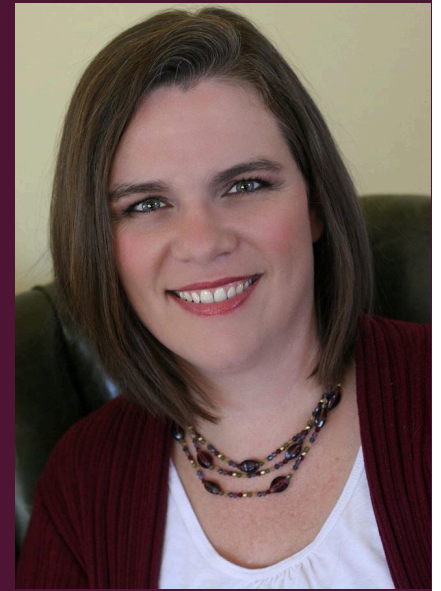

Seven Steps to SUCCESSFUL SELF-PUBLISHING

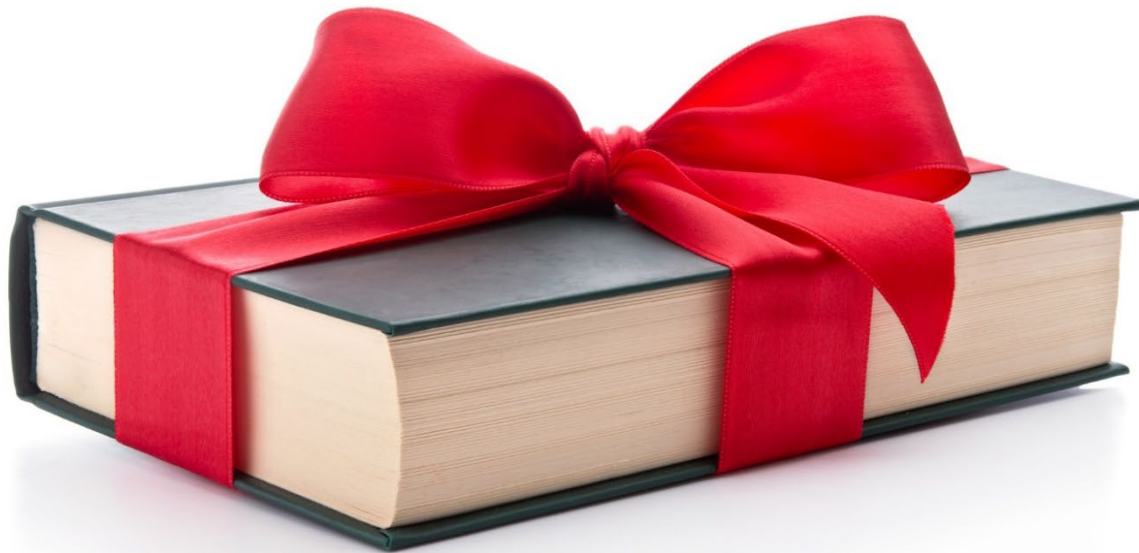
TIPS TO MAKE A PROFESSIONAL CAREER OUT OF
SELF-PUBLISHING

HALLEE
BRIDGEMAN



GIFT WRAP THE GREATNESS.

BRANDING AND FORMATTING YOUR
BOOK



THE BOOK PACKAGE

Before the book can be put together, you need to complete the entire package.

- About the author
- Testimonials/endorsements
- Acknowledgements
- Dedication
- Foreword
- Afterword
- Personal note
- Reader's Guide
- Invitation to accept Christ
- Translation key
- Index
- Bibliography
- Maps/Tables/Illustrations
- Disclaimer
- Excerpts/Previews
- More books
- Links/QR codes
- Table of Contents

THE BOOK PACKAGE

Contractors

- Cover artist
- Interior graphic designer (often the cover artist)
- Ebook formatter
- Print type-setter

BRANDING



BRANDING



BRANDING



BRANDING



BRANDING



BRANDING



BRANDING



BRANDING



BRANDING

Branding is defined as:

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

BRANDING

How does branding apply to book publishing?

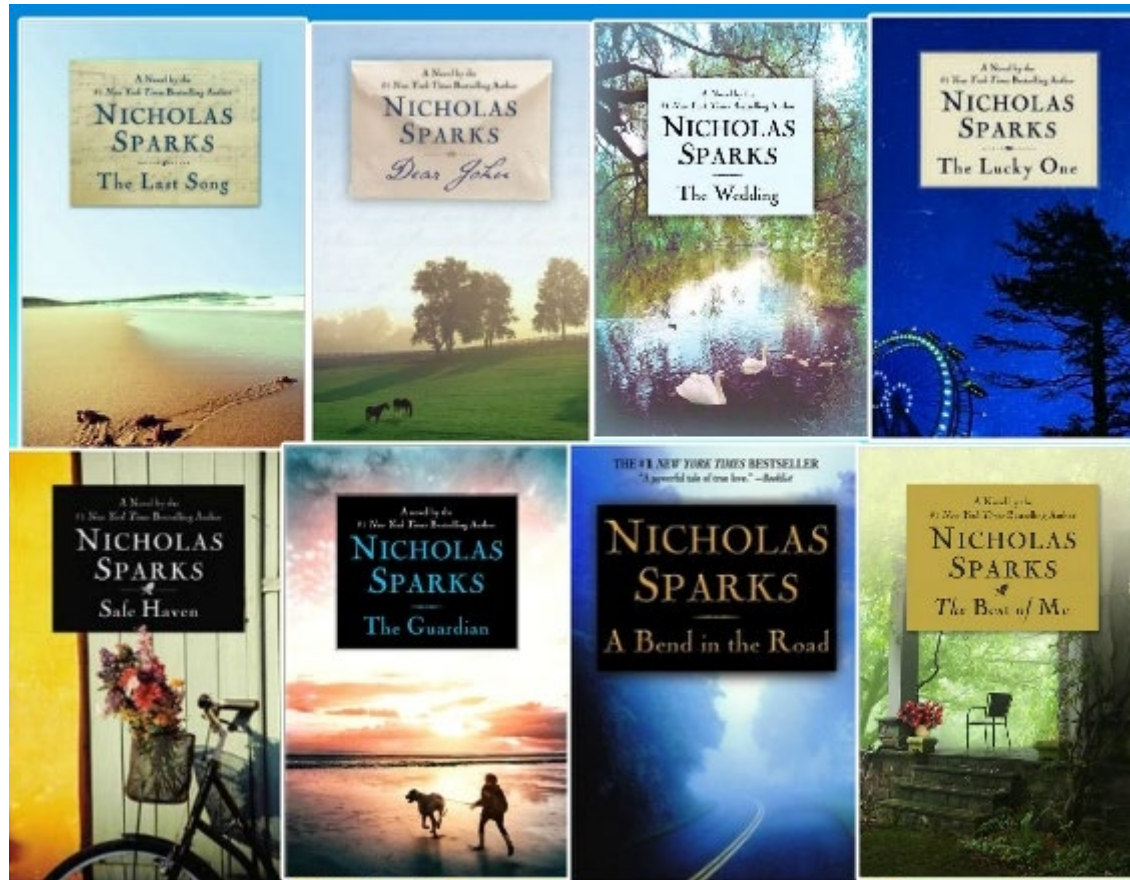
BRANDING



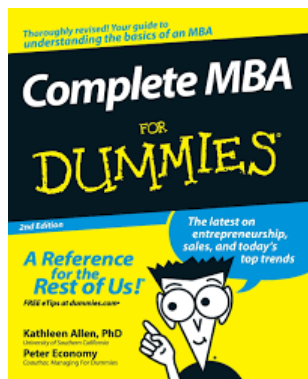
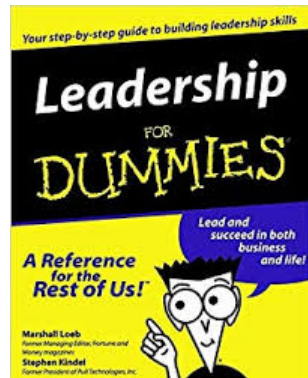
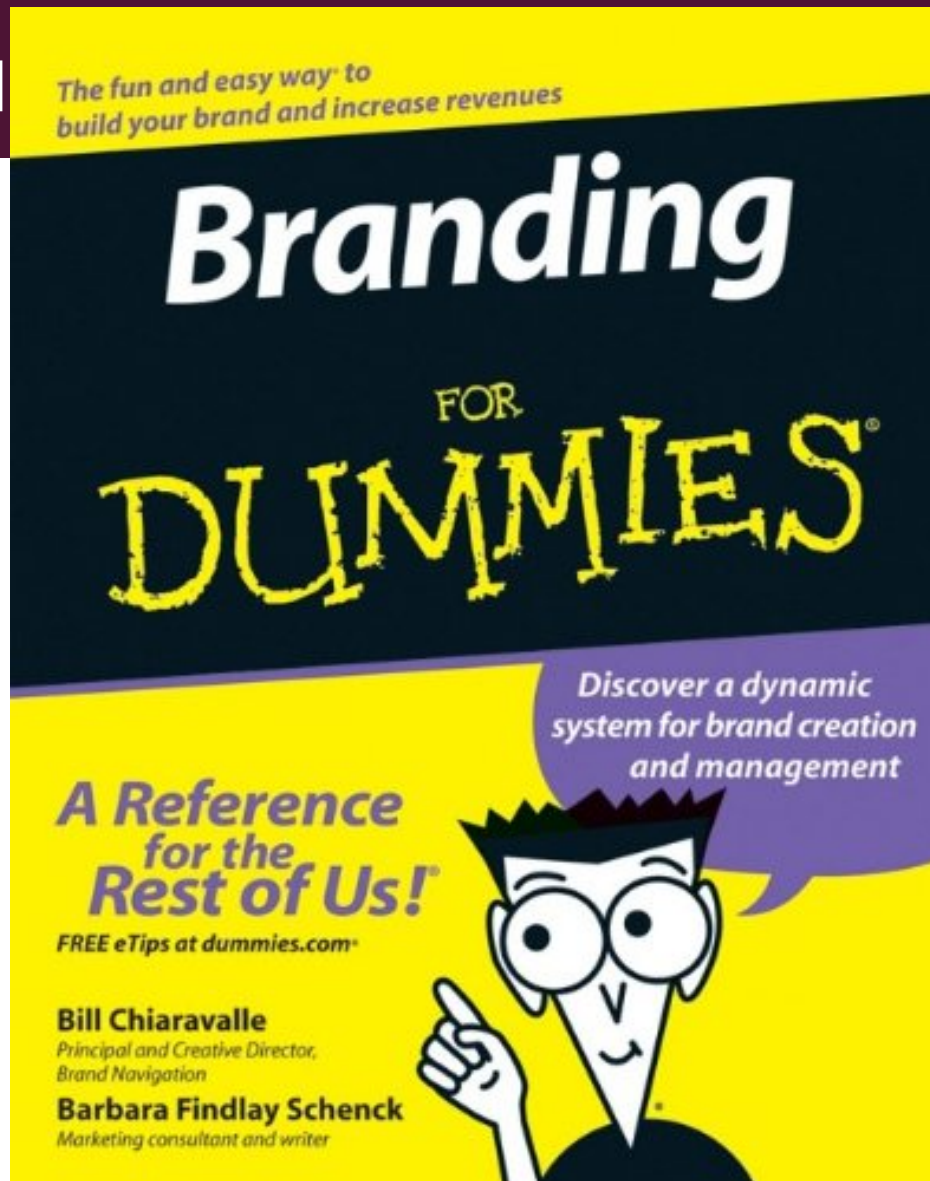
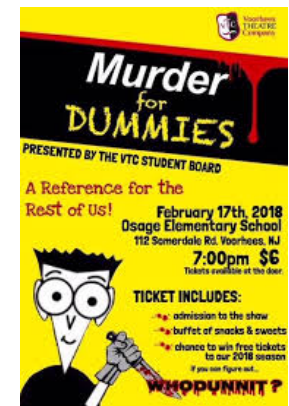
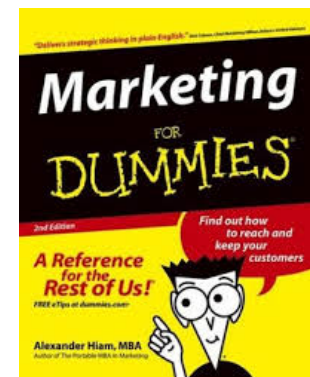
BRANDING



BRANDING



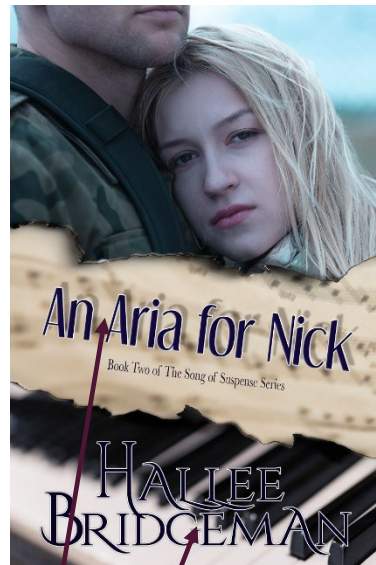
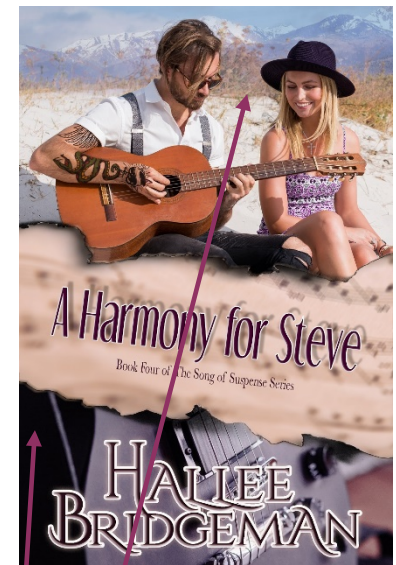
BRANDIN



COVER DESIGN – UNIFYING ELEMENTS



COVER DESIGN – UNIFYING ELEMENTS



Branding

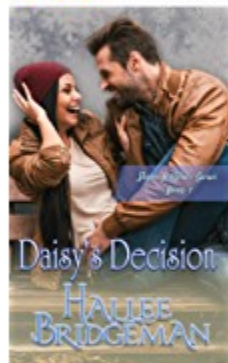
Theme

COVER DESIGN – THE THUMBNAIL

Best Sellers in Contemporary Christian Romance

#1

kindleunlimited



Daisy's Decision: A Christian Romance (Dixon...

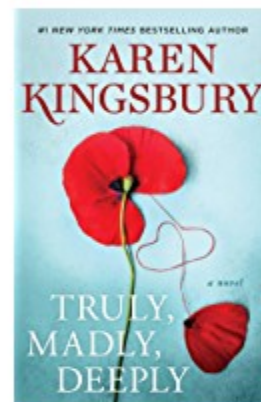
› Hallee Bridgeman

★★★★★ 43

Kindle Edition

\$0.99

#2



Truly, Madly, Deeply: A Novel (The Baxter Family)

› Karen Kingsbury

★★★★★ 2,126

Kindle Edition

\$1.99

COMMUNICATING WITH YOUR COVER ARTIST

- The operative word in that tile is “artist”
- As an artist, I understand that every artistic brain thinks differently, receives information differently, and needs to be stroked differently.
- Your cover artist is going to need to you communicate on his or her level.



COVER DESIGN

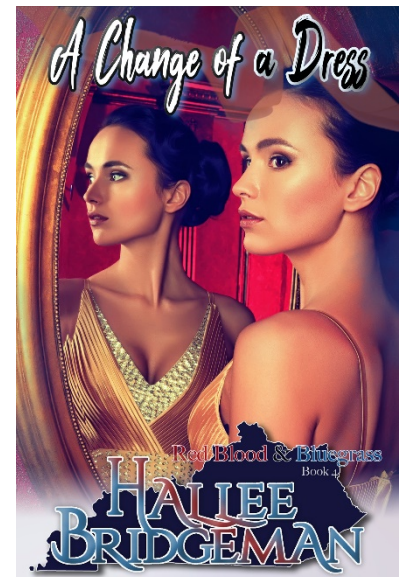
I need a new cover.

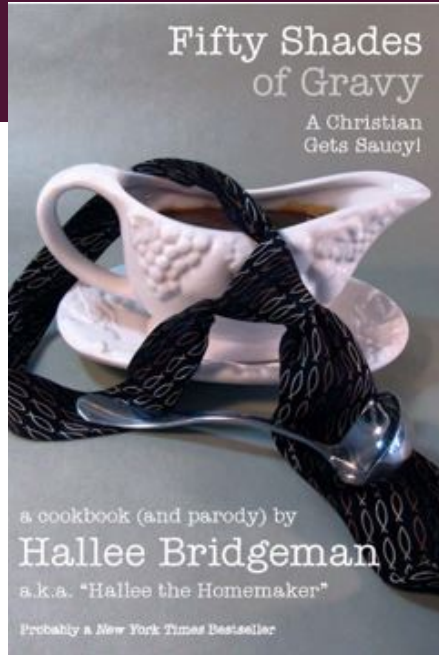
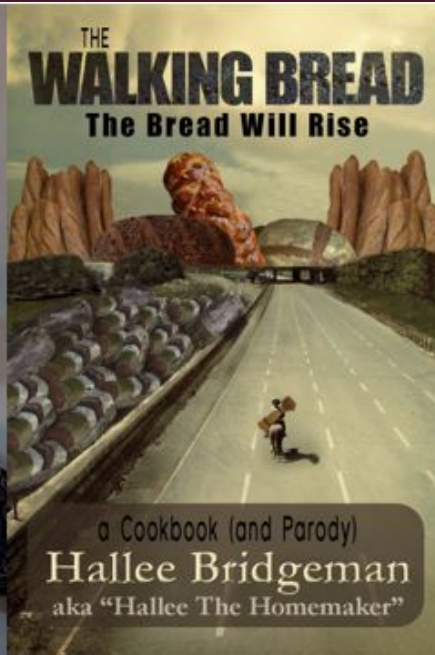
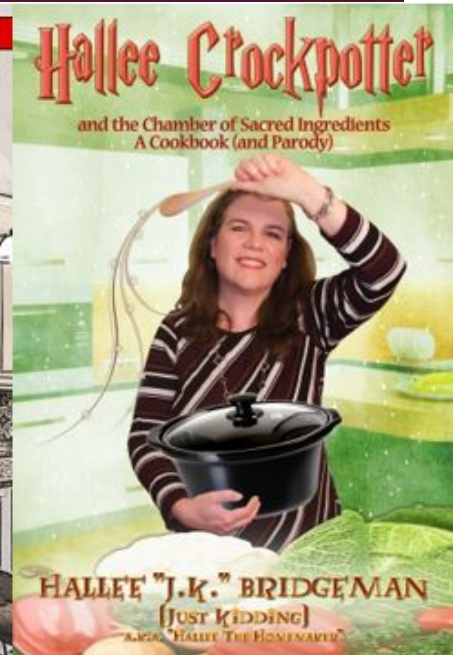
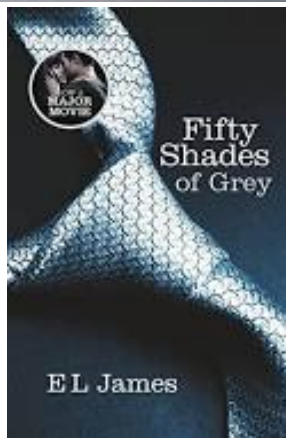
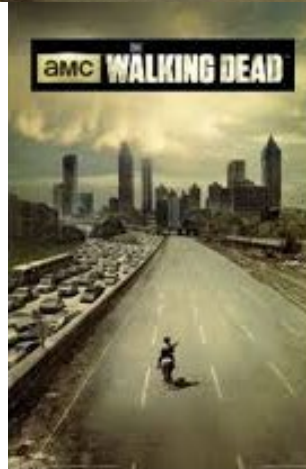
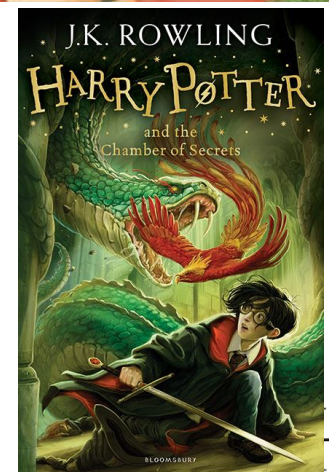
It's for a series that's going to have the word Bluegrass in it. Romance in the Bluegrass, Love in the Bluegrass, Bluegrass Love, Bluegrass Brides, Bluegrass something. Suspense. Romance. Small town Kentucky.

This will be a continuing series for as long as I can write them. So, know as we go into designing this first book cover, we're branding a continual series.

Black Belt, White Dress



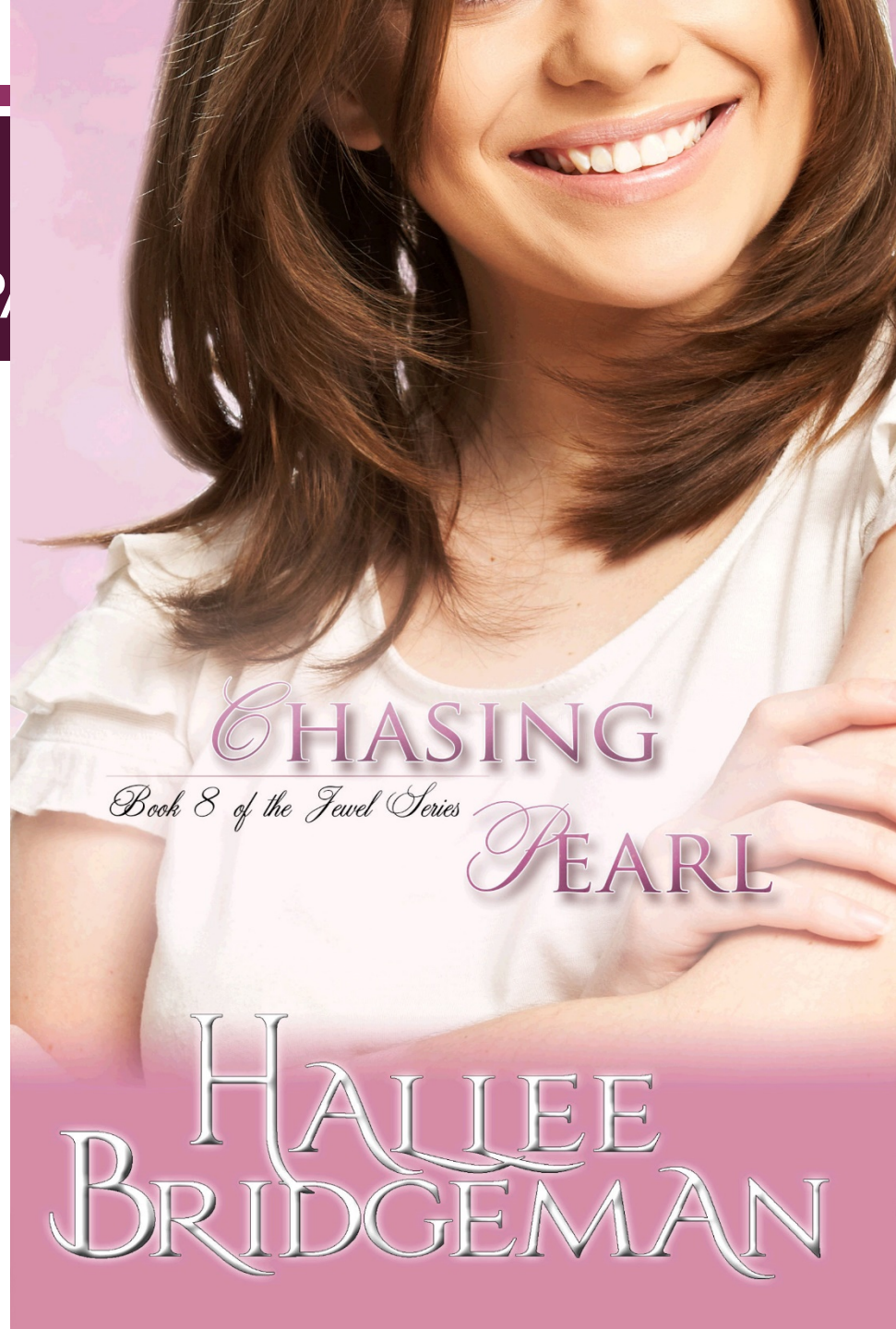




CREATE BOOK P

Covers

- eBook cover



TO ROBIN BARTLETT, MEN WERE NOTHING MORE THAN VIOLENT USERS.

After a hair-raising childhood, Robin and her two younger half sisters battled simply to survive. Determined to give her sisters a very different life from that of their mother, to never have to rely on a man for anything, she worked two jobs and put them both through college, while accepting help from no one. Her heart had turned to ice and she had no use for men or God.

Antonio "Tony" Viscoli had grown up on the streets, homeless. At seventeen, he entered a downtown church with the intent of casing it, but found himself on his knees at the altar. After being fostered by the youth minister, Tony followed God's leading and eventually became a very successful and powerful businessman. In a fallen world, he was a gem.

When Tony bought the restaurant where Robin bartended, she immediately resented his intrusion into her well ordered, but exhausting, life. She suspected his offering her special attention and constant kindness was merely his way of expecting something from her in return, something she wasn't willing to give.

Tony knew God had led him to Robin. Would she ever allow herself to trust him? Could she ever allow herself to trust God? Or would the winter of their tragic youth rise from the shadows of the past and freeze any chance at happiness?



<http://www.oliviakimbrellpress.com>

Olivia Kimbrell Press



5.00 x 8.00
203 mm x 127 mm

Olivia Kimbrell Press
SAPPHIRE OF ICE
HALLEE BRIDGEMAN

.576
14.63mm



5.00 x 8.00
203 mm x 127 mm

Content Type: Black & White
Paper Type: Creme
Page Count: 254
File Type: PDF
Request ID: CSS2077802



Perfect Bound Cover Template



Document Size: 15" x 12"
305 x 381 mm

HALLEE BRIDGEMAN

*Broken and battered, Valerie comes home and
finds a lifetime of love waiting for her.*

Valerie Flynn grew up with the Dixon brothers, never differentiating one more than the other. When she leaves for college, she puts Atlanta and her childhood behind her, ready to make a life for herself somewhere else. An abusive relationship almost destroys her physically and emotionally, and manages to wipe out her relationship with God.

Since boyhood days, Brad Dixon has always carried a flame for Valerie. Her engagement to another man shattered his dreams. When she comes home, battered and bruised, recovering from a nearly fatal relationship, he prays God will use him to help her heal.

Valerie returns to Atlanta seeking a fresh start, but she finds herself in a strange place. Not only is Brad now her boss, she starts to develop feelings for him. Is it possible she can overcome the past and open herself up to another relationship, or did the damage done to her body and soul permanently take away any chance of happiness and love?



<http://www.halleebridgeman.com>

Olivia Kimbrell Press™



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Olivia Kimbrell Press™

Valerie's Verdict

HALLEE BRIDGEMAN



*Dixon Brothers Series
Book 2*

Valerie's Verdict

HALLEE BRIDGEMAN

Bleed Width: 18.562
Trim Width: 18.312



An Aria for Nick
Song of Suspense Series book 2
Rita Sanders uncovers a nuclear plot that threatens the heart of our very nation. Sister forces surround and threaten her while, out of nowhere, the man who reportedly died so many years before returns as if from the grave – intent on protecting her. Has God finally joined them together? Or is she doomed to mourn Nick Williams forever?



A Carol for Kent
Song of Suspense Series book 3
Bobby Kent's name is synonymous with modern Country Music and he is no stranger to running from controversial fans and paparazzi. But now he must protect his daughter and Carol, the mother of his first child, from a known and ruthless serial killer bent on their destruction.



A Harmony for Steve
Song of Suspense Series book 4
Though both are international mega stars, Harmony and Steve could not be more different. Steve seems out of place, a modern streamer while Harmony uses her God given gifts to bring glory to the Great Savior. When they meet, their differences don't matter. Can they be together when fanatical followers would do anything to keep them apart?

With over half a million sales, Haliee Bridgeman is a best-selling, multi-award winning and nominated Christian author who writes action-packed romantic suspense focusing on realistic characters who face real world problems.



www.oliviakimbrellpress.com

Olivia Kimbrell Press



BLOW AFTER BLOW, SHE HIDES HER FACE AND FIGHTS FOR HER LIFE.

Doctor RUTH BURNETTE has everything she has ever dreamed possible: the perfect job, a twin sister who is her best friend, and a fiancé who is retiring from professional boxing as the middleweight champion of the world.

Then came that fateful night when she witnessed a mafia execution. When her sister is murdered she knows she'll battle to the last round and never, ever throw in the towel. Now she's down for the count, in witness protection, anxious, alone except for the faithful company of her German Shepherd at her side.

As the time draws near to when she has to leave her safe little corner she stays on her toes. She has to testify against one of the darkest criminals in New York, she shores up the courage to face the accused from the witness stand. Unexpectedly, he's not the one who worries her. She wonders what coming face-to-face with his son, VICTOR KOVALEV – her former fiancé – will bring.

Will Ruth have a fighting chance against the Kovalev family, or will Victor keep her pinned ON THE ROPES?

Olivia Kimbrell Press

ON THE ROPES

HALIEE BRIDGEMAN

ON THE ROPES

HALIEE BRIDGEMAN

Olivia Kimbrell Press™ is a publisher offering true to life, meaningful fiction and non-fiction from a Christian worldview intended to uplift the heart and engage the mind. Ask your library or bookstore about more books from Olivia Kimbrell Press™ today.

www.oliviakimbrellpress.com

Olivia Kimbrell Press



A Melody for James
Song of Suspense Series book 1
Melody and James lead separate lives until an unexpected meeting brings them to the altar. Realization that dark forces have directed their lives from the shadows, extraordinary, discordant movements. Free, lost, and disconnected can't shake their faith in God to see them through as they face a pervasive climax that will leave lives forever changed.

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138.11mm

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203mm x 127mm

Content Type: Black & White
Paper Type: White
Page Count: 172
File Type: PDF
Request ID: CSS2863484

Dust Jacket Cover Template



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305 x 610mm

HB
HALIEE BRIDGEMAN

CR

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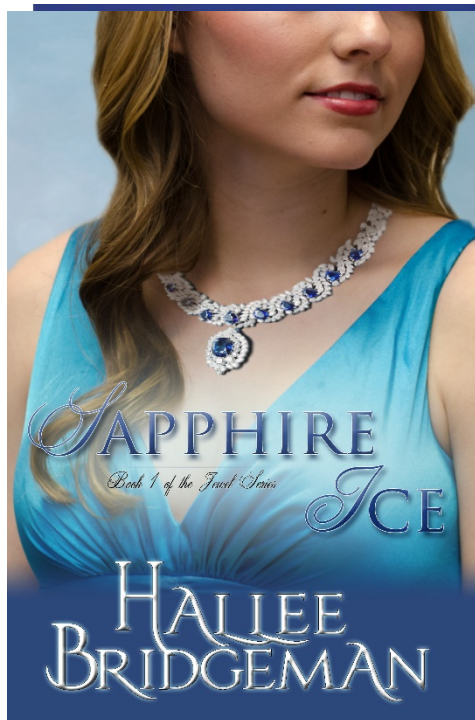
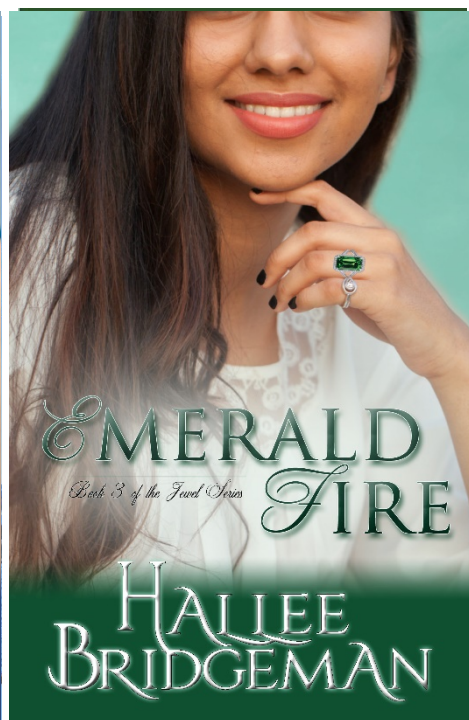
Alexandra's Appeal

HALLEE BRIDGEMAN

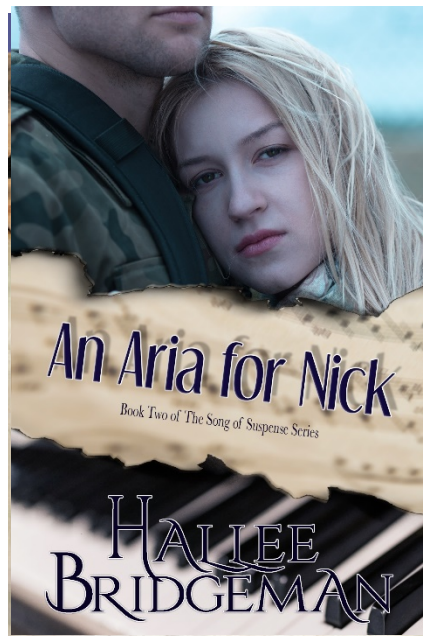
Dixon Brothers Series
Book 3

Voiced by:
GENE ROWLEY
VOICEOVER

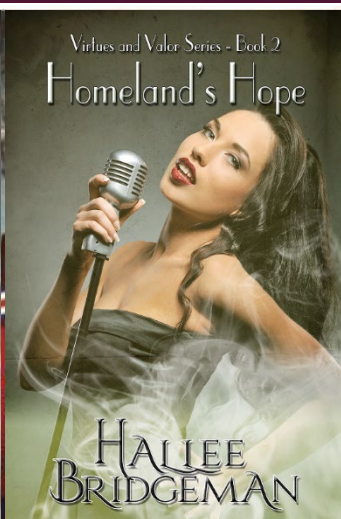
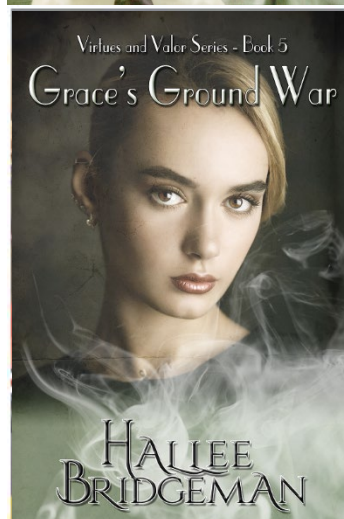
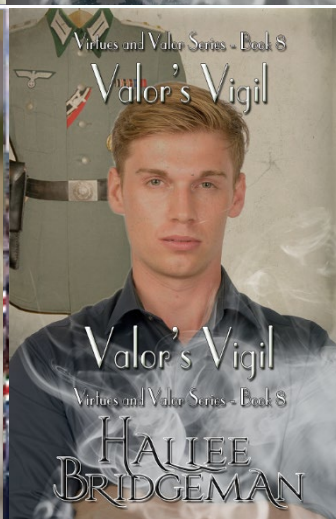
CHANGE IS SOMETIMES GOOD



CHANGE IS SOMETIMES GOOD



CHANGE IS SOMETIMES GOOD





THE BOOK PACKAGE

Formatting is more important than I realized.

- title graphics, scene breaks match cover
- drop caps
- bleed
- chapters all start on right side

CHAPTER ONE



An icy wind blew right under Mandalynn Clementine's skirt. She held her hat on her head and ducked into the alley, finally getting some relief from the wind. She clutched her purse closer to her body as her boot heels clicked on the wet pavement. Nervously glancing over her shoulder, she walked further into the alley, moonlight providing the only light. She couldn't even see the edge of the alley, moonlight providing the only light. She couldn't even see the edge of the alley.

She heard the noise again. It sounded like a strange buzzing sound. York City have finally come under attack? Four long years of war and no air raid sirens. The sound faded. She looked behind her again but kept walking.

"There you are," she said, stopping with her toes just on the edge of the alley. "So, your killer was right-handed. I guess that narrows it down to..."

Hallee Bridgeman

CHAPTER ONE



An icy wind blew right under Mandalynn Clementine's skirt, making her shiver and wish she'd worn wool stockings. She held her hat on her head and ducked into the alley, finally getting some relief from the wind. She clutched her purse closer to her body as her boot heels clicked on the wet pavement. Nervously glancing over her shoulder, she walked further into the alley, moonlight providing the only light. She couldn't even see the edge of the alley, moonlight providing the only light. She couldn't even see the edge of the alley.

THE BOOK PACKAGE

How to format?

- Hire a formatter
- Do it yourself
 - Many books on the subject ([link](#))
- Amazon KDP has templates for print books

THE BOOK PACKAGE

- **EPUB files**
 - Validate at idpf.org to preview in Adobe Digital Editions, Calibre, or actual device
- **MOBI files**
 - Amazon specific
- **PDF files**
 - Press quality print
 - Embed all fonts
 - 200 dpi minimum graphics (300 preferred)