

# THE SELLING POWER OF BOOK DESIGN:

## Interior Design and Typesetting

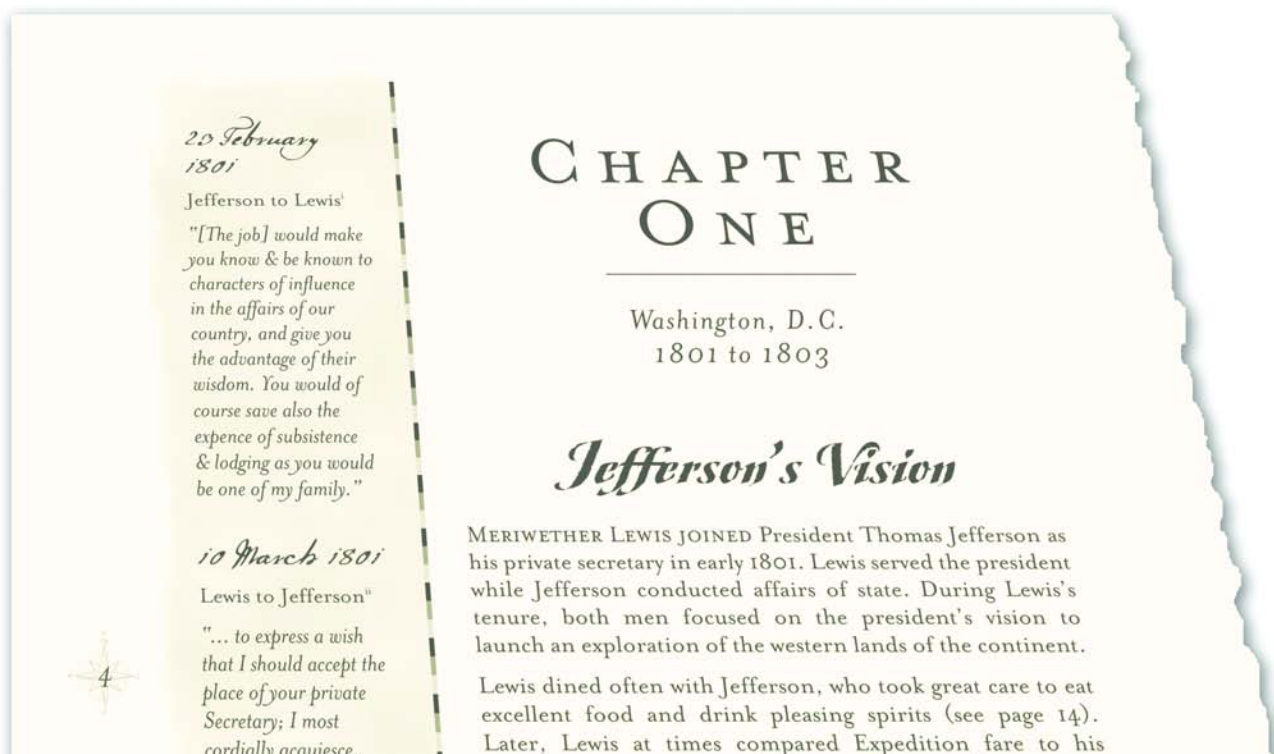
Common Novice Typographic Errors: Described

Common Novice Typographic Errors: Illustrated

Anatomy of a Page

Order of Basic Book Elements

Shop and Compare: DIY or hire a pro?



# COMMON NOVICE TYPOGRAPHIC ERRORS

There are several basic ways to avoid a less-than-professional look to your book.

- The number one sign of a novice typesetter is using two spaces between sentences instead of one. We were all taught to use two spaces in typing class, but it's no longer necessary or appropriate with the use of computer type.
- In general, if you choose to indent your paragraphs, make sure those indents are no more than a quarter of an inch.
- In a quotation, never use straight quotes (or "inch marks") instead of curly quotes or "smart" quotes.
- Be sure to check proper usage of the apostrophe. In abbreviated dates, a closing apostrophe should be used before the last two numbers in the year: '97.
- Use an ellipsis (...) rather than three periods in a row. On a Mac, use option+colon. In Windows, it's Alt-0133.
- Bullets should not be too far from their text blocks or readers may get lost in the chasm.
- Do not use underlines — even when typing a URL. Use bold type very sparingly. Italic type is a good way to emphasize a word without shouting at your readers.
- Use only serif fonts for the text of your book, as they are far more readable than sans serif. Also, be sure to limit the number of fonts in your book to a maximum of three.
- When selecting italic or bold type, be sure to use actual typefaces, not your computer's style palette. For example: If you want Garamond Italic, use Garamond Italic instead of using Garamond and "making" it italic with the style menu.
- Use em-dashes, en-dashes, and hyphens properly. Especially avoid using two hyphens together in place of a true dash. Your keyboard allows you to type the appropriate mark. Consult your style manual (*AP Style Book*, *Chicago Manual of Style*, etc.) for the proper usage.
- Watch your margins. As a general rule, there should be at least three-eighths to a half-inch of space between the page edges and page elements. When placing text in boxes with borders and/or colored (gray) backgrounds, be sure to keep text away from all edges of the box by at least an eighth of an inch.
- Be precise. Use your program's rulers, guides, and measurements palette to align and center text and graphics.
- Never let your computer program dictate where lines break. You should use soft returns to determine where each line will break, avoiding hyphens wherever possible. A general rule with headings, short sentences, or subheadings, is to break a line where you would pause if reading that sentence aloud.
- On a similar note, never use automatic leading (line spacing) set by your program. A good rule is to use between one and two points more than the size of your type. (i.e.: 10-point type with 11.5- or 12-point leading.) Each typeface calls for different leading for best readability.
- A page should never end with the first line of a paragraph. A page should also never begin with the last line of a paragraph. The last line of a paragraph should contain at least two words. These rules help with basic readability.

*Smart or curly quotes: “ ”*  
*Apostrophes and single quotes: ‘ ’*

then — like

ellipsis: ...  
periods: ...

inch mark: "   
foot mark: '   
em-dash: —   
en-dash: –   
hyphen: -

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**Proper style usage is important.**  
IMPROPER: Adobe Garamond Semibold plus the italic style from your style palette.

**Proper style usage is important.**  
PROPER: Adobe Garamond Semibold Italic


Margins matter when boxing text.

Margins matter when boxing text.

# ANATOMY OF A PAGE


Knowing the parts of a page will allow you to pay attention to necessary details and create a more professional-looking book. Each part has its own place and priority. Be sure to design accordingly!

CHAPTER ONE

E 

## Top Ten Locations That Will Appreciate Over Time


*New destinations, coupled with old standbys, will bring personal and financial dividends*



F

A Mexico has it all. From lush and tropical mountainous municipalities perched on brilliant bays, to miles of white sand beaches merging into iridescent azure water, to quaint European-style houses lining cobblestone streets, picturesque villages and towns, our Spanish-speaking neighbors to the south is abundantly rich in geographic and natural resources. Mexico is a country that provides a panorama of stunningly beautiful landscapes and indigenous culture regionally seasoned by its history and native ancestry. Pyramids, volcanoes, caves, mountains, ancient ruins, waterfalls and underground springs

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 D


CASHING IN A SECOND HOME IN MEXICO

The following questions should also be asked:

- Can the *ejidatario* provide certification with documents or testimonies that he or she is in quiet and public possession of the property? That as owner, he or she has title to it and that there are no pending legal actions against the property?
- Can the *ejidatario* provide a plat or other acceptable plans that define the parcel with a metes and bounds description and the total area of the land?
- Has the *ejidatario* petitioned the general assembly of the *ejido* to request approval to convert the *ejido* parcel to one of full dominion?
- Did the general assembly of the *ejido* agree, resolve and record in the minutes of the meeting that the *ejidatario* is allowed to convert the parcel to full dominion?

The regularization process has a series of steps, much like the number of steps needed in the typical foreclosure sale of property in the United States. Notice must be given and timeframes closely followed.

Why does the regularization process involve so many steps and take so long?



The *ejido* itself is normally a large tract of land that is utilized by all of the *ejidatarios* for their sustenance. Managed and

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## COMMON ELEMENTS of a BOOK'S PAGE INCLUDE:

- A) Margins: *The white space between the page's edges and the elements on that page.*
- B) Text: *Includes headings, body copy, and all other copy on the page.*
- C) Folios: *page numbers*
- D) Running heads/footers
- E) Chapter or section heading
- F) Photographs and illustrations
- G) Callout or pull quote
- H) Dingbats, embellishments
- I) Information graphics such as charts and graphs
- J) Sidebars

- TEXAS: IN HER OWN WORDS -

write about in Texas history—the Alamo, Sam Houston and the Texas War for Independence. Nobody ever writes about anything else.


come with cowboy boots and cowboy hats and stuff to class. I haven't seen one in ten years. I like seeing it. I even like seeing those politician cowboy hats—faux Stetsons. They may be Stetsons but they don't look like real cowboy hats—politician hats. It's like that old expression, "All hat. No Cattle." It's a colorful language that Texans use even if the grammar's strange, usually it's change deliberately.

Reading its history is like reading a romance novel.

Some Indian heroes like Quanah Parker. Santana was captured and put in Huntsville Prison. He jumped out of an upper floor because he couldn't stand being jailed anymore—killed himself. There were lots of wild Indians in Texas history. Again the whole state is a romance. Reading its history is like reading a romance novel. Texas was in its own way a crucible. Something special happened here. Texas is, quite possibly, the most envied state.

When I first started teaching here at the University of Texas, students would

There are over 200 Lakes and Reservoirs in Texas. There is only one natural lake—Caddo Lake in East Texas.

H 

- 101 -

Chapter Two

Figure 2-1

### Number of Times/Year Millionaires Meet With Their Financial Advisor

Never, I do it all myself	32%
Once	25%
2 to 3 times	30%
4 times or more	13%

Source: JM Topper CPA, Study of 537 Millionaires

These charts will tell you more about the millionaires we interviewed and will reveal the thinking of our millionaires to illustrate how they Stay Rich Forever!

#### MILLIONAIRE STORIES


Although I know you will learn a lot from the charts in this book, this book is not intended to simply be a compilation of statistics. To derive the greatest benefit from our time together in this book, you must do more than just read it. You must internalize its message, accept it, and then live it.

To help, I have included over 25 "millionaire" and "former millionaire" stories.

In each example, I will introduce you to millionaires (and former millionaires) who I have worked with, describe their situations, and then draw lessons from the decisions they have made.

Through this process, you will learn how making smart monetary decisions can accelerate the accumulation of your wealth and, perhaps even more importantly, you will learn how making poor decisions about money can destroy your financial security.

www.stayrichforever.com

I 

20 February 1807

Jefferson to Lewis

*"The job would make you busy & be known to characters of influence in the affairs of our country, and give you the advantage of their wisdom. You would of course see also the expense of subsistence & lodging as you would be one of my family."*

10 March 1807

Lewis to Jefferson

*"... in regard to which I should accept the place of your private Secretary, I most ardently aspire, and with pleasure accept the office, nor were further motives necessary to induce my compliance, than that you Sir should conceive that in the discharge of the duties of that office, I could be amenable to my country or unfaithful to yourself."*

## CHAPTER ONE

Washington, D.C.  
1801 to 1803

### Jefferson's Vision

MERIWETHER LEWIS JOINED President Thomas Jefferson as his private secretary in early 1801. Lewis served the president while Jefferson conducted affairs of state. During Lewis's tenure, both men focused on the president's vision to launch an exploration of the western lands of the continent.

Lewis dined often with Jefferson, who took great care to eat excellent food and drink pleasing spirits (see page 143). Later, Lewis at times compared Expedition fare to his memories of fine cuisine (see pages 94 and 121).

No record exists that Lewis visited Monticello while he served the president. But Jefferson had food supplies brought regularly from his Virginia plantation in addition to produce from the garden he had established in Washington.

#### Jefferson's Enthusiasms: At Table and in the Garden

No other United States president comes close to Jefferson in his keen study of the garden, the foods he ate, and the spirits he drank. Jefferson collected and recorded recipes in French and English, including those for pasta, terrapins, ice cream, and yellow plum tomato preserves. He loved salads and even planted sesame seeds to be processed into oil for dressings. Jefferson once wrote that he preferred vegetables as the bulk of his diet. He faithfully kept his "Garden Calendar" from 1809 until his death in 1826.

J 

# ORDER OF BASIC BOOK ELEMENTS

While rules can be broken or stretched, this is the traditional order of the basic parts of a book. When space is tight, you may find the dedication or acknowledgments at the top of the copyright page. Chapters usually begin on right-hand pages with either a blank to its left or the end of the previous chapter. It's nice to end the book with at least one blank page. Roman numerals are usually used for the frontmatter and Arabic numerals begin with the first section or chapter page using the number one. Some publishers are now opting to do away with Roman numerals and begin page numbering with the very first page of the book to give the illusion of the book having more pages.

- |                                    |                                       |                                  |
|------------------------------------|---------------------------------------|----------------------------------|
| 1) Title page (first page of book) | 6) Preface (right)                    | 10) Appendix (left or right)     |
| 2) Copyright page (left)           | 7) Acknowledgments (right)            | 11) Bibliography (left or right) |
| 3) Dedication (right)              | 8) Contents (right)                   | 12) Index (left or right)        |
| 4) Blank (left)                    | 8) Section/chapter title page (right) | 13) Author biography (right)     |
| 5) Foreword (right)                | 9) Chapters (right)                   | 14) Blank (final page)           |

## SHOP AND COMPARE: DIY OR HIRE A PRO?

The question of whether to do it yourself has become much debated with the popularity of desktop publishing. Many people like to think that if they have the software, they can design their own book. Having the proper software does not make somebody a book designer any more than having a scalpel and stethoscope makes a person a doctor. Software is merely a tool and only does the job properly in the hands of a

skilled professional. If you intend to be successful in the marketplace, do it right and make sure your book is not only saleable, but reflects the care you took in writing it. Hire a designer and spend your valuable time working on an outstanding marketing plan.

There are times, however, when doing it yourself is not a bad way to go. If your book is intended solely for an audience

of family and friends and will not be sold or distributed to the public, there really is no need to spend your money on hiring a designer. Enjoy the process and be happy with the book you produce. If you have a strong desire to learn the craft, buy the proper software and learn from books, classes, and professionals in the field. Do keep in mind that these programs have a very steep learning curve.

### DIY PRICING

Purchase software:

Quark/In Design.....	\$750/\$700
Adobe Acrobat Professional .....	\$449
Two-day training class.....	\$595-\$1,195
Book about book design .....	\$15-\$25
<b>TOTAL.....</b>	<b>\$1,759-\$2,419</b>

**Additional fees may include:** Fonts, mentoring costs, printer costs for redoing files. Don't forget the time that could have been spent marketing your book!

### COST OF HIRING A PRO

The cost of hiring a professional can be more in dollars, but doing it yourself will cost you more in time and, if not done well, can entail extra printer fees. Designers have rescued countless books from the frustrated DIY typesetter.

Design firms charge in a variety of ways. The simplest is a flat, per-page fee (\$8-\$20) that includes the initial page design, complete typesetting using your Word (or similar) file, two rounds of changes, and sending the file to press in a PDF file set up to the printer's specifications. Other firms prefer to charge a much smaller per-page fee (\$3-\$7) and bill separately for both the initial design and each change requested by the publisher. The last, and least common option, is a flat fee for the entire project.

Pricing is usually based on the complexity of the book. (A novel is more simple than a highly-structured business book with charts, etc.) For this reason, it is difficult for a designer to provide a price without having the manuscript in hand.

**COST: 216-pg, basic non-fiction at \$10/pg .....**\$2,160

**Additional fees may include:** Creating information graphics, scanning/placement of artwork/photos and/or more than the agreed-upon rounds of changes.