

A HOW-TO GUIDE ON

Self-Publishing Your First Children's Book



Enya Krieg
@enyakrieg

Self-Publishing & Printing
Your Children's Book To Sell

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INTRODUCTION

Hello, I'm your guide, Enya Krieg.

In 2021, I went on a wild goose chase looking for a specific type of book for my toddler. I couldn't find it so I decided to write it myself. I had heard of self-publishing before but I was so intimidated by the slew of information online. It took me a while to figure out but gosh darn it... I DID IT and now I have two self-published books (one of which was a finalist in an Indie Awards competition) and 2 more coming!

I have helped many others in their self-publishing journeys so I thought, why not create a clean and concise guide explaining how I did it?

Well! Here you are.



I am going to make this guide as CLEAN and CONCISE as possible. Take it all ONE STEP AT A TIME.

Please do not share this guide with others but feel free to direct them to the site!

enya krieg

PS This is not a guide for Amazon KDP.

CHAPTER I

First Things First

THE DIFFERENT TYPES OF CHILDREN'S BOOKS

Homework: head to the children's section of a book store. See how many different types of books you can find and lay them out next to each other.

You will likely find:

- A board book
- A hardcover book
- A paperback book
- A book with special features & widgets such as textures or mirrors
- A pop-up book
- A book that has electronic features
- A squishy hardcover book

The list goes on and on.....

In addition, you will find books in a huge variety of sizes.

So **STEP 1** of your process is to decide on the TYPE of book you'd like and the SIZE book you'd like (you can customize this to your heart's desire).

PAGE COUNT MATTERS

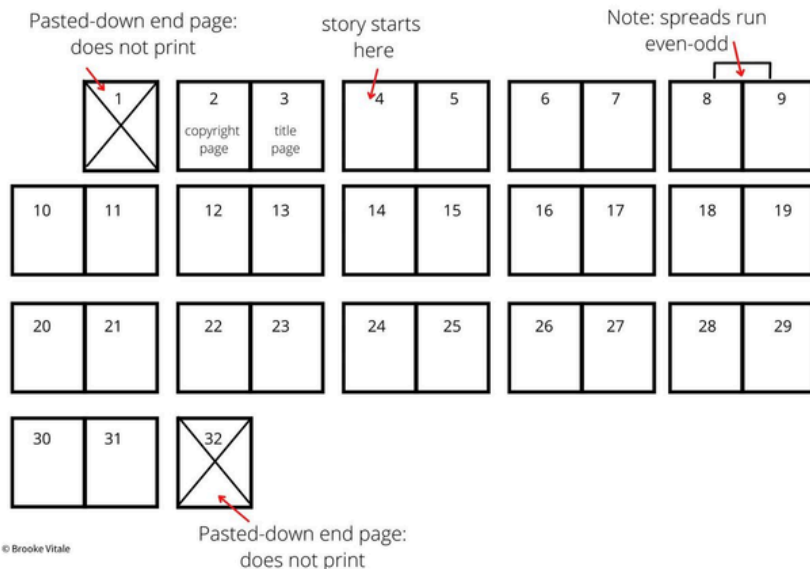
When talking about a book's number of pages, it will be talked about in terms of *spreads*. A spread is a set of pages viewed together (so when you open a book, both pages that you see is called a spread). This can be kind of confusing but the manufacturer will tell you if your book need another page.

A book has to have a certain number of spreads to be printed for binding reasons. You will have a COVER spread and an INTERIOR spread.

You will have an even number of pages so **Step 2** is to get a rough idea of how long or short your book will be.



32 page picture book template: self-ended book



CHAPTER II

Your Words, Your Story

PUT IT DOWN ON PAPER

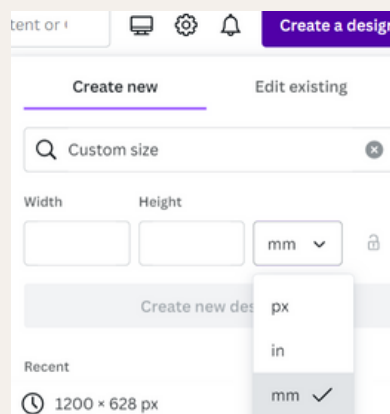
STEP 3 may seem obvious, but you'd be surprised by how your story changes when you see it in front of you.

Type out your story and put the words on the specific pages (how you would imagine it printed). Print the pages. Lay them out on a table. AND READ THE STORY OUT LOUD.

Part of the creative process is going through many different drafts and versions. Read the story to someone else and ask them if it makes sense.

Once your story is finalized, head over to www.Canva.com and create an account if you need to. **Step 4** is laying out your story in electronic format.:

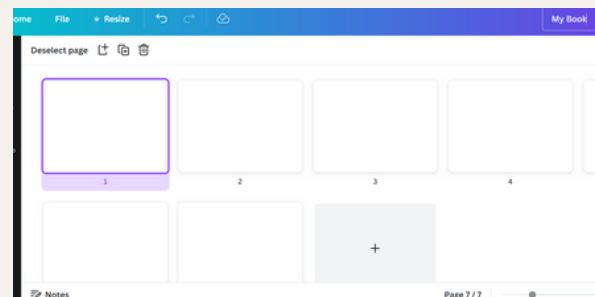
- In the top right corner, click "Create a Design"
- Click "Custom Size"
- Put your measurements in "mm" since these are the units in which you will be communicating with your manufacturer.



Now, this part is tricky. We will do a ROUGH measurement here because you will be getting your book professionally formatted later (so it does not need to be exact).

Remember to account for the SPREAD measurement (you're measuring TWO pages together). Don't worry about the spine.

Add your desired number of spreads and start putting in your words. Make the first spread your cover spread and the rest of it will be your interior spreads. It will look something like this:



Once you're happy with your story, have someone you trust read over it to check for grammar mistakes.

CHAPTER III

Illustrations Made Easy

YOU DON'T HAVE TO BE AN ARTIST

Some people will tell you to simply take clip-art or images from Canva to do your own illustrations.

I personally think this looks unprofessional and cheap.

Step 5 is to **INVEST** in an illustrator who inspires you.

Head on over to www.Upwork.com and post a job titled "seeking illustrator for children's book." In the project description, note that you will own the copyrights to their illustrations but that they will be noted as illustrator on the cover of the book. Pay a FLAT RATE and open the job up to people both in the United States and outside of the United States. An appropriate fee ranges anywhere from \$300-\$1000 depending on what you're looking for.

Within 2 days, pick someone and send them over your story so that they can start working.



PRO TIP: ask for a file containing approximately 10 images in vector format. These images can be used to enhance the design and visual appeal of your book or author website, adding a creative and professional touch. Not to mention, they'd be great for your business cards or marketing stickers!

1

log

Post a Job

2

What would you like to do?

☒ Create a new job post

①

Short term or part time work

📅

Longer term work

☐ Edit an existing draft

☐ Reuse a previous job post

3

Write a title for your job post

Seeking Children's Book Illustrator

We'll match you with candidates that specialize in

Job category

☐ Cartoons & Comics

☒ Illustration

☐ Graphic Design

4

Medium

Well-defined projects (ex. design business rebrand packages, logos, icons))

1 to 3 months

Intermediate level

Opportunity as contract only

5

only

Talent in the United States can submit proposals



Worldwide

Talent in any location can submit proposals

country preferences (optional)

CHAPTER IV

Everything Is Coming Together



THE MOST EXCITING PART

Once you've received your illustrations (in VECTOR format) and you are happy with them, go ahead and end the Upwork contract (please give your amazing illustrator a bonus! I also have it in my contracts that I will mail them X amount of books as a gift once they're printed).

Move on over to Canva again where you will be dragging and dropping in your illustrations and placing them in a way that makes you happy. This is **Step 6**.



IBSN/BARCODE

I initially thought this was going to be the most complicated step but it is easily the SIMPLEST.

Decide how much you'd like to sell your book for and then, (**Step 7**), head on over to MyIdentifiers.com (there are cheaper alternatives but DON'T DO IT. I've heard horror stories of barcodes getting mixed up in systems. Just do it the right way the first time).

Create an account and buy a barcode (put yourself or an LLC of yours as the publisher). It really is that simple. Once you decide on your price, that's it. You will have to buy another one if you change your price. Download that barcode and slap it onto the back of your book in Canva.



PRO TIP: if you plan on selling your book on Amazon, DON'T put your website anywhere on your book. Amazon doesn't want to drive attention away from their site and you could get in trouble.



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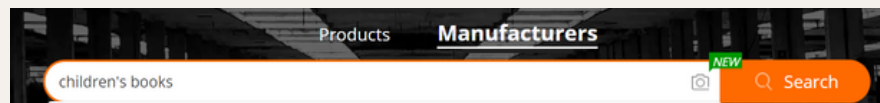


CHAPTER V

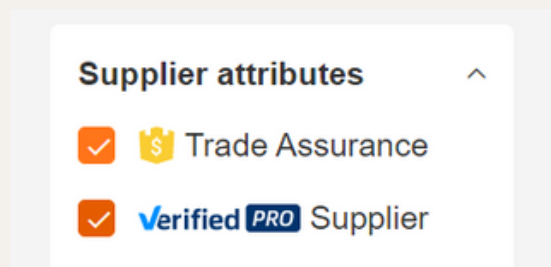
Printing I

THE U.S. IS EXPENSIVE

Don't hate me, but unfortunately, I cannot afford to get my books printed in the U.S.. There are exceptional manufacturers overseas who will take great care of you. Head over to Alibaba.com and create an account. You will be looking for Manufacturers who print children's books (**Step 8**):

1

Once you hit search, don't forget to check mark "Trade Assurance" and "Verified Supplier" on the left side of the screen. This narrows down your list to only the most qualified manufacturers. As you will see, there are MANY.

2

I want you to find AT LEAST 5 manufacturers to chat with. Tell them:

- What type of children's book you want
- What size your book is
- What city/state you would want it delivered to (I do delivery by freight aka boat because it is significantly less expensive than by plane.)
- How many spreads your book has (including your cover spread)
- How many you would like to order (I recommend ordering the lowest number possible for your first order but some manufacturers have an MOQ aka Minimum Order Quantity that you would have to abide by)
- Also let them know that you will be ordering a sample to check the quality

Ask them what each book would cost per unit. It is ok to negotiate. Keep your conversations on the Alibaba platform for the benefit of Trade Assurance. **Step 9**: choose a manufacturer.

CHAPTER V (CONTINUED)

Printing II

FORMATTING

Once you have decided on a manufacturer, I want you to ask for:

- Cover spread formatting guide
- Interior spreads formatting guide

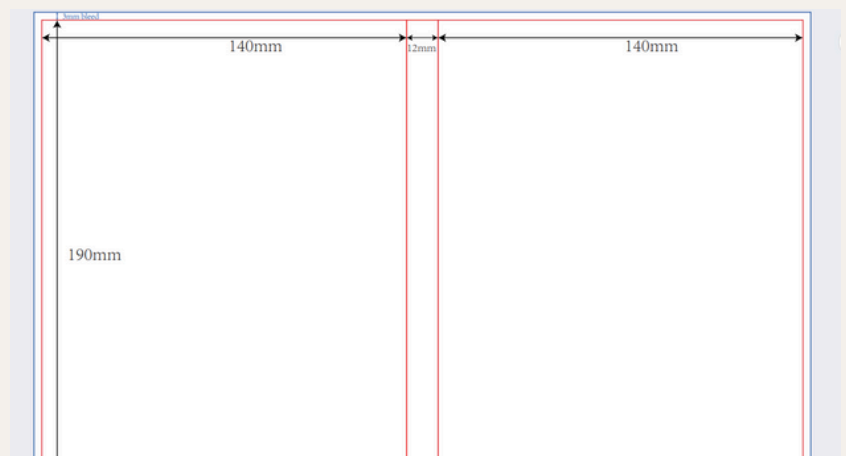
They will provide you the exact formatting requirements needed to print your customized book perfectly.

Step 10 is to head back over to Upwork.com and hire a book formatter in the same way as you hired your illustrator. You will provide your formatter with the manufacturer's guidelines and you will provide your formatter with your book/images that are in Canva. If you are fearless and feel brave, there are YouTube videos online that can teach you how to format your own books--I have always outsourced this job since it does not cost much.

Once you have your Formatted Cover and Formatted Interior, give it to your manufacturer. They will let you know if everything looks right.

Step 11: order your sample. I want you to say **"I would like to order a sample. If I am happy with the quality and decide to place the bulk order, please remove the cost of the sample."** This is common practice and only fair. The samples can range from \$20-\$100.

They'll send you something that looks like this; one for the cover spread and one for the interior spreads.



Step 12: you receive your sample, you're happy, you place the bulk order! Pay 1/2 now and 1/2 when they ship.

CONCLUSION

They're Done! Now What?

Your new BFF (your manufacturer) will keep you updated throughout the printing process. It's incredibly exciting! **Step 13**: they will make sure the books get to the address you gave them (mine come to my home).

While you're waiting (printing + freight shipping can take around 2 months) take care of arguably the most important piece of the puzzle (Step 14**):**

- Promote your book on social media
- Join Self-Publishing Facebook groups
- Reach out to podcasts
- Get your shipping materials organized
- Apply to Indie Award Competitions (you don't need to have the physical book yet to apply).
- And DECIDE WHERE YOU WILL BE SELLING YOUR BOOK
 - Shopify (what I use)
 - Etsy
 - Amazon FBM or FBA
 - Farmer's markets (apply to them beforehand!!)



CHAPTER VII

You Did It! I'm So Proud Of You!

You have done something that so many only dream of. It is no easy task and requires grit, resilience, and vision and I am rooting for your success! After you complete these steps, you will be a PUBLISHED AUTHOR!



***If ANYTHING was unclear in
this booklet, PLEASE reach
out to me on Instagram:***

@enyakrieg

***Your support & feedback
means the world to me.***

enya krieg

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VISSEER VENTURES LLC
2108 N STREET, SUITE N
SACRAMENTO, CA 95016
WWW.ENYAKRIEG.COM