

A woman with red hair, wearing a light blue tank top and a wide-brimmed straw hat, is sitting on the grass and reading a book. The background is a soft-focus green lawn. The title '7 Steps to Book Interior Success' is overlaid in large white text on the right side of the image.

# 7 Steps to Book Interior Success

The aim of book design is to turn your manuscript into an **industry-standard book** that **your readers will love**



# Your Presenter



## **Joel Friedlander**

Direct response

Book publishing

Blogging

E-commerce

Writer/Columnist

Began publishing in 1986

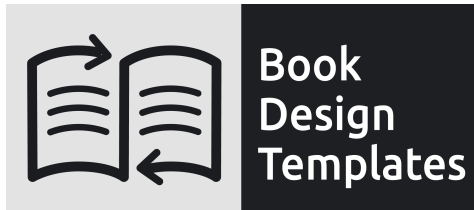
I love to cook & bake!



# THE BOOK DESIGNER

PRACTICAL ADVICE TO HELP BUILD BETTER BOOKS

[TheBookDesigner.com](http://TheBookDesigner.com)



[BookDesignTemplates.com](http://BookDesignTemplates.com)



[AuthorToolkits.com](http://AuthorToolkits.com)



[BookPlanner.com](http://BookPlanner.com)

**THE BOOK MAKERS**

*Fine Books for Independent Authors and Publishers*

[TheBookMakers.com](http://TheBookMakers.com)

Book Design Options | Joel Friedlander



BookDesignTemplates

# PRINT BOOK INTERIORS

What are we looking for in a book interior?

1. Readable
2. User friendly navigation
3. Demonstrates the “hierarchy of knowledge”
4. Easy access to resources
5. Accommodates “extra-textural” elements
6. Conforms to industry standards
7. Meets production imperatives



# 1. MAKING YOUR BOOK READABLE

- **Font selection**—you want a font that’s easy to read and doesn’t create “patterns” because it has odd letterforms
- **Font size**—almost all books are set in fonts ranging from 10 to 13 points, *depending on the font*
- **Line spacing (“leading”)**—increased leading will make text easier to read and harder to “double” on long lines
- **Line length**—for best readability, keep your lines to 10-15 words
- **Contrast**—maximum contrast makes type easier to read, use black type



## Garamond

The second part of the history of the world begins with the invention of printing, or so says *Johann Wolfgang Goethe*. But if we are to believe the



## Janson

The second part of the history of the world begins with the invention of printing, or so says *Johann Wolfgang von Goethe*. But if we are to believe



## Caslon

The second part of the history of the world begins with the invention of printing, or so says *Johann Wolfgang von Goethe*. But if we are to believe





Some fonts are larger than others, even at the same size

**12 point Minion Pro**

Some fonts are larger than others, even at the same size

**12 point MS Reference Sans**



## 2. ELEMENTS OF USER-FRIENDLY NAVIGATION

- **Contents**—the schematic of your book
- **Page numbers**—essential reference for print books
- **Running heads** or (**running feet**)—can be used to remind the reader of what chapter/section of the book they are in
- **Index**—for technical, academic, complex, historical and similar books, readers will expect an index in your print book



## Running Heads

his ranch, building a store and a post office. In 1905 the name Harper was applied to the town, which over time grew to over a hundred people. (1788~)

Inscriptions include Rob Powel, 1887; Summers, July 28, 1888; Wm. Pace, 6-6-95; and Bill Cook, July 17, 1916. (SAPE.)

—Beacon Ridge: This prominent north-south ridge is one-quarter mile west of Harper Town and is immediately south of Nine Mile Creek. (It is on the edge of the Currant Canyon map.) (725~)

—Granny Canyon: This is south of the mouth of Argyle Canyon (Currant Canyon map). (725~)

—Pig Head Rock: This is one-half mile southeast of the mouth of Argyle Canyon (Currant Canyon map). Unattributed: "The early freighters referred to the rock as 'Pig

**Arsons Garden:** (Emery Co.) San Rafael Swell-Cliff Dweller Flat. Arsons Garden map.

Also called Arson Garden. (1931~)

It is believed that this was named for Joe Arson. He settled in Price in the late 1890s. (388~)

**Art Canyon:** (Kane Co.) Vermilion Cliffs-Cottonwood Canyon. Yellowjacket Canyon and Kanab maps.

Also called Rosencrance Canyon. (1027a~)

**Arths Pasture:** (Grand Co.) Tenmile Country-Bull Canyon. Gold Bar Canyon and The Knoll maps.

Also spelled Arts Pasture. (1331~)

Canyonlands National Park Superintendent Bates Wilson noted that Arth[ur] Taylor (1854-1938) was an early settler. (1931~) James H. Knipmeyer noted that Arth was one of the Taylor brothers who brought three thousand

the chain, when the recipient's bank, or bank of first deposit, must decide how to clear the check—that is, how to get the check to the check writer's bank.

The bank of first deposit is under no legal or regulatory constraint to clear the check in any particular way—it is free to deliver the check to the paying bank through a clearing house, through a bilateral arrangement with that bank, by depositing the check with a correspondent bank (which then becomes the "bank of second deposit"), or by turning the check over to a processor that makes the clearing decision.

### ***The Pre-Image Clearing Environment***

#### ***The Deposit Bank***

A deposit bank, historically, would make these decisions by evaluating questions such as the dollar value of the check, the time of day of the deposit,

## Running Feet



### 3. THE “HIERARCHY OF KNOWLEDGE”

Mostly this is important for nonfiction books, but you may run into cases in fiction, too. Each has to clearly show its place in the hierarchy:

- Book title
- Part title
- Chapter title
- Section head (“A” head)
- Section subhead (“B” head)
- Section sub-subhead (“C” head)



Chapter



## Trustee Meetings

The bulk of this chapter is devoted to consideration of these issues. We'll conclude by highlighting fundamentals that pertain to meetings if they are held.

Sub A



### **ARE TRUSTEE MEETINGS SPECIFICALLY REQUIRED?**

Whether foundation trustees are specifically required to hold trustee meetings depends on provisions of applicable law, provisions of the foundation's governing instrument, and requirements accepted by the foundation in donor instruments.

Sub B



### **WHERE ARE THE TRUSTEE MEETINGS HELD?**

Federal law doesn't specifically address the subject. Whether such a requirement is imposed under state law can be answered only by considering the laws of the state in which the foundation was organized and the state or states in which it operates.

Sub C



### *WHO HOLDS THE GAVEL DURING THE MEETING?*

Whether a foundation's governing instrument or donor instruments require the holding of meetings can be ascertained by reading these instruments.



## 4. EASY ACCESS TO RESOURCES

- **Notes**—footnotes or endnotes?
- **Bibliography**—if you have notes, you need a bibliography
- **Index**—for technical, academic, complex, historical and similar books, readers will expect an index in your print book
- **Glossary**—can be invaluable for newcomers or for fictional worlds or processes



## 5. “EXTRA-TEXTURAL” ELEMENTS

- **Sidebars**—add perspective to text
- **Pull quotes**—highlight critical statements from the text
- **Extracts**—use long quotations from other sources
- **Tables**—for data or information that needs to be organized for easy comprehension
- **Charts and Graphs**—need to locate at specific points in the text
- **End of chapter**—summaries, practice, action steps, etc.



## Sidebar

### 9.5 SUBSIDIARY RULES AND EXAMPLES

The IRS has published extensive material in regard to whether specific activities in the context of election and voter registration support meet or don't meet federal requirements. Several examples are discussed below.

*A foundation is not permitted to fund election or voter registration activities conducted by any organization unless that organization is described in section 501(c)(3), is exempt from taxation pursuant to section 501(a) of the Internal Revenue Code, and meets strict public support requirements similar to those imposed on public charities.*

#### 9.5.1 GENERAL SUPPORT AND EARMARKED GRANTS

A foundation's grant to a section 501(c)(3) public charity doesn't violate election or voter registration prohibitions if the following three conditions are met: (a) the grant is not earmarked for a prohibited purpose; (b) no written or oral agreement gives the foundation the right to cause the grantee to engage in public election, voter registration, or otherwise prohibited activities; and (c) no written or oral agreement gives the foundation the right to select a recipient to benefit from the grant.<sup>5</sup>





## Extract

Another idea about the table d'hôte. A few weeks ago I was very cross with my dear wife at the dinner-table at a Tyrolese health resort, because she was not sufficiently reserved with some neighbors with whom I wished to have absolutely nothing to do. I begged her to occupy herself rather with me than with the strangers. That is just as if I had been at a disadvantage at the table d'hôte. The contrast between the behavior of my wife at the table and that of Mrs. E.L. in the dream now strikes me: "Addresses herself entirely to me."

Further, I now notice that the dream is the reproduction of a little scene which transpired between my wife and myself when I was secretly courting her. The caressing under cover of the tablecloth was an answer to a wooer's passionate letter. In the dream, however, my wife is replaced by the unfamiliar E.L.

Mrs. E.L. is the daughter<sup>2</sup> of a man to whom I owed money! I cannot help noticing that here there is revealed an unsuspected connection between the dream content and my thoughts. If the chain of associations be followed up which proceeds from one element of the dream one is soon led back to



## End of chapter

### Pause Your Machinery

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Here and at the end of the five sections that follow, I'll ask you to stop and take a moment to pause your machinery. The concepts and techniques in this book will help you learn mindfulness, and these brief written exercises will give you the opportunity to rest, step outside of the pattern of passive reading, and bring yourself into the present moment to reflect and



## 6. CONFORMS TO INDUSTRY STANDARDS

- Get elements in the right order—keep a reference guide handy, I do!
- Number pages correctly—odd pages are always on the right
- Use page numbering conventions—testimonials are a/b pages, front matter are i/ii pages, text itself is numbered with Arabic numerals.
- Watch out for blank pages—they are blank!



## 7. MEETS PRODUCTION IMPERATIVES

- This is where your marketing and production meet because you need to produce the book that's right for your market, and which you can discount and distribute effectively.
- Your production method needs to accommodate the kind of book you're producing. Watch out for long POD novels or trying to produce "gift" books in small quantities.



# Harry Potter books

