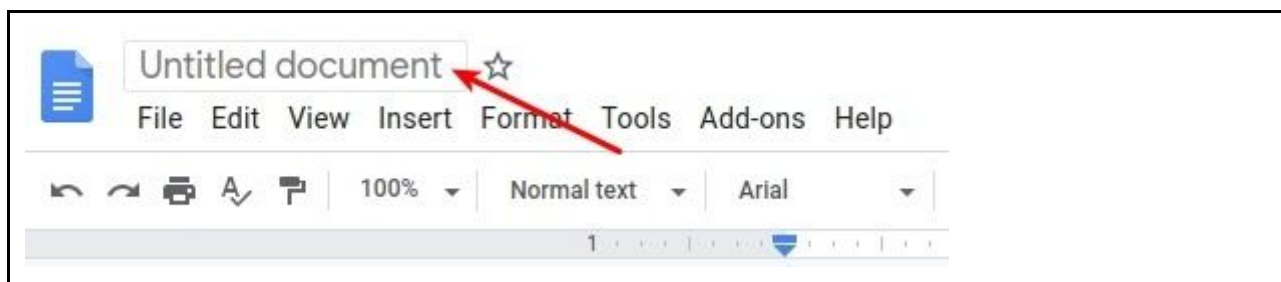
create documents with custom measures. Make use an add on, Page Sizer with Google Doc to customise the page dimensions. To install the Page Sizer, open **Add-ons > Get add-ons**.



Users can change the paper type at any time.

Give Name to Document

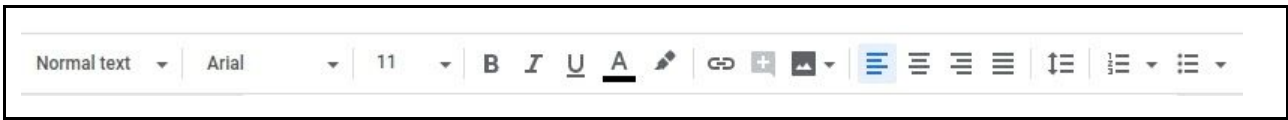
Enter the name of the document



Document Editing

Start adding the content after pressing the mouse inside the page. No need of pressing the save button after entering the content, as in the typical WordPress processing software. After typing each word, the content will automatically get saved into the document.

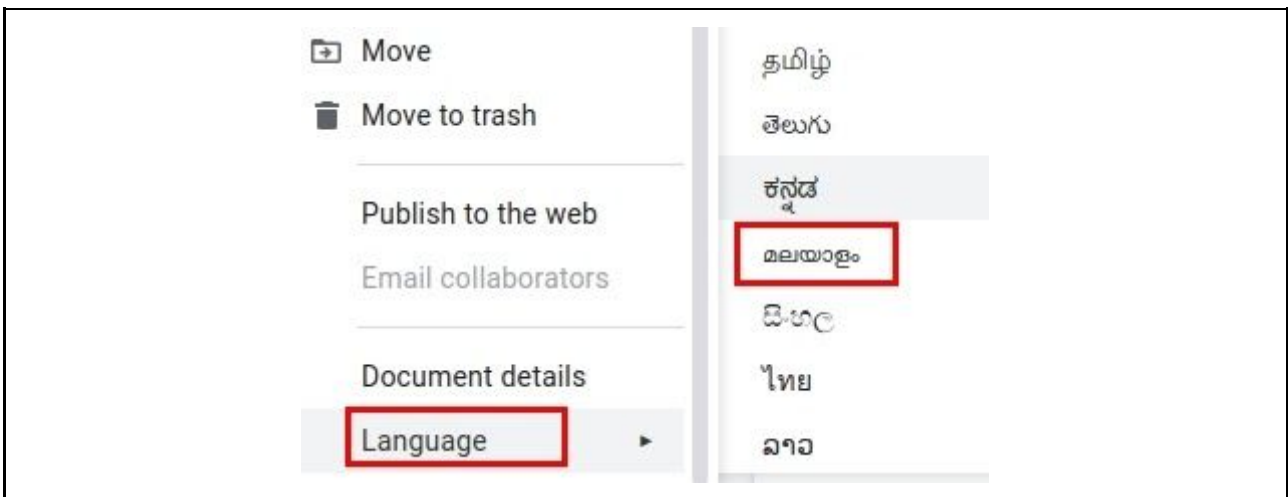
The toolbar of Google Docs contains options for making changes to the content. You can control styles, fonts, colour, links, alignment, bulletins, line space and indent from the toolbar.



Enter the Content in Regional Languages

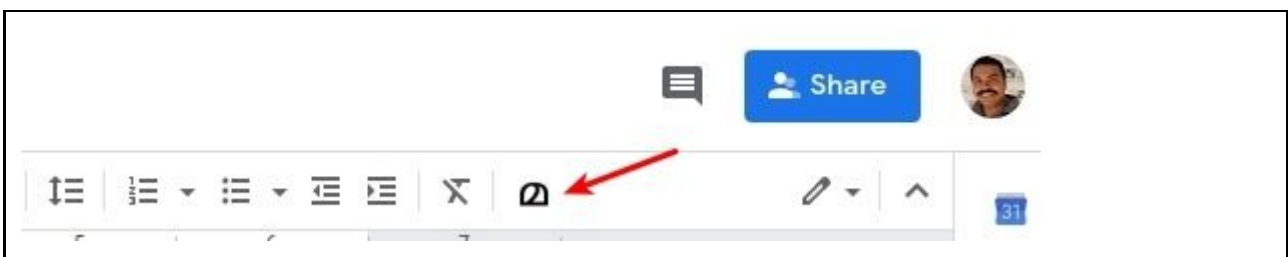
Google Doc has the facility to enter the contents in the prominent languages in India. Let us see the ways to prepare Google Doc to handle Malayalam. In the same way, users can also find and add other regional languages.

Find the Malayalam language from the menu, **File > Language**.



Setting Google Docs to Write Malayalam

The Malayalam icon appears on the toolbar.

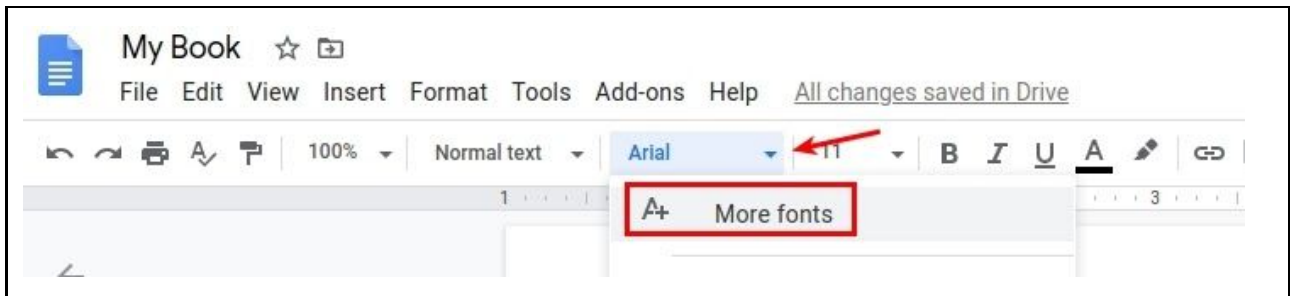


Click on the icon to display the Malayalam input methods (Phonetic and Inscript). Choose an input method from the list. Choose the Transliteration input method for those who are

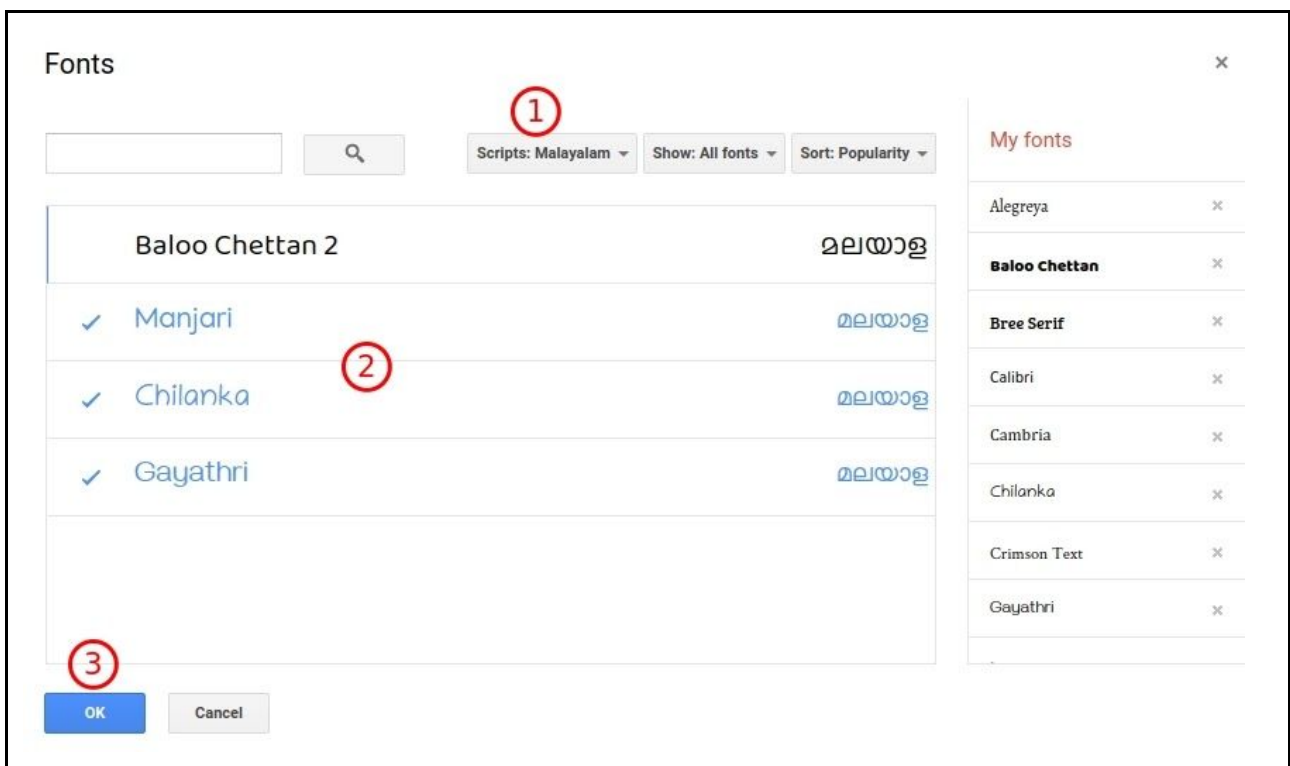
unfamiliar with the InScript method. Click on the Malayalam language button to start writing. Click again on the icon to go back to or switch back to English.

Select Malayalam Fonts

Google Docs offer Unicode fonts for typing in regional languages. Let us see how Malayalam fonts are added to Docs. Click the **Add More** button after entering into the list of fonts on the toolbar.



Click on **Scripts** and Malayalam. Choose all the Malayalam fonts from the list. Hope that Google will add more Malayalam fonts to the Google Docs in future.

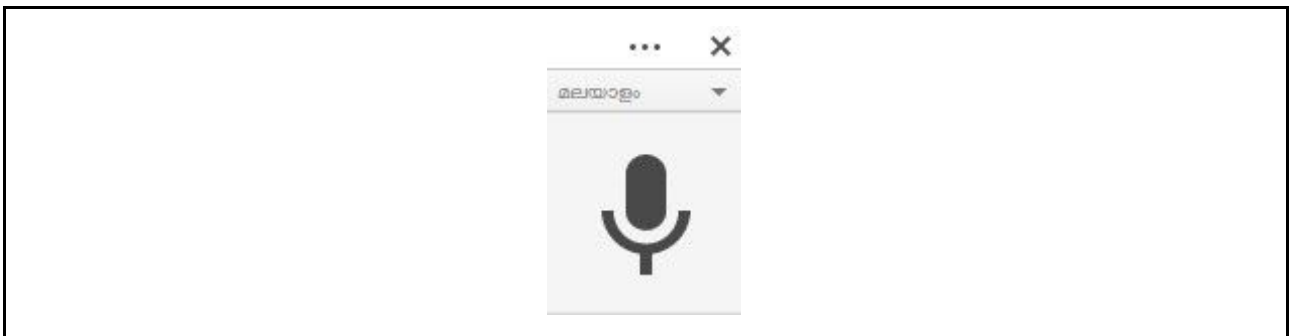


Selected Malayalam fonts will be displayed along with the fonts in the toolbar. Select the desired Malayalam font from the list, and enable the transliteration button and start to type.

Voice Typing

The author can enter the content into the document using voice to text method with Google Docs. Voice to text method is a convenient method for authors not flexible with a keyboard. Google will convert the voice in English or local languages to the corresponding text. Let us see methods to enable the voice to text.

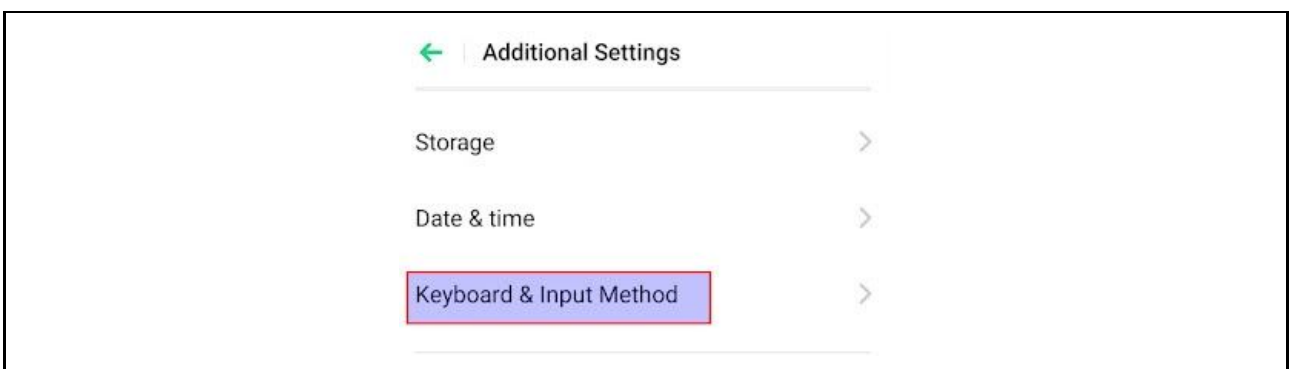
Connect the headphone with a mic to the computer. From the menu, **Tools > Voice Typing**. The sound recording menu will appear. Choose the spoken language.

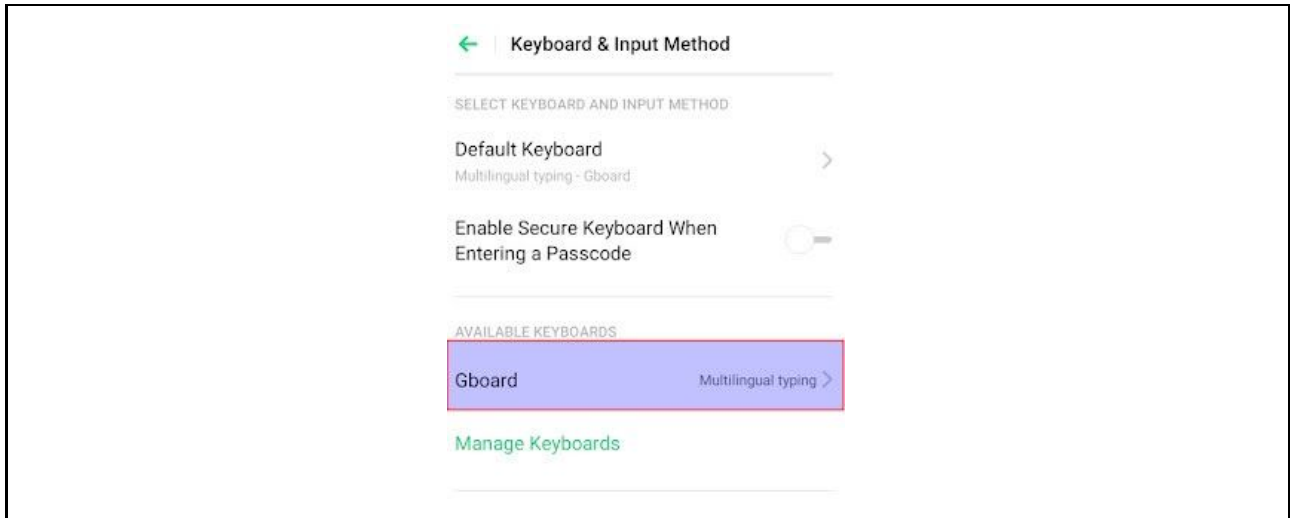


Start talking by pressing the mic icon. The content will start to enter real-time on Google Doc. One must speak with clarity, giving necessary intervals between words and phrases, while narrating the matter. Press the recording button once again to stop the voice to text input.

Voice to Text Input with Mobile

The content of the book can be entered with a mobile using a speech-to-text conversion tool. Install Google's keyboard app, **Gboard** from Play Store. Make Gboard the default keyboard from the mobile setting.





Add Malayalam to Gboard.



Select the **Malayalam** keyboard.

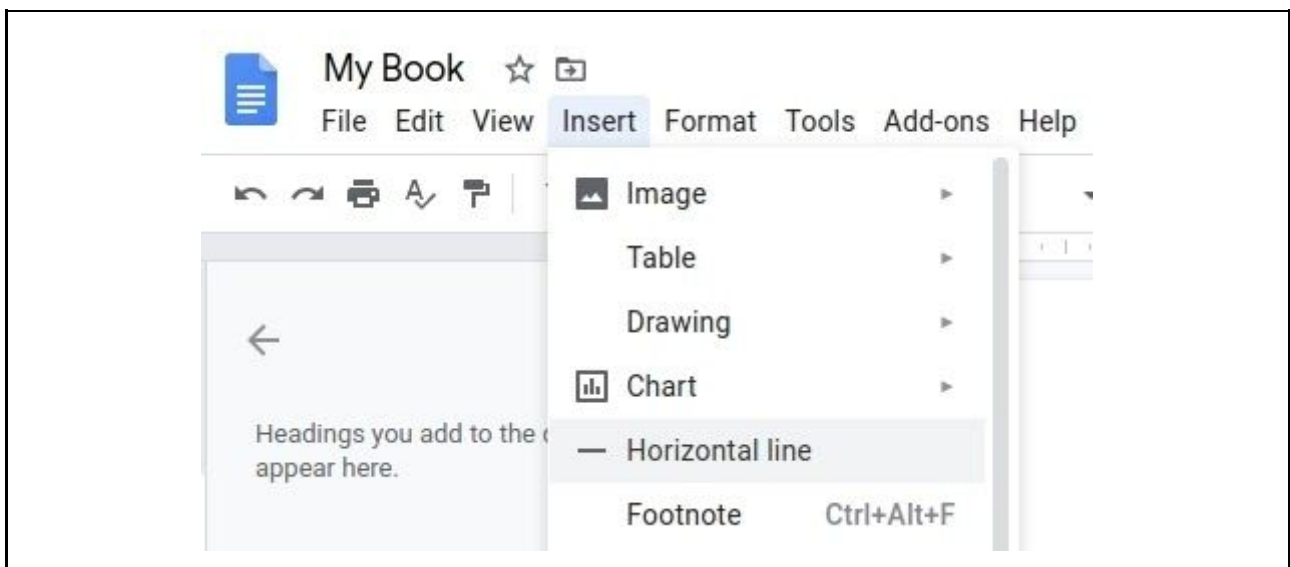


Unselect the first keyboard on the screen, select the **Handwriting** keyboard. Go back and open the keyboard, try to switch between English and Malayalam input.

There is a medium to enter and store the input from voice to text system. Select the **Google Keep** app for this purpose and install it from Google Play app. Google Keep is an app that helps to take and keep notes. Open Google Keep and start a new note file. Select the Malayalam Handwriting keyboard. Start talking by pressing the microphone icon at the top corner of the keyboard. The voice typing can be stopped by pressing the microphone button again. Open the browser on the computer and open **Keep** from Google Apps. Copy the content created through voice typing and paste it to the Google Docs.

Images, Tables, Footnotes

Images, tables, and footnotes can be managed from the **Insert** menu.

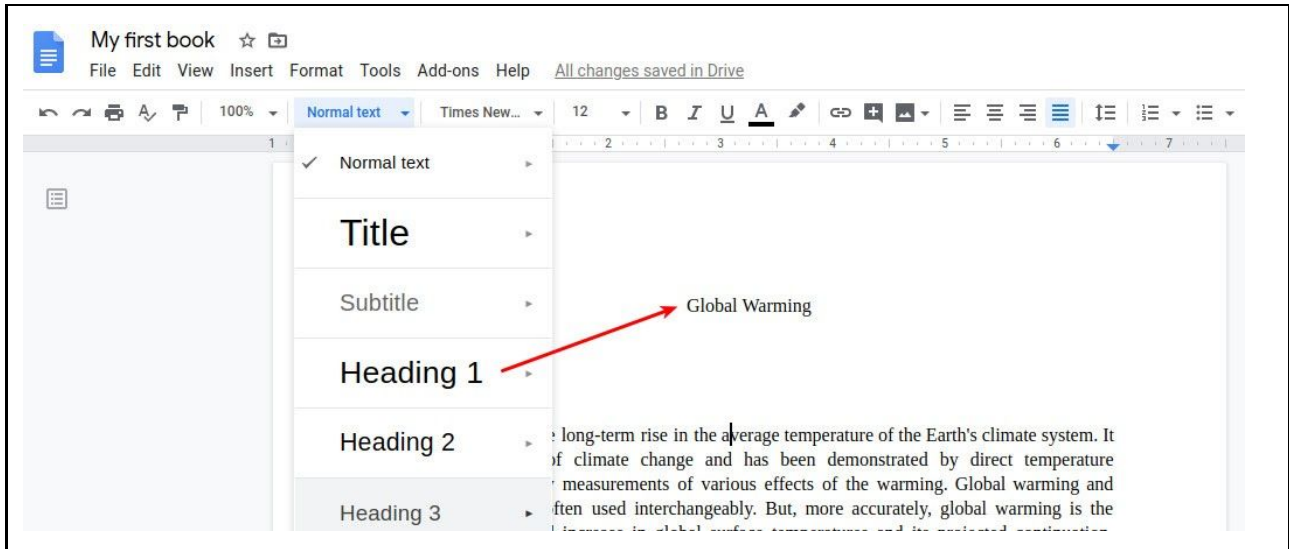


The PPI (Pixels Per Inch) of the images to be included in the book must be at least 300. The images displayed on the computer screen may look good, but it may not be clear when printing. An image editor like Photoshop or GIMP can be used to increase the PPI of images to 300.

GIMP is a Free image editing software. To change the PPI using GIMP, open the image using GIMP, choose the required option from the menu, **Image > Print Size**. Set **X** and **Y** resolution to **300**. Save it as another file using **File > Export as**.

Heading and Styles

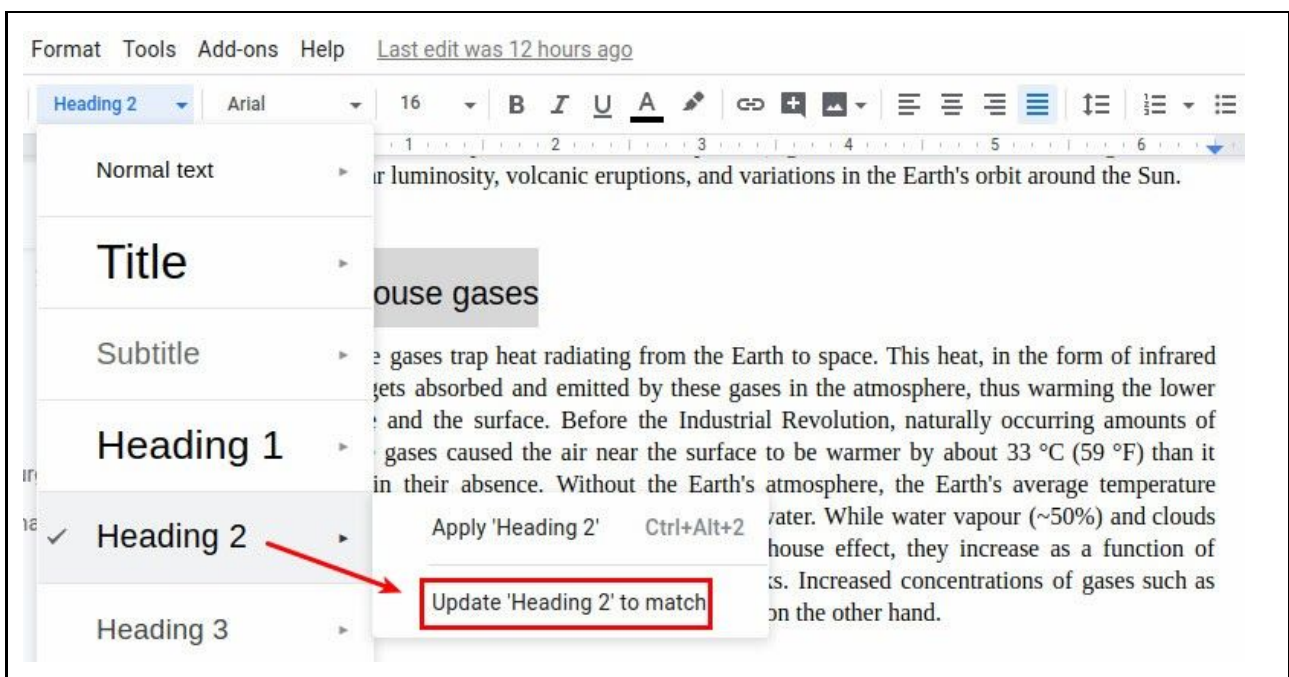
It is important to give different styles to each section of the book. Several different styles are available for Title, Subtitle and Headings 1-6. Apply appropriate styles for the various sections of the content. Then only the readers will be able to identify the different sections in the chapters by its significance. **Table of contents** facility with word processors functions based on the text styles.



Here, we can select a chapter title and then choose the heading style 1. Let us add the following heading to Heading 2.

Create Custom Styles

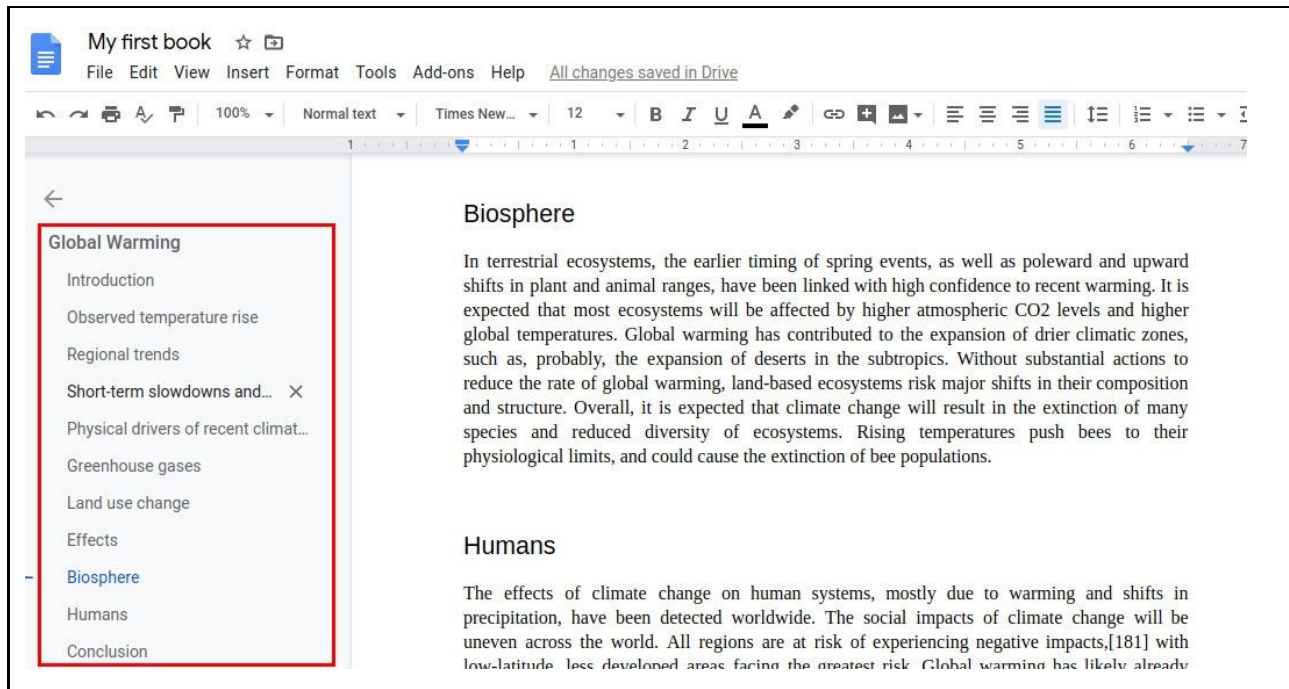
The author can give a custom style for the book. For this, the specifications (size, font, colour) for each heading are to be decided and then apply it for similar headings using a single click. From the toolbar, select **Style** and apply **Heading 2 > Update to Heading**.



By doing this, all the **Heading 2** can be formatted to the same style.

Document Outline

Document Outline is useful to get the content overview from the headings list. For this, select the menu, **View > Show document outline**. The Outline will appear on the left side of the document.



Document outline

Page Break

Page Break is used to start a new page. Place the mouse pointer on the bottom of the page, and choose Menu, **Insert > Break > Page Break**. It will create a new page.

Page Number

While adding page numbers to a book, care must be taken to avoid the preliminary pages like cover, title, preface, and table of contents.

Apply a section break on the previous page of the table of contents using **Insert > Break > Section break (Continuous)**.

To put page numbers, use **Insert > Page numbers > More options**

See the below box to configure the page number settings.

Page numbers ×

Apply to

This section (Section 2) ▾

Position

Header Footer

Show on first page

Numbering

Start at

Continue from previous section

Press the **Apply** button to insert the page numbers from the first chapter.

1

Global Warming|

Introduction

Global warming is the long-term rise in the average temperature of the Earth's climate system. It is a major aspect of climate change and has been demonstrated by direct temperature

Page numbers can be placed on the various sections (Header or Footer) on the page.

The page number can be aligned to the left, right or centre.

Table of Contents

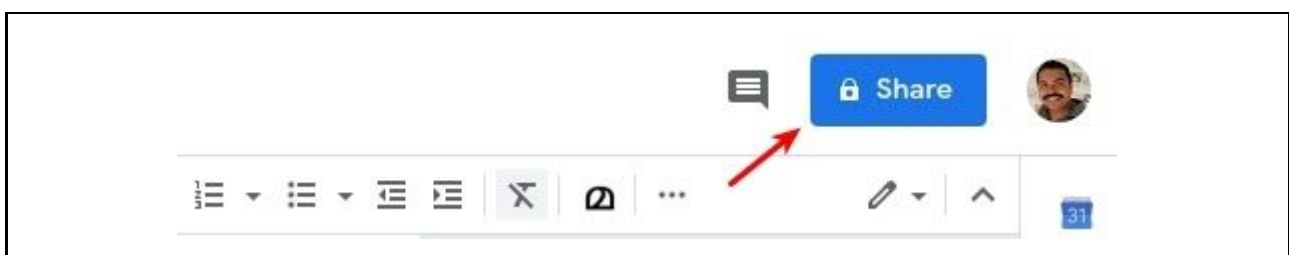
Table of contents is the vital part of a book, that helps the readers to navigate through the book. Table of contents is a part of the preliminary pages of the book. Press the mouse pointer on the page you wish to place the table of contents. From the menu, take **Insert > Table of Contents**. There are two types of contents, with page numbers and also with links. Any changes made in the headings inside the book, need to be refreshed to the table of contents. To add the new updates, click the refresh button at the top of the table of contents to update it.

ഉള്ളടക്കം		
	ഉബുണ്ടു ലിനക്സ് ഉടെവം	1
	ആമുഖം	1
	ലിനക്സിന്റെ പിറവി	1
	ലിനക്സ് ഓപ്പറേറ്റിംഗ് സിസ്റ്റത്തിന്റെ നിർമ്മാണം	2
	ഉബുണ്ടു ലിനക്സ്	2
	ഉബുണ്ടു പതിപ്പുകൾ	3
	ഉപസംഹാരം	4
	അധിക വായനക്കുള്ള വിഭവങ്ങൾ	4

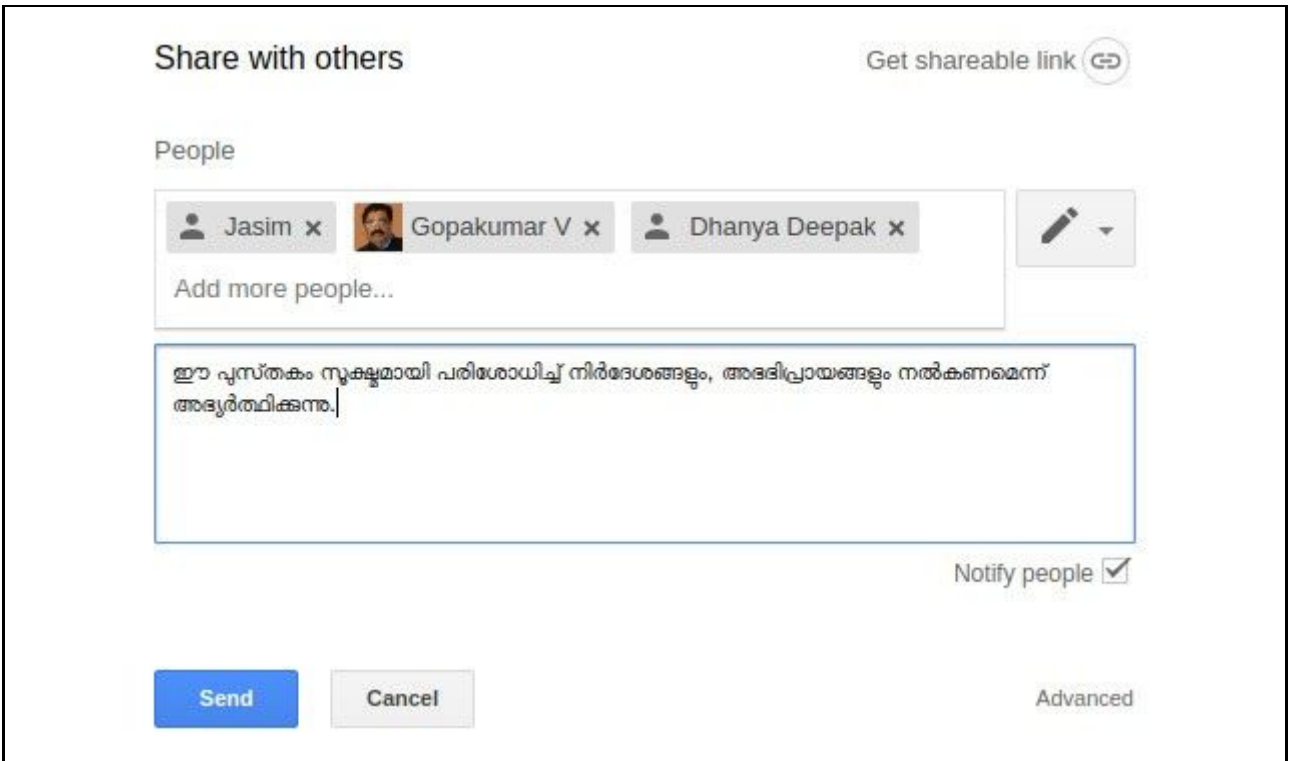
Option to refresh the table of contents.

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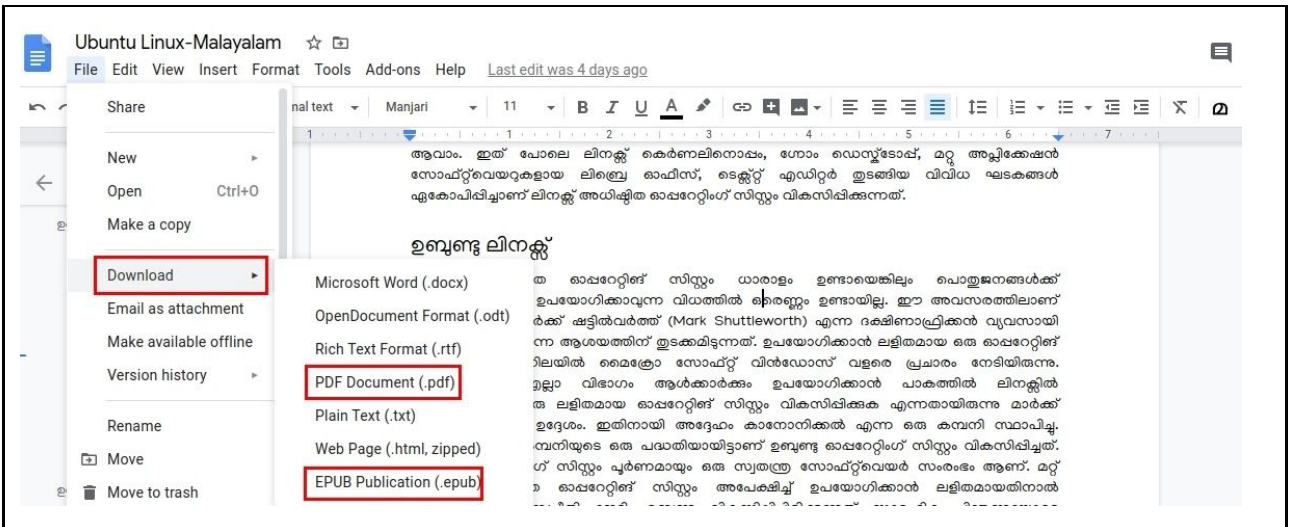
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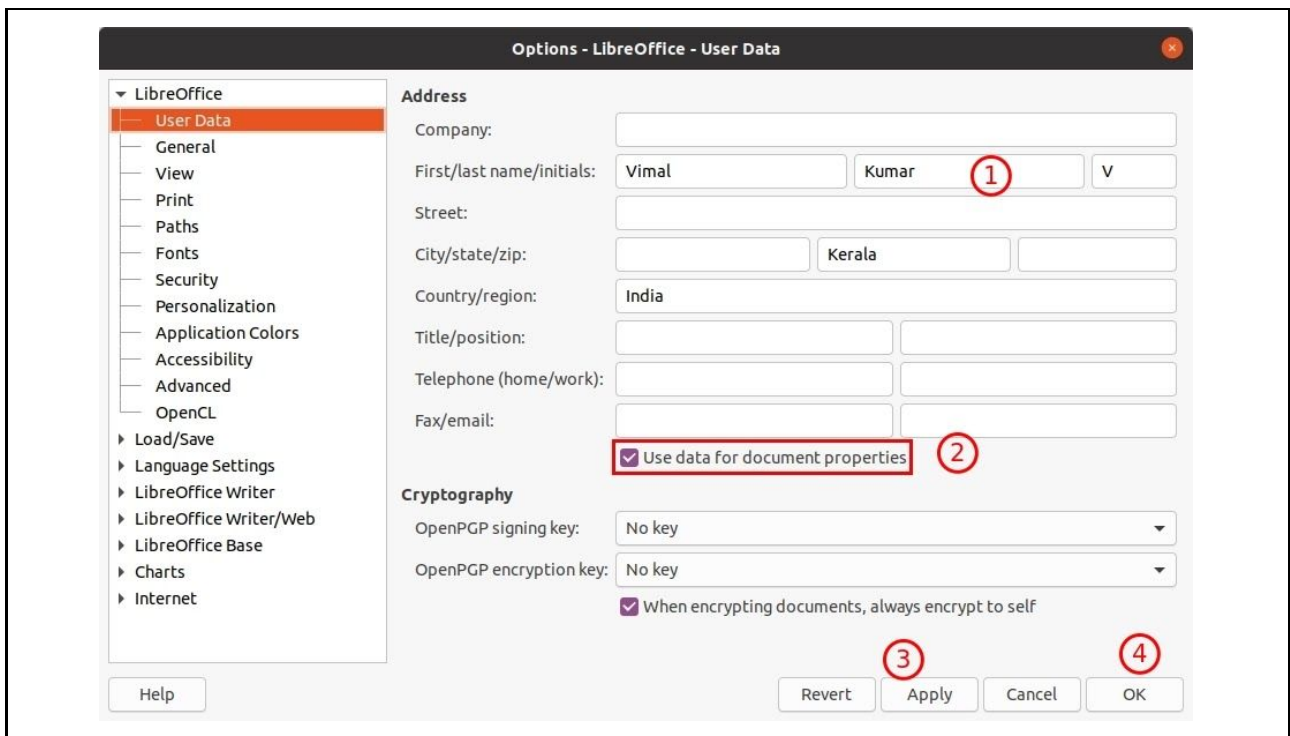
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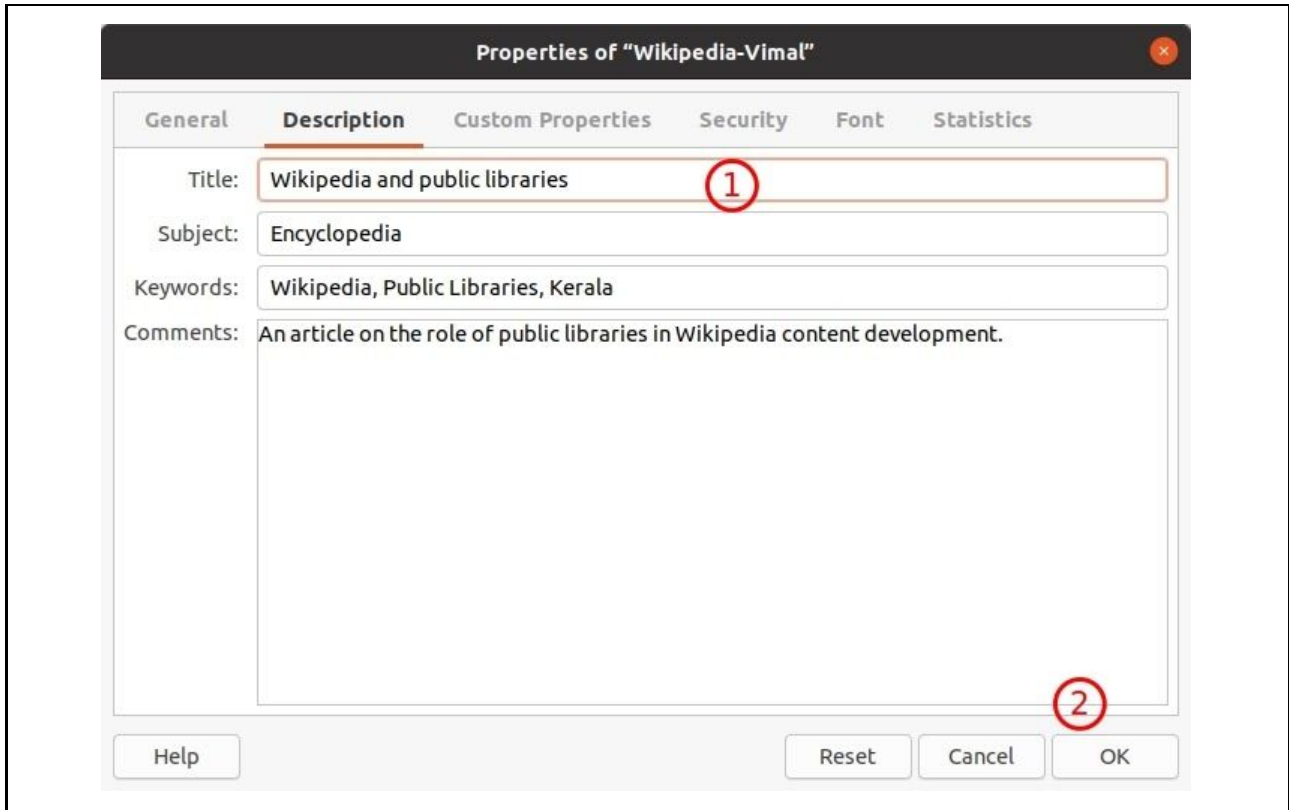
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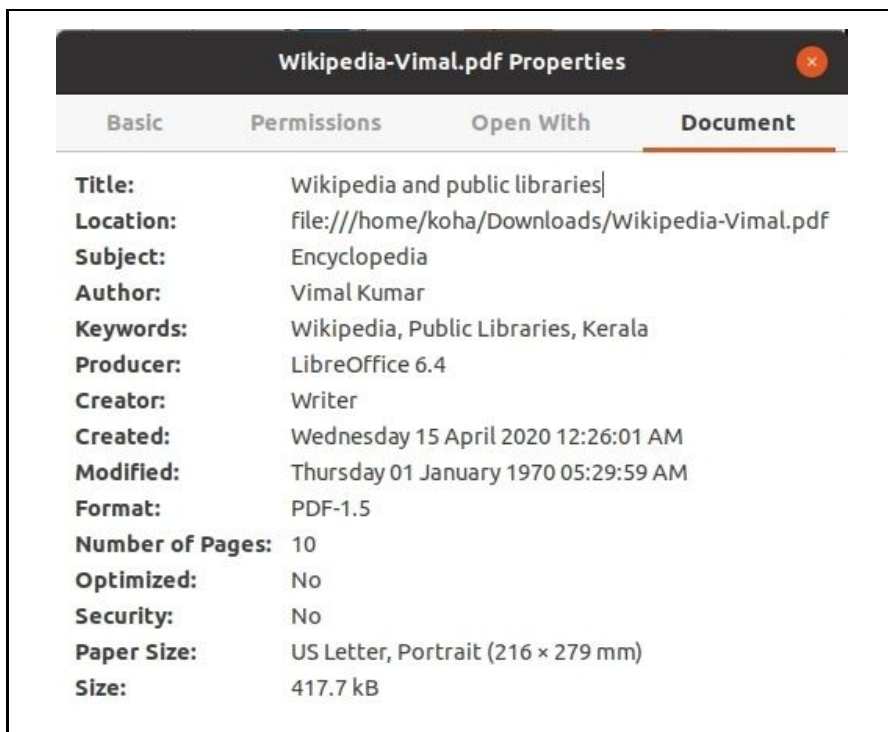
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Find, **File > Properties > Description**



Enter the information regarding the book. Save the document as PDF or EPUB, **File > Export As > Export as PDF**.

Apply Right mouse click on the PDF file and select **Properties** to see the metadata details.



Metadata with PDF file.

Conclusion

Design and layout of the book decide the readability of books. Word processing of the book by the author himself will reduce the cost of book publishing. Google Drive is an ideal tool for preparing everything from manuscript to final book format.

References

What is the difference between DPI, PPI, resolution and image size?

<https://medium.com/@onlinelogomaker/what-is-the-difference-between-dpi-ppi-resolution-and-image-size-b42328e7ed22>

How to Change Image Resolution Using GIMP

<https://guides.lib.umich.edu/c.php?g=282942&p=1888164>

Prepare Book for Publishing

Introduction

The manuscript is to be prepared by completing the processes of editing, proofreading, layout, designing, and obtaining ISBN (International Standard Book Number). The works at this stage determine the layout and beauty of the book. The layout and design of the book can also be accomplished with the help of professionals. This chapter describes the steps for preparing the manuscript for the publication of the book.

Review Process

Editing and proofreading processes are to be done after preparing the final draft. The author himself should conduct a preliminary examination to make sure that all sections of the document are complete. If the content is in English, make use of services like Grammarly (<https://www.grammarly.com>) to find the spelling mistakes and check the grammar. Installing Grammarly's browser app can easily help to detect and fix grammatical errors in writing. If it is a non-fiction book, it should be given for a thorough review of people who are specialized in the subject. Selecting busy people for the review process will lead to a delay in the whole project. If the book is on popular science in nature, it will be good to pick a few people who are not familiar with the subject to read. The author can collect feedback from them to know whether the presentation is simple and easy to digest.

Design and Layout of the Book

Various factors that determine the design of the book and the content is finalized at this stage. The margins (top, bottom, right and left) of the book should not be too narrow or wide. Dimensions followed by self-publishing services can be found on their website. Authors can download word processing document templates for manuscript preparation. You have to decide font, size and colour to use in different sections. Choose fonts that give readability, along with beauty. Font size should not be too big or too small. The standard font size can be from 9 to 11. Some fonts look different on paper and on computer screens. Choose fonts suitable for both screen view and print. Text Alignment (Left, Right, Center) selection is also essential. The heading styles for each section should be specified. Footnotes can be added to explain ideas, phrases, and acronyms to the readers who do not understand. If the author is not able to do the layout process alone, professional help can be sought from the self-publishing agencies or from the experts in your area.

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Title: Pusthakangal swayam prasadheekarikkaam (Malayalam)

Author: Vimal Kumar V.

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Conclusion

The layout of the book and the cover page are the crucial factors that enhance the book's appeal. The structure of the book should be prepared based on the genre and the format of the book. Structural changes occur while preparing the layout of the book in print and e-book formats.

References

Making Your Book Look Professional

https://pothi.com/professional_book

Formatting Your Book in MS Word

<https://pothi.com/formatmsword>

Tips for formatting the interior of your book

<https://pothi.com/blog/2009/12/09/tips-for-formatting-the-interior-of-your-book>

The 10 best Google Fonts for print, web and mobile

<https://www.creativebloq.com/typography/10-best-google-fonts-print-web-and-mobile-11135171>

Paperback Manuscript Templates

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Where to Publish

Introduction

There are many platforms for authors who want to self-publish a book. The author can decide whether to sell the book or to publish freely. There are many services and places available on the Internet to help the authors to self-publish their books. In this chapter, we discuss the various ways to publish books free of cost and also how to sell books online.

Self-publishing Method

Once the final draft of the book in PDF or e-pub format is ready, the author can make arrangements to make available the copies to the readers. In this section, we discuss the ways to make the book available to the public by uploading it in a public place. The book can be uploaded at the following online platforms for universal access.

Websites and Blogs

The book can be uploaded on the author's website or blog. Tools to collect the download details are available with websites and blogs based on Content Management Systems (e.g. WordPress). Details of the readers, the number of downloads, and the geographic location of readers can also be gathered by the author. The website/blog can also be set up to collect comments on the book. The authors who do not have a website/blog can create one using any popular blogging platforms like Wordpress, Blogger (<https://www.blogger.com/>) services.

Academic Social Networks

Academic social networks such as ResearchGate (<https://www.researchgate.net>) and Academia(<https://www.academia.edu>) are the best places to showcase the book. Authors can gather download and citation information on the book from academic social networks.

Digital Library/Repository

Authors can choose digital libraries or institutional repositories to upload the book. Often educational and research institutions maintain Digital Libraries and Institutional Repositories. The institution where the author is working may have a digital library, and he can upload the book there for public access. Authors can choose a public digital library for global availability of the book. For example, the Internet Archive (<https://archive.org>) is the largest and best

digital library in the world. Here, everyone can upload files. You can make the book visible to the public by uploading it to the Internet Archive.

Self-publishing Services

Some online services help authors to self-publish and sell their books. Such agencies provide online publishing services from preparing manuscripts to the selling of books. They assist to publish and showcase books on the self-publishing agencies' websites or any other online shopping sites. There are two main types of self-publishing services. The first type helps authors to publish it as an e-book. The second one helps to print and sell copies of the book on behalf of the author. One of the most attractive self-publishing services is the Print on Demand service. The specific copy of the book will be printed only when the customer places an order for the purchase. Unlike the offset printing machine, a different machine is used for the print-on-demand service. There is no need to print more copies in advance, hence the writer has no need to bear the printing cost at the initial stage. Self-publishing agencies usually give 35% to 70% of the royalty to authors.

Publishing with Self-publishing Services

The writer has to choose the desired self-publishing service website and create an account. The details to be included while preparing the manuscript for the publication may be given on the website. The author must carefully follow the instructions to prepare the layout of the book (paper size, font, styles and pictures) as stated by the self-publishing services. Download and make use of the manuscript and cover design templates available at self-publishing agency websites. The cover page can be designed by the author or with the help of cover designing tools available with the agency's website.

The manuscript is then uploaded to the website of the self-publishing service agency. The details of the book, how the work should be made available (e-book, print, print on demand) etc need to be shared with the service. The agency gives confirmation after confirming that the uploaded file is matching with the specifications given on their website. The self-publishing agency showcase the book on the website for sale. The author needs to give publicity for the book as per his own capacity. The author can log on to the website for details on book sales. The money is deposited to the author's bank account without any delay soon after a sale.

Self-publishing Services in India

Self-publishing is gaining popularity in India also. For comparison, India's best self-publishing agencies can be obtained through a Google search. Each agency's website and its publishing services, methods, royalty and expenses can be compared. Some of the major self-publishing agencies in India are mentioned below.

Kindle Direct Publishing

Amazon (<https://www.amazon.com/>) is a global leader in the online book distribution. Kindle Direct Publishing (KDP) is Amazon's self-publishing venture. Authors can publish books and can be sell in all countries where Amazon presence. Amazon provides both e-book and print-on-demand services. Currently, the e-book service in India is available only in English, Hindi, Tamil, Malayalam, Marathi and Gujarati languages. Print on Demand service is not available in India now. The Indian authors can sell the book through Amazon in other countries where print-on-demand is available.

Amazon KDP website offers Very detailed instructions for authors about all stages of publishing processes. Templates of manuscripts and covers also made available for the convenience of the authors and publishers. Amazon KDP gives a free ISBN to paperback books and no need to procure an ISBN in advance. URL of Amazon KDP: <https://kdp.amazon.com>

Pothi

Pothi is a leading Indian self-publishing service. They offer e-books, print and print-on-demand services. Books in all Indian languages can be published through Pothi. Printing cost and royalty calculators available for authors at the home page. Word processing templates for manuscript preparation available for download at the website. An easy to use cover design tool also made available for customers.

Authors can upload the book and order for print personal copies without making it public. This service is convenient for printing a few copies of the books without much investment. The Quick Print is another service from Pothi.com, anybody can upload a pdf version of a book (even copyrighted) and make printed copies. The printed document can use for personal use and study as per *Fair Use* of copyright law.

Authors can showcase their books on the Pothi website and other leading online shopping websites like Flipkart and Amazon. URL: <https://pothi.com>

Notion Press

Notion Press is a Chennai-based self-publishing services provider. They offer self-publishing services in various packages. Print-on-demand service is also available. If authors can manage the manuscript preparation and cover design alone, the zero-cost publishing is possible with Notion Press. They showcase a book on the Amazon website and the Notion Press website under the free package. Authors can choose the premium packages to seek professional services such as book editing, design, marketing and promotional activities. Currently, they

receive publishing services in English, Tamil and Hindi languages. Home page URL: <https://notionpress.com>

Partridge

Partridge is the self-publishing division of Penguin Books. Home page URL: <https://www.partridgepublishing.com/india>.

Hybrid Method

In this way, the book is printed locally and then published through online shopping sites. Authors can approach the local press to prepare and print the book. When the book is ready, it can be sold through major online bookselling sites like Amazon. For this, the first step is to open a seller account on the Amazon website. Amazon sellers need to log in from this website, <https://sellercentral.amazon.in>. Books are exempted from the GST, so anyone can sell books directly on Amazon without tax registration. Upload the details of the book into the Amazon website. After receiving the order, either directly send the book to the customers or make use of Amazon delivery service. On receiving the orders, the Amazon representative will collect the book, wrap it up and ship to the customers. Amazon will deduct the service charge and packaging cost from the book price and deposit the money into the bank account of the author within seven days. Those who are not ready to publish through self-publishing agencies may try the mixed publishing method.

Publicity of self-published Books

Targeted readers should get information regarding the publication of the book. The book's features, abstracts and cover page can be disseminated through social media to inform the readers in your circle. A separate website and Facebook page can be prepared for the book. Search engine optimization is necessary to access book details by search engines like Google. Give maximum information regarding the book on the publisher website with appropriate keywords. Information about the work can be posted in the WhatsApp groups along with the online link. Print copies of the book can be sent to leading libraries as part of the promotion. An e-book copy of the book can be sent to the digital library of the leading institutions.

Conclusion

The author is solely responsible for the self-publishing. The author must initiate the campaign to reach out to the readers of the book. Familiarity with the various Internet services and expertise in social media will help the author in marketing the book.

References

Printing on demand set to aid new authors, publishers

<https://timesofindia.indiatimes.com/business/india-business/Printing-on-demand-set-to-aid-new-authors-publishers/articleshow/51329814.cms>

Uploading to Internet Archive - A Basic Guide

<https://help.archive.org/hc/en-us/articles/360002360111-Uploading-A-Basic-Guide>

What is the difference between DPI, PPI, resolution and image size?

<https://medium.com/@onlinelogomaker/what-is-the-difference-between-dpi-ppi-resolution-and-image-size-b42328e7ed22>