

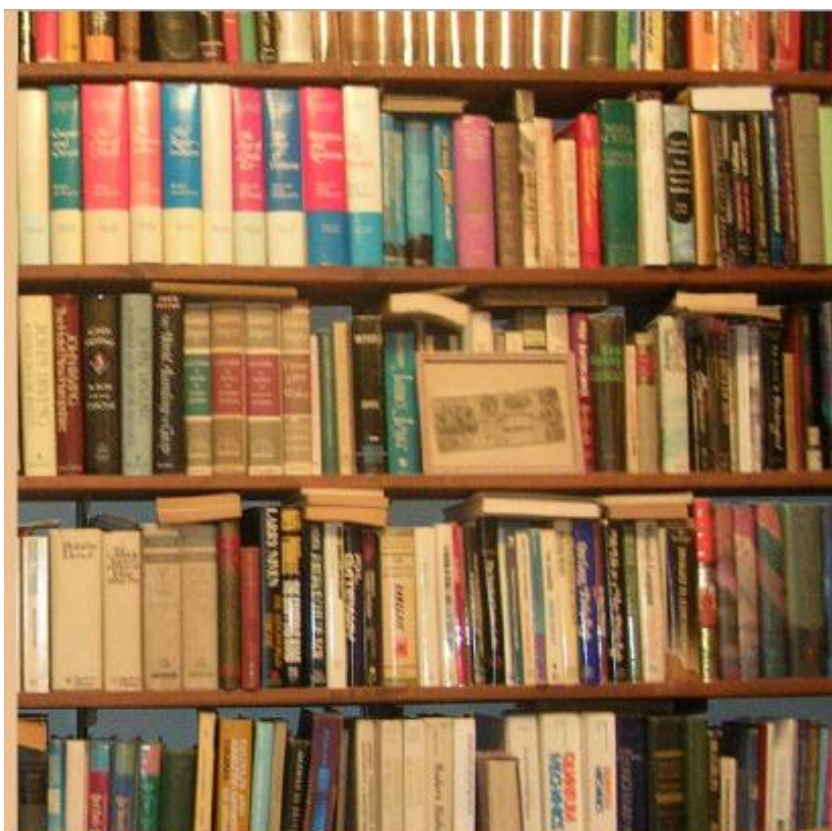
Dear Reader: Thank you for downloading this free book from Brian W. Kelly. I finished the book titled **How to Write Your 1st Book & Publish It Using CreateSpace**

<https://letsgopublish.com/publish/selfpublish02.pdf> in September 2015. I hope you enjoy it and that even though CreateSpace is somewhat defunct the principles in the book apply to help your goal of being self-published.

Most of my books had previously been published on Amazon.

Click below if you would like to donate to help the free book cause:
<https://www.letsgopublish.com/books/donate.pdf>.

Enjoy!



**How to Write Your First Book
and Publish It Using CreateSpace**

You won't believe you can
do it until you begin!

Brian W. Kelly

How to Write Your First Book and Publish It Using CreateSpace

You won't believe you can do it until you begin!

When I began to write they called publishing your own book, the **Vanity Press**. To avoid the scourge, you had to do handstands talking to publishers who did not want to read your manuscript. Most gave up. I was lucky, I had a friend who worked for a Publisher, Harper & Rowe and I got a break that I could not get again if I tried today.

Instead of a vanity press, which implies you are writing your autobiography because you are too unimportant for a publisher to want it, today self-publishing is the preferred way to bring out a new book. Tens of thousands of great authors have had enough with snobby publishers and author's agents. So, they either start their own companies, or they use phenomenally easy to work with organizations such as Create Space to publish for them. In these cases the author has some work to do but believe me it is easy to get published. CreateSpace will assure that you have a work that you will be proud of. You came to the right place by picking this book.

Not only do we walk you through CreateSpace and how to get your completed manuscript published, we also show you how to complete your manuscript so it is acceptable to CreateSpace or any other publisher in the world.

We show you the ins and outs of writing a book using Microsoft Word as your author tool, We show you how to structure your book, create table of contents and indexes; how to format your chapters and lots more. We then show you how to upload your document file to CreateSpace so that you too can one day be a famous author.



B R I A N W . K E L L Y

Copyright © 2015 Brian W. Kelly

Editor Brian P. Kelly

How to Write Your First Book and Publish It Using CreateSpace

Author Brian W. Kelly

All rights reserved: No part of this book may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, scanning, faxing, or by any information storage and retrieval system, without permission from the publisher, LETS GO PUBLISH, in writing.

Disclaimer: Though judicious care was taken throughout the writing and the publication of this work that the information contained herein is accurate, there is no expressed or implied warranty that all information in this book is 100% correct. Therefore, neither LETS GO PUBLISH, nor the author accepts liability for any use of this work.

Trademarks: A number of products and names referenced in this book are trade names and trademarks of their respective companies.

Referenced Material: *The information in this book has been obtained through personal and third party observations, interviews, and copious research. Where unique information has been provided or extracted from other sources, those sources are acknowledged within the text of the book itself or at the end of the chapter in the Sources Section. Thus, there are no formal footnotes nor is there a bibliography section. Any picture that does not have a source was taken from various sites on the Internet with no credit attached. If resource owners would like credit in the next printing, please email publisher.*

Published by: LETS GO PUBLISH!

Publisher: Brian P. Kelly

Editor: Brian P. Kelly

Mail Location: P.O. Box 621, Wilkes-Barre, PA 18703

Web site www.letsGOPublish.com

Library of Congress Copyright Information Pending

Original Book Cover Design by Brian W. Kelly

ISBN Information: The International Standard Book Number (ISBN) is a unique machine-readable identification number, which marks any book unmistakably. The ISBN is the clear standard in the book industry. 159 countries and territories are officially ISBN members. The Official ISBN For this book is on the outside cover: **978-0-9980848-5-5**

The price for this work is :

\$9.99 USD

10 9 8 7 6 5 4 3 2 1

Release Date:

September 2015

**LETS
GO** 
PUBLISH 

Dedication

*I dedicate this book
To the magnificent Joseph McKeown Family*

They are the family of Joseph and Ruth McKeown. I list them in order of birth: Joseph Jr. and angel Kathleen, Their children and spouses include Patti & Joe Niznik and children Matthew and Joshua; Mike & Lisa, and children Katie, Michael and Angela ; Kevin & Megan; and children Patrick and Liam.

And then there are also Kellys on the Kathleen McKeown side, Angels Cornelius and Angel Kathleen Kelly, Helen and Angel Joe Drexinger, Alice and angels Bonnie and Joseph Jr.

*Joe McKeown (Jr.) has two wonderful cohorts--
Melvin (Manhattan) Manhart, and Red Jones.*

Thank you all and the Best!

Acknowledgments

I would like to thank many, many people for helping me in this effort.

I appreciate all the help that I have received in putting this book together as well as all of my other 78 published books.

My printed acknowledgments had become so large that book readers "complained" about going through too many pages to get to page one of the text.

And, so to permit me more flexibility, I put my acknowledgment list online, and it continues to grow. Believe it or not, it once cost about a dollar more to print each book.

Thank you and God bless you all for your help.

Please check out www.letsGOPublish.com to read the latest version of my heartfelt acknowledgments updated for this book. Click the bottom of the Main menu!

To sum up my acknowledgments, as I do in every book that I have written, I am compelled to offer that I am truly convinced that "the only thing you can do alone in life is fail." Thanks to my family, good friends, and a wonderful helping team, I was not and continue to be --- not alone.

Table of Contents

Chapter 1 First Thoughts On Writing a Book.....	1
Chapter 2 Getting the Right Perspective.....	15
Chapter 3 Structuring Your Book for Publishing	21
Chapter 4 The Cover	40
Chapter 5 A look at the Parts of a Book by Example	45
Chapter 6 Final Preparations for Publishing.....	67
Chapter 7 Using CreateSpace for Publishing	89
Chapter 8 Getting Started with CreateSpace (createspace.com).....	91
Chapter 9 Creating Your First Book Title with CreateSpace.....	95
Chapter 10 Marketing and Distribution for First Your Book	115
Chapter 11 The CreateSpace Proofing & Publishing Process.....	121
Chapter 12 Publishing Your Book on Kindle	135
LETS GO PUBLISH! Books by Brian Kelly:	145

Preface:

Why did Brian W. Kelly write this book?

In a word, it is *CreateSpace*. "My good friend Paul Harkins, an accomplished writer had been published by numerous Publishing Houses when he discovered CreateSpace. I was still using Offset Paperback's print on demand for my books and though it worked well, it was much more difficult to get work through. I have taken papers etc. that I had previously written, dressed them up and created books in several days using CreateSpace. Plus, right after they approve my work, and I approve their work, which by the way is impeccable, they make the book available on Amazon and Kindle. It is easier than I could ever have imagined and this book is my 83rd."

Brian Kelly had been previously published by John Wiley and Sons, the Ballinger Publishing Division of Harper Collins, Cardinal Business Media, Midrange Computing, and 29th Street Press when he stopped writing for several years. Kelly was always frustrated by how long it took to create a contract to publish a book. He felt like he could write a book faster than it would take to negotiate its publishing. After his several year hiatus, and the untimely death of his author's agent, Kelly was left trying to figure out how to get his next book, which was already conceived and partly written out to the marketplace.

Author's agents do not want to take a gamble on anybody nowadays unless they are TV stars or already successful novelists. It is a sin. Great writers are being left without a means to express themselves other than the informal blogosphere. Worse than that perhaps is that publishers no longer will respond to an uninvited query about a manuscript. They want to be left alone with their author's agents. It is very frustrating for somebody who has a lot to say and their favored means of expression, the book, is no longer available.

What Brian Kelly did was start his own Imprint called Lets Go Publish! He was writing technical books when he formed the small company. His former tech publishers agreed to distribute his books and this was fine for a number of years before they decided that they wanted to work only with their own authors.

Kelly founded BookHawkers Internet Book Publisher so that he could sell the books published by Lets Go Publish! Kelly also changed his preference from tech books to Patriotic and political books, human interest and sports. Kelly sold all these books on BookHawkers and had them printed at Offset Paperback. They are a very good company but, according to Brian, they have none of the magical ingredients of CreateSpace. When Brian found CreateSpace and engaged them, he immediately became well-known again and his books began to sell faster than ever before—across the globe.

Anybody seeking out this book knows that the publishing industry is evolving. Hundreds of thousands of authors like you have begun to publish profitable work instead of waiting for agents and publishers to give the green light. Quite frankly, long before the green light, the publishing tag team often choose not to return phone calls.

With CreateSpace you can easily access tools, quality printing, booksellers, eBook distribution, and marketing strategies so that you can generate more opportunities than you imagined – all while building your following of readers. Brian Kelly knows this is true after just four months of active publishing.

Brian wanted to repeat what we have written on the first page of this book:

"When I began to write they called publishing your own book, the Vanity Press. To avoid the scourge, you had to do handstands talking to publishers who did not want to read your manuscript. Most gave up. I was lucky, I had a friend who

worked for a Publisher, Harper & Rowe and I got a break that I could not get again if I tried today.

Instead of a vanity press, which implies you are writing your autobiography because you are too unimportant for a publisher to want it, today self-publishing is the preferred way to bring out a new book. Tens of thousands of great authors have had enough with snobby publishers and author's agents. So, they either start their own companies, or they use phenomenally easy to work with organizations such as Create Space to publish for them. In these cases the author has some work to do but believe me it is easy to get published. CreateSpace will assure that you have a work that you will be proud of. You came to the right place by picking this book.

"Not only do we walk you through CreateSpace and how to get your completed manuscript published, we also show you how to complete your manuscript so it is acceptable to CreateSpace or any other publisher in the world.

"We show you the ins and outs of writing a book using Microsoft Word as your author tool, We show you how to structure your book, create table of contents and indexes; how to format your chapters and lots more. We then show you how to upload your document file to CreateSpace so that you too can one day be a famous author.

You are going to love this book as it is a good read. If you want an express route to getting your first book published with no guilt, this book is for you.

I wish you all the best

Brian P. Kelly, Publisher
P.O Box 621 Wilkes-Barre, Pennsylvania 18703

About the Author



Brian W. Kelly is a retired Assistant Professor in the Business Information Technology (BIT) program at Marywood University, where he also served as the IBM i and midrange systems technical advisor to the IT faculty. Kelly developed and taught many college and professional courses in the IT and business areas. He is also a contributing technical editor to IT Jungle's "The Four Hundred" and "Four Hundred Guru" Newsletters.

A former IBM Senior Systems Engineer, he has an active consultancy in the information technology field, (www.kellyconsulting.com). He is the author of dozens of books and numerous articles about current IT topics. Kelly is a frequent speaker at COMMON, IBM conferences, and other technical conferences and user group meetings across the United States.

This is Brian Kelly's 84th book.

Chapter 1 First Thoughts On Writing a Book

Early Suggestions

Since you are a prospective writer thinking about publishing a book, let me make a suggestion. You first need to write a book. I am not kidding. Leave all your publishing thoughts on the table and move from the table to your writing desk with your PC ready to slam out a few great paragraphs followed by even better paragraphs. Eventually, you will have chapters and ultimately, you will have a book.

My suggestion is that the book should be as close to 150 pages as possible—no less and not much more. It should be set for about a 6 X 9" book-size in a 12-point Calisto MT font.

Do not worry about publishing the book until you have your masterpiece written and edited at least three times. I will show you how to publish your book three different ways. It is lots easier to publish the book than to write a masterpiece. You will be able to get your book published one way or another. Writing the killer book is much more important than getting it published. One will follow the other if you are persistent and tenacious.

Add pictures / graphics as you write

Many authors choose to include their own artwork, illustrations, or photographs on their covers or interiors. Many take images freely available on the Internet and use them to highlight an idea.

This is a great way to make your book more appealing to readers. Adding pictures to your word document manuscript is as easy as cutting and pasting from your source or using the insert image capabilities of Word to bring an image from a file on your PC.

Though there are very specific requirements an image must meet in order to be published, CreateSpace and other publishing houses are often forgiving. If perhaps you think that the resolution is fine and the picture is good enough, most publishers will permit it to be in the book even if the image is not as crisp as it can be. We cannot teach you all about images in this book but we will say that you should use them to the extent they amplify the text and make it interesting. Don't worry about the technicalities.

Now, let's talk about where we can put images in any book.

Images for the Front Cover

Michele Thomas or some graphic artist should design your cover for you. You will provide somebody such as Michele any specific pictures you would like to use. The graphic artist will always try to find the clearest version of the images you provide and they'll offer advice if they cannot get better quality images. There are many sources of images from the Internet per se to Internet sites, as well as fee and free image houses such as those at <http://www.thinkstockphotos.com>, Hemera or iStockphoto. The latter groups charge for images.

I eventually began to use the cover creator on CreatSpace and now on KDP (Kindle Direct Publishing)—Amazon's new hard cover book printing company. Amazon bought CreateSpace a few years ago and recently converted all my older books to KDP acceptable publications. My books (currently 231) are almost all available from amazon.com/author/brianwkelly.lare

Images for Your Interior

The instructions in this book are for authors who have chosen to create a black/white interior book with a color cover. If you are publishing a color book, the instructions in this book still apply but there are more things that you make be able to do to enhance your book.

Color and B/W images include photographs, drawings, artwork, screen shots, charts, or any other graphic that would need to be inserted into your manuscript. If you are selecting stock images for your interior, there is typically a fee for each image you choose. If after you reread your book, you find that it could use more images of various kinds, feel free to add them in Chapters that need what they can provide.

Figure 3-5 Walking Across the George Washington Bridge



If you are writing a book in which you are not referring to images or charts in sections of the text, then it is up to you whether you label your images or not. Authors label their images at the top or bottom with no spacing. A common nomenclature for images is to use the word *Figure* followed by the Chapter number followed by the sequence of the image in the chapter. The fifth image in chapter 3

would this be labeled Figure 3-5. This label can be followed by something descriptive such as The George Washington Bridge as shown on the prior page.

Permission to Use

Just as you make sure that the text you are quoting is not extensive so that a fair use issue would not occur, you must make sure your images are legal. Publishers often insist that you have permission from the image owner. However, generally available internet pictures in the public domain and those you buy from a picture stock are fine.

Image Size & Resolution: What You Need to Know

Though they say that an image is only as good as its resolution, relative to its size, size and resolution together determine the quality of your image and how it will look in your final book. Problems with image size or resolution are the number one reason may be reason for production delays but in my experience with print on demand printers as well as CreateSpace, if you approve the look of the image in your proof, for the most part, they will print it as is. Here are some good facts for you to understand about images in general.

Image Resolution

You can think of resolution as the crispness or quality of focus in your image. Obviously, we want the best possible resolution. Resolution is measured in PPI, or pixels per inch. You may also see it measured in DPI, or dots per inch. They both mean roughly the same thing and can be used interchangeably. Images for your book should be no less than 300 PPI or DPI. Anything less will not print with accurate clarity and may appear fuzzy or jagged in your final book. Though this is 100% accurate often, an image with less resolution can still do the trick.

Image Size

An image's resolution is directly related to its size. For interior text files, place your images at the size you want them to be by inserting them specifically within the text of the Chapters where they best fit.

How I started writing

Many writers will tell you that the best way to start writing a book is to start writing something soon. There is a lot of truth there. Your first book will be much more difficult than any other book you may choose to write. Everything you do will be new. Regardless, the most important thing is to start writing.

When I wrote this book originally several years ago, it was my 83rd separate and identifiable book. I also put out a few radically different second editions. Now, my last book, written on April 28, 2020 is my 231st and I have already begun my 232nd titled *Great Moments in LSU Football*.

In my writing life, I have also written essays—both technical and theme oriented. Several of my books came from writing an essay that continued into Part I, Part II, Part III, etc. Essays do not ready very well when there are a lot of parts but, all other things being equal, books with a few chapters and a reasonable number of pages are easy to pull off and complete and perhaps more importantly, they are more enjoyable to read. Of course, the content in all cases matters.

I wrote my first book well over thirty years ago. I did not have my own advice to go by back then so I did not listen to it. After I had written about a quarter of a book, or so I thought. my friend Dennis took me to a real English taskmaster, Myrna Schaeffer, RIP, who really helped me and encouraged me. After you write a bit, hopefully somebody you know can find you a Myrna

Schaeffer. She made me feel like a schoolkid who should have already known the points she put forth but the lessons were well worth it. I should have taped them

When I began to write, I had a brand spanking new 1981 IBM PC with diskette drives and I used EasyWriter as my word processor. I had no idea about page sizes so I used the whole page 8.5" X 11." That's fine for writing bulk text. Myrna had to read printed pages and so it helped to have a lot on a page as back then it cost less to print. She did not edit the whole thing but gave me enough of a perspective to know what I needed to do to keep going.

BTW, I have been told that Amazon printing today set the price of a book for printing (your cost when you sell a book through them) using just the # of pages. I have a few books that I re-released from 6"X9" to 8.5 X 11 and it was able to reduce the price by several dollars with the same content.

I did keep going. Chapter after chapter, I wrote as if each chapter was its own essay remotely connected to the theme of the book. The book was a technical history book. Eventually, I had about 400 or more pages single sided. It was in a huge a huge binder. Back then, I wrote each chapter as a new document, figuring I would combine them in the end. This would work today also but today, I write one book with multiple chapters.

I had the good fortune of having Carolyn Langan, another English teacher, in my new neighborhood after moving from my first home in 1987. She is still a princess in terms of a person to work with. Since I had never written a book, it was all new. I had no idea what she would find.

Carolyn had the manuscript in printed form for about a month as I recall. One day she brought it over. She had gotten somewhat past the first 100 pages. I forget which chapter. She said the book was very technical for her to know in many cases whether something was right or wrong grammatically. She made lots of

changes but believed it would take her forever to edit the whole thing. Plus, she knew that after I made the changes, I would need her again as I put additional touches on the book. She had a full-time job and she simply could not get this done in any appropriate time frame.

I took all of her work and I made all of the individual changes to the files, which by this time I had moved to WordPerfect, another word processing software package. WordPerfect made editing text on the machine much easier than EasyWriter.

When I finished making all of Carolyn's changes and I rewrote things per her suggestions, I decided to read the book to that point. As I read the book, I hoped that nobody would ever make me read such a book again. It was terrible. It was too big and I had not sectioned it off well and had not made decisions about which ideas needed to be presented in which sequence.

The essay idea did not pull the book together well for me as the essays did not follow each other well. I decided that I was a lousy writer and I put the book down for about thirty years until the summer of 2015. I finished it early in 2016.

My first published book was titled, *The Personal Computer Buyers Guide*. I was fortunate to have a good friend Al Teufel who was the IBM Representative to Harper & Rowe, Publishers. Al set it up so that my writing partner for this book, Dennis Grimes and I would meet with Mike Connolly, the President of Ballinger Publishing in Cambridge, Massachusetts in the heart of the Harvard / MIT world. Mike liked our idea for the book and so we were off with book one without one page written. That's how it can be done when you have an "in."

Mike later left Ballinger and became an author's agent and he took Dennis and I on as Clients. We had another idea. We designed some programs to collect PC specifications for six different PCs and or software packages, and Mike sold the

package to John Wiley & Sons. It took us six months to produce six huge Buyers Guides for Wiley. We made some money on the books but not the level Mike Connolly had hoped. His idea was that every book an author writes should render \$50,000 in additional lifetime earnings.

After the Buyers' Guides, we both stopped writing for years. Dennis never was interested enough to come back and write as a team. About 1995, I got some ideas for other technical books. My first effort was titled, *The AS/400; The Internet; and Email*. It sold really well. Midrange Computing dedicated a Myrna Scheeffer-type editor to get it finished, It was one tech book after another until about 2004 when I decided to write *Patriotic / Political Books*. My first effort was titled Taxation Without Representation. That is now in its fourth edition.

As I noted earlier, I picked up my first writing attempt again in summer 2015. I had become a much better writer by "writing." The first thing I did was analyze it. It still did not have a title. I used the Word Table of Contents generator after converting it to Microsoft Word so I could look at the many chapters in one line format. From the old chapter list, I produced an outline for how I would attack this very, very large book, which was about to grow larger.

I finished the book in the winter of 2016. A great friend of mine, Paul Harkins, who is also an author of technical computer books loved the book. I had released it with the title: Thank You, IBM: The Story of how IBM helped today's technology millionaires and billionaires gain their vast fortunes.

Paul read the book and for his consulting practice, he bought a bunch more. He sent me a note one day that I had left out a number of billionaires and he began to list them. He was right. I had not included a section on Application Software Billionaires such as SAP/AG and other ERP and Enterprise software vendors.

I stopped my projects that were in process and I wrote a new section and a bunch of new chapters, and I rearranged the book to accommodate the new billionaires in the proper section. I announced the book as a Second Edition as it had substantial changes, I also had to raise the price because nothing from the First Edition was deleted. By the way, the publisher's name for most of my books is Lets Go Publish! (LGP), a company which I began about twenty years ago. My newer books are all available here: <https://www.amazon.com/author/brianwkelly>

The next page shows my most extensive glance at a table of contents for any of my 83 books so far. Check out the # of chapters:

Table of Contents

Section I Introduction

- Chapter 1 Many Opportunities, Many Disappointments
- Chapter 2 Fast Forward to Today. Has IBM improved?
- Chapter 3 IBM Once Thought It Could Say No & Survive
- Chapter 4 The IBM Story Continues
- Chapter 5. IBM Was Destined for Fortune

Section II The Watson Years

- Chapter 6. IBM's Thomas Watson Sr.: Continuous Excellence
- Chapter 7. Early IBM Line of Electromechanical Devices
- Chapter 8. IBM's Early Efforts with Real Computers
- Chapter 9. Thomas Watson Jr. IBM Presidency and Chair
- Chapter 10. The Mainframe Era Begins!
- Chapter 11. Modern Mainframes
- Chapter 12. IBM Small Business Computers
- Chapter 13. IBM System/3 Starts a New Age
- Chapter 14. IBM System/38—Most Advanced System Ever
- Chapter 15. AS/400 Comes Invited to the System/38 Party
- Chapter 16. IBM Merges Systems i & p (AS/400 & RS/6000)
- Chapter 17. Thomas Watson Jr. Steps Down as Chair & CEO

Section III T. V. Learson & Frank T. Cary--IBM past Watsons

- Chapter 18. Starting with Learson
- Chapter 19. Frank Cary, the Mainframe, Mini, and Micro CEO
- Chapter 20. DEC Invents the Minicomputer
- Chapter 21. Hewlett-Packard Enters Minicomputer Arena
- Chapter 22. Data General Formed as Minicomputer Company

- Chapter 23. EMC Buys DG; Enters Minicomputer Market
- Chapter 24. IBM's Non-Minicomputer Minicomputers
- Chapter 25. IBM's new Series/1-- Bona Fide Minicomputer
- Chapter 26. MIT, IBM and the Early Development of Unix
- Chapter 27. What is Unix and Why Does It Matter?
- Chapter 28. Among Many Unixes, Another Unix—Linux
- Chapter 29. The Microcomputer Revolution
- Chapter 30. TI—a Micro Tech Pioneer and Eternal Innovator
- Chapter 31. Shockley & Fairchild Semiconductor Pioneers
- Chapter 32. Motorola the Chip Maker with Different Roots
- Chapter 33. The Founding of Intel
- Chapter 34. Zilog: Great Microcomputer Pioneer
- Chapter 35. MOS Technologies / Commodore
- Chapter 36. Radio Shack: 1st Personal Computer Company
- Chapter 37. Apple Piqued the Home Computerist in Us All
- Chapter 38. Key IBM Software Invention: Relational Database
- Chapter 39. Oracle Announces First Relational DB Product
- Chapter 40. IBM Data Comm. Why Big Blue Failed?
- Chapter 41. Teleprocessing: Next Step after Cards & Printers
- Chapter 42. IBM and Local Area Networks
- Chapter 43. Cisco Beats IBM in Networking

Section IV CEOs John Opel & John Akers Almost Sunk IBM

- Chapter 44. John Opel—CEO with Spirit, Opportunity, Failure
- Chapter 45. A Deeper Look at John Akers' Years
- Chapter 46. IBM Invented RISC Technology in 1974
- Chapter 47. Sun Microsystems Makes It Big With RISC
- Chapter 48. IBM RS/6000—A Great RISC/UNIX System
- Chapter 49. Power Architecture World's Fastest Supercomputers
- Chapter 50. IBM PC Introduced in Opel Years
- Chapter 50 Appendix. The PC Story IBM at its Worst
- Chapter 51. Compaq Beats IBM BIOS; Becomes Top PC Co
- Chapter 52. Gateway Computer Company – 2000
- Chapter 53. Dell Computer still on top
- Chapter 54. IBM Says Good-By to the PC Industry
- Chapter 55. Microsoft-- Champion of PC / x86 Software

Section V Application Software: From Watson to Rometty

- Chapter 56. What is Application Software?
- Chapter 57. Business Application S'ware, Service Bureaus, Clouds
- Chapter 58. IBM Once Was the Application Software Leader
- Chapter 59. Impact Catamore Lawsuit-- IBM App Software
- Chapter 60. IBM's Post S/3 -- Formal App Software Packages
- Chapter 61. IBM Failed in the Application Software Industry
- Chapter 62. Shared Medical Systems
- Chapter 63. Quick Look at IBM's MAPICS Application & SAP
- Chapter 64. SAP: The Best In ERP Software
- Chapter 65. Small Companies – App. Software Millionaires
- Chapter 66. Large Software Firms-Many Rich Entrepreneurs

Section VI Gerstner, Palmisano, & Rometty, IBM's Latest CEOs

Chapter 67 Lou Gerstner: First CEO Not Bred in IBM's culture

Chapter 68 The END: IBM's S.Palmisano and Ginni Rometty

Advertising Lets Go Publish Publishers Other Books

How to start writing

To repeat for emphasis, many writers will tell you that the best way to start writing a book is to start writing something. The key is to stop procrastinating; make sure you understand your word processor; and get something written. Always remember that your first book will be much more difficult than any other book you may choose to write. But, you have a lifetime to write each and every book that you plan. Everything you do will be new so you will second guess a lot of things. By getting into it as quickly as you can, instead of suffering from analysis paralysis, you will be that far ahead. To say again, the most important thing is to start writing.

Nobody writes a book without an outline. Depending on who you may be, however, the outline can be completely in your head. It's been a long time since I created an outline.

Sometimes when I know there are about say, ten things that I want to accomplish in a book, instead of an outline, I write up the Chapter Headings within the book file with the same text that they will have when the book is completed. Of course, while writing the book, sometimes a cleverer chapter title may come to mind and that is fine. Just make the change and continue.

The table of contents from Thank You IBM is not one that I could have ever come up with thirty years ago. Over the thirty years it took to write the book, I became a much better writer and I became a much better text organizer. That is why my recommendation for your first book is about 100-150 pages. it permits many iterations on the way to perfection and there should be few convolutions or permutations with which to deal.

In the *Writers Dig* by Brian Klems, Brian outlines seven steps that he finds helpful in planning the completion of your book. Here they are without the detailed explanations. You may see the whole seven steps with detailed explanations in article form at <http://www.writersdigest.com/online-editor/7-steps-to-creating-a-flexible-outline-for-any-story>. I checked just now and that article is still available.

1. Craft your premise.

Your premise is the basic idea for your story.

2. Roughly sketch scene ideas.

Armed with a solid premise, you can now begin sketching your ideas for this story. Write a list of everything you already know about your story.

3. Interview your characters.

In order to craft a cast of characters that can help your plot reach its utmost potential, you'll need to discover crucial details about them, not necessarily at the beginning of their lives but at the beginning of the story. Many books such as the ones I write have no characters or the character is a machine or it is a political notion.

4. Explore your settings.

In fiction writing, your setting might be a childhood neighborhood or the seventh moon of Barsoom (Star Wars). Figure out what you might like to happen in these settings and write what you can—as much as you can.

5. Write your complete outline.

To the extent that you have it in your head and on paper from steps 1 to 4 above, go ahead and try to craft your outline.

6. Condense your outline.

Most often your first cut outline will be too big to be workable so the experts advise making the first version your extended outline and then condensing it to a more manageable form.

7. Put your outline into action.

Many writers will suggest that each time you sit down to write more in your book, begin by reviewing your outline. Read the notes for whatever you are working on at the time. Go over any problems you see in your head before "touching" the "paper" or your Word Processor. Don't hesitate to rule out prior ideas when you get a good replacement idea.

End of list—

For new writers especially, an outline will provide very valuable structure and guidance as you write your first draft. But, remember this. It is not an academic exercise. It is real. The outline does not always have to be what you originally write. You may go other places in your book.

There is no teacher such as Miss Gradenheimer scoring this assignment to assure a 100% match of outline to content. The book, not the outline is what you are writing. Do not be afraid to explore new ideas as they occur. There may be many iterations as you go from start to finish. In most cases, you will like your final product much more if you let your mind wander and write down those thoughts as part of the "story." You can always change anything in your book—even sometimes after you publish it. You can delete chapters and you can delete paragraphs to make the book be what you want it to be.

Chapter 2 Getting the Right Perspective

Conceiving, Writing, Editing

Several years ago even before I found CreateSpace to be the most productive avenue for me to get my Lets Go Publish! Imprinted books published, several faculty members at Marywood University and a number of students had asked what they needed to do to publish a book in a typical fashion. They meant so that the book contents would be ready to turn over to Harper Collins, Lets Go Publish! or Joe Schmoie Pubs for publishing!

Today, I picked up the results of what I had written as a teaching tool and since I have not taught at Marywood since 2011, this manuscript about writing that I am now completing is at least five years old. When I wrote the beginning of this how-to-publish guide I had just self-proofed for the second time my newest book at the time, which happened to be 562 pages. I have no idea which of my books it was but it was probably a patriotic book as I finished most tech books in the early 2000's.

As always when anyone proofs a book, there are always changes. This time was not an exception to that rule. Let me now give a bit of an explanation to the writing, editing, and proofing processes.

Regarding proofing, it helps to know that experts charge at least a dollar a page (back then) and often much more if they are good. You will be inclined to pay it if you have the funds and you are not yet a great writer and you need a great proofer.

Because of the cost and the time involved in getting a book out, after paying for a few books, I decided I would begin to proof my own books. For me, it has worked out well. My secret to proofing my own book is to let it sit for a week or more so it looks like *some other goof* wrote it. You'll know why after iteration one why authors proof their work.

If hiring a proof-reader is beyond your budget, go ahead and start writing anyway as you will improve. If you have a moderate means, make sure your first book is not huge and find an English teacher as I did, to help you along. Your HS English teacher might be willing to proof for a small fee.

I would advise a neophyte to write and publish about two to five books before beginning to proof your own. For the last thirty and probably even more of my later books, I decided that I would proof them all myself.

To create a fine work, there are four requirements for initial proofing (rereading and correcting):

1. Proofing the day before's work
2. Spell checking the whole book with Word
3. Proofing a whole book in preparation for printing.
4. Final Proofing

I love writing without interruption so I like to get my thoughts down on paper really as quickly as I can type. I cannot type as quickly as I can think so my challenge is to keep my fingers from over spilling garbage on the pages while these otherwise fine appendages are trying to figure out the signals of the last buffer load of instructions from my active brain.

Eventually, the paper is full (on the screen) and the next page is full and so on and so on until, a day and night's worth of writing about a particular topic is finished. I should not say this but I will. My fingers are more coordinated and move faster while my

thoughts race assisted by two or three glasses of fine red wine in the evenings.

I am literally at peak and I can solve any problem by the time the last red wine glass is served—by me. By the way, another one of my secrets is that the gallonage is stored in the garage and thus, a natural bio break and thought break is achieved on each reload.

Problems that were not solvable before the biology and reload break are most often solved by the time—about ten minutes later that I resume activity in my writer's nook with my now Windows 10 machine and Microsoft Word 2013.

I personally do not like cheap keyboards. I type faster and more accurately with a good keyboard. I think you would also. Good keyboards do not typically come with new PCs. You have to buy one with tactile and audio feedback from a company such as Unicomp, where I got mine.

I had the original IBM keyboard for years as IBM's Raleigh Plant always made the best keyboards. Before the PC, IBM sold many terminals with its finest keyboards as part of the package.

Now, I have a keyboard from Unicomp at <http://www.pckeyboard.com/>. Just like the old IBM keyboards, which are top quality, for about \$85.00, you can buy a Unicomp. It has great tactile and audio feedback. You should use this keyboard on a PC running the almost-current copy of Windows and the almost-current copy of Microsoft Word—the only word processing program you should even attempt to use if you plan to publish.

The wine guy writer (me) from the night before eventually has dinner and goes to bed and wakes up in the morning after REM sleep. Some great ideas from the night before are refreshed and made ready to go. I have learned that I had better check all the work from the day before which was produced rapid fire.

When I change from rapid-fire writer to editor in the morning, I find a lot of mistakes that I missed while I was writing. Of course I am both guys but the half day (nighttime) that passes makes it seem like I am editing somebody else's work and so I get almost all of the editing changes in just one extra pass over the work of the day before.

Let me go over this again. When I read the stuff from the prior day, especially that which was written rapid-fire by the wine guy, I find extremely insightful thought that I enjoy very much but there is often poor sentence structure and some poor grammar use. So, I spend my first half hour of each writing day reviewing this work and making corrections before I go on again with creative writing.

I love creative writing immensely. Both me's in the process, the wine guy and the editor still may miss some things that are not at first obvious. Eventually, both of us, who are both me, create a book that we think is worthy of publication. Most errors of this kind will be caught in final edit. In my opinion few books are ever 100% perfect but we all should try to make ours as perfect as possible.

Besides all the formatting steps that are needed, in the proofing area, a third me, the final editor, does not believe that either of the two other guys know what they are doing. So the third *I, the real me in me*, reviews the whole thing in multiple ways. When the book is finished, I run through the WORD Spell checker and it shows me grammar issues and spelling issues that I had not seen despite my other reviews.

Side note; do not use an old version of Word. Most older versions are not as good at finding the nuances that are problems that will annoy you if your book is printed and it includes these issues!

As much as I want to rush through the spell and grammar check invoked via the Word Review Tab, I know that the third I in me,

must take my time or I will miss the subtleties that Word recommends that can change the perfection of the writing. So I take my time and methodically go through each page and I reflect and make changes as the process goes on.

I could never have caught all of these little things if I had written by hand and hired a typist. The interaction with the machine makes one a better writer in today's world. Every so often, I must completely rewrite a paragraph during this edit if it simply does not make sense. Yes, that does happen!

After I feel OK with the spell check, I do my final edit for my manuscript. In recent years, I have just one Word file. In prior years to make up for word tools that I did not know how to use. I would create two files. One file was for what I call the front matter and I created another word document for the main book.

We will get to all of this. After all, I just turned in my eighty-third book (in 2020, I am now at 231). So, I know how to get this stuff to the marketplace but as I get older, I produce much more readable and much more enjoyable books. I hope overall, this book will tell you why!

So, the next big step is to read the book. Some pages or chapters I read very slowly because they are substantial and written well, and other areas are not done as well. I need to discuss these as in the other edits, I sometimes presume things are right and I go quickly. In my second edit I skip things believing they are perfect (not a good idea). Though I hope to edit everything well, poorly written stuff is a bore even if I write it and I find myself not looking as intensely for errors in areas that I am not enjoying in my reading.

My advice which I do follow sometimes when perfection is more important than at other times, is to put the book down for a few weeks and sometimes months and bring in the fourth me, the re-editor, who typically finds the whole book enjoyable and has the

patience to edit by reading the text very closely. The better the end product of a book, the more all four me's are involved in making it perfect.

Yet, as previously noted, the truth is that no book is ever perfect.

As a professor for innumerable years, I must read books from cover to cover before I adopt them for a course and permit my students to read them. Being a tech writer for many years, I often smile when I see a mistake from the tech pros in their prose.

It is most often in non-essential areas but even the best of the best make mistakes. Proofing one's own book is a means of saving a lot of needed cash, especially if the first book does not sell well. Any method that gets you to complete your first work is a better deal than you ever thinking that you cannot afford to write. My objective is always to produce a book which costs me nothing. Hold on and we will eventually get to that in this book.

Chapter 3 Structuring Your Book for Publishing

Some helpful structuring tid-bits

To help you in structuring your book for publishing, I am including the how-to for two sections (front matter and main book) in one document. As noted previously, with my former book printer, I normally would submit two files to the printing company. One would be for the front matter (before page 1) and the other would be for the book per se, including the index if the type of book I was writing, such as tech books, required it.

*When I got better with Word over time, I learned to love the table of contents creator. By using a different author-created Word style for the chapter heading, which in my books, I create as **ChapterHead**. I can ask Word to create a table of contents automatically for me. By the way, Word creates a TOC that Kindle applies to its E-books so little work needs to be done to create a Kindle version of a submitted word manuscript. At one time, I redid my manuscripts for Kindle. Not any more.*

When I wrote this set of instructions originally five years or more ago I cautioned my students and the faculty who were interested in learning how to publish to "Pardon spelling because I am going to whip through this because I promised it to you." I also promised that I would do more: "I will send you the cover work for my new book if you want it." The cover printout is included in the next chapter.

This information can serve as a discussion point and reference for you to begin writing your own book or when you have a very large paper and need about 20 copies in a bound form., you can get a nice cover designed for a book for about \$100 to \$150. Additionally, it would cost about \$4.00 per book for 20 books from a print on demand printer such as Offset Paperback (OPM) in Laflin, PA.

<http://www.beprintersamerica.com/OPM/ContactUs.aspx>. These are rough ball parks. My point is you won't go broke.

Check out [www.letsGOPublish](http://www.letsGOPublish.com) for my books as well as www.amazon.com/author/brianwkelly. Additionally, all my recent books are orderable at this last link. You can also see all my covers—some professionally designed and some use covers created by the COVERS CREATOR tool.

Again, when I would submit a book to OPM Printers prior to 2016, I would provide them with at least two PDF files. PDF files can be produced directly from Word or with Adobe Acrobat or CutePDF or other programs. I use CutePDF to create a PDF from each MS Word document. Today I sometimes use the innate create pdf capability in Word called Microsoft Print to PDF. Other than to create a Kindle ebook, most printing shops want a pdf not a Word version of your manuscript.

As noted, one file can be front matter—the material before page 1 of the book. The second file is the main book from start to finish including the index and an advertisements page for Lets Go Publish (other books of mine).

Use Amazon's KDP for your self-publishing

In 2016, at the urging of my good friend Paul Harkins, still using my Lets Go Publish! Imprint, I experimented with CreateSpace and eventually began to use this great service for most of my printing and publishing work. After Amazon bought CreateSpace, I now use Amazon KDP printing.

I have updated the rest of this book to show how the Amazon KDP Print works with authors to get books printed. When I first self-published using the available tools it was a tool called *CreateSpace*, which is no longer available even though there are entrails of it still searchable on the Internet.

The Book I wrote was titled *How to Write Your First Book and Publish It Using CreateSpace*. The book from back then is still available but this book is the one you should use today since Amazon no longer supports the CreateSpace tools. It's title as you know is *How to Write Your First Book and Publish It Using Amazon's KDPe*

To get going, Type in *self publishing on Amazon* to find out where the Amazon tools are that we will use in this book. You will get to a page that gives you the following information:

Self-publish eBooks and paperbacks for free with Kindle Direct Publishing (KDP), and reach millions of readers on Amazon. Get to market fast. Publishing takes less than 5 minutes and your book appears on Kindle stores worldwide within 24-48 hours.

Make more money. Earn up to 70% royalty on sales to customers in the US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more. Enroll in KDP Select and earn more money through Kindle Unlimited and the Kindle Owners' Lending Library.

Keep control. Keep control of your rights and set your own list prices. Make changes to your books at any time.

Publish in digital and print. Publish Kindle eBooks and paperbacks for free on KDP.

Get started today! Self-publish with KDP for free.

To see more, Click on the next sentence *Learn how easy it is.*

Once you click, Amazon explains its KDP Print process to you and takes you on a journey that it hopes will make a published author out of you. You will see:

Prepare, Publish, Promote, Getting Started

Getting Started

Amazon writes: *You just finished writing the next hit romance novel. Or maybe a memoir destined for the big screen. Or perhaps the first volume of a gripping fantasy series. Now you've decided to self-publish your book on KDP, which lets you publish both eBooks and paperbacks. How do you want to start?*

- 1. Step-by-step guidance.** For an end-to-end guide with insider tips for self-publishing on Amazon, try the link--**KDP Jumpstart**.
- 2. Learn on your own.** Use our link--**self-guided resources** to get started publishing eBooks and paperbacks.
- 3. KDP University.** For a comprehensive suite of resources designed to help you take your best book to market, visit--**KDP University**.
- 4. Frequently asked questions.** See a --**List of common questions** from authors getting started on KDP.
- 5. Want an overview of the KDP website,** as well as publishing tools and marketing tips? See our **Getting Started with KDP video**.

For now, why don't you find your writing PC and catch up to this spot in the book by taking the actions on the Amazon KDP Getting Started Page starting with List item #1 and going til you finish looking at #5.

r :

Unlike when I worked with OPM, in which I separated the front matter from the main body in the book, Amazon KDP's requirements were for each book submission to be in one file. After writing so many books using various versions of Microsoft Word, I was able to figure out what I needed to do in order to combine the front matter with the main book. It was not hard at all.

Once I began to use Word, I learned that I had to know more than in other word processors I had used. For example, to be able to publish with Word, I had to learn how to create each chapter in its own section. Sections are vital to a lot of things in publishing your book with Word, so let's define the term right below:

Sections are subdivisions of a document. Once a document is divided into sections, you can make formatting changes that apply only to one section. For instance, you can change the page orientation or the number of columns for just one section. Sections are separated with section breaks.

When I type a book with Word, I place one chapter in one book section. In Word, a section is a very formal notion. I also start each chapter on an odd page. Most authors use this rule. I like how the completed book looks with new chapters beginning only on the right side page.

It is recommended to start all new chapters on what is called the recto page of a manuscript, as it establishes a predictable flow for the reader to follow. The resulting occasional blank pages on the left side of the fold are actually a part of establishing this rhythm, making the divisions between chapters even more distinct. This recommendation is listed in rule 1.48 of the Chicago Manual of Style.

At an earlier point in my writing and publishing career, I used both OPM and KDP depending on whether I wanted to sell the books on my sales site, www.bookhawkers.com or not.

BookHawkers is now defunct but I may resuscitate it in the future.

My point is that once I switched to the one file / one full book document approach, which I would recommend to all new book authors, I no longer use the two-file method. I have submitted work with one file to OPM and they work with it just as easily as when I separated the front matter from the main text.

Regardless of whether the front matter is contained in its own file or as part of a comprehensive one-document book file, I structure each book the same.

The front matter matters:

I have my own style which includes the same parts that most authors and publishers include in their front matter. In one of my books, you will typically find the sections outlined below. As you can see, the parts of the front matter are generally described.

Later in this chapter, I will show a full example and discuss each page's components in better detail. For now, let's assume that the manuscript has no page numbers. Let's start right with the first page (AKA page one) and continue to the end of the front matter.

First Page—In my books, on the first page, I introduce the book. I may use a picture of the book or another picture and/or, I use descriptive text.

Second Page—inside front page has copious **publisher information**

Page 3 I include the Lets Go Publish **Logo**

Page 5—I use this for the book's **dedication**.

Page 7 I use this for **acknowledgments**. My acknowledgments were once a litany of family and friends who enjoy seeing their names in print but I now put the litany of thank-you's on the web)

If more than two pages are used for any front matter section the page #s in this front matter guide would change. Some Sections are not included in every book.

Page 9 Here is where I would include one to several pages of free form **references** and a description of why. This is not standard but it saves me in certain books from using *ibid*, and *op.cit.*, and footnotes and a bibliography. I don't write really formal books so this gets me past a big unnecessary hurdle. It works for me.

Page 11—If I include a **foreword**, it goes here. It follows acknowledgments. A Book Foreword is a short essay about your book written by a third party. It gives the reader a reason why they should read your book

Page 13—A **preface** is a short essay about your book either written by you or somebody affiliated with your work such as an editor.

Page 15—A **table of contents at a glance** is a one line summary of Chapters and/or Sections)

Page 17—A **table of contents (toc)** is somewhat self explanatory. This one if present is a detailed TOC with heads and subheads. My Tech books' TOCs are often huge. I like to use multiple levels of heads to break up text in tech books. I use all of these as a quasi-book-outline.

When you write your book, the more complex the book, the more you will want to use heads and subheads to mimic the outline of the book. I will show you what typical text might be found at various levels of heading. When I wrote tech books, this

was much more important than now as I write mostly patriotic, sports, and political books.

The Table of contents needs to be built when editing the main book file if you use the two document approach. Then, it must be copied into the Front-Matter document file via copy and paste. When you use the one document book file approach, create the TOC within the document where you plan to place it in the front matter.

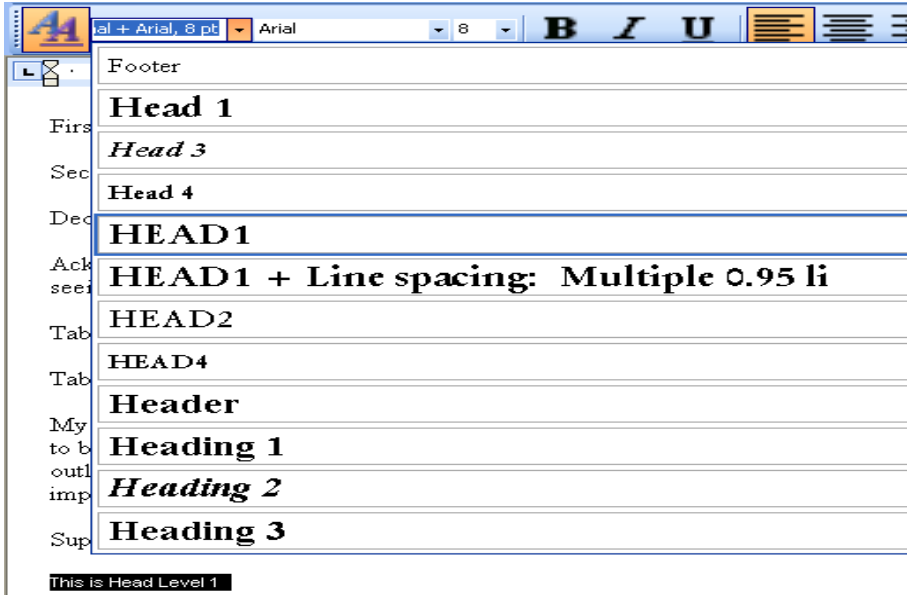
Page 19—An optional section called **about the author** is a later part of the front matter often shows a picture of the author as well as a few paragraphs of biographical information.

Now, let us discuss heading levels; how to create them; and then examine how the Word table of contents generator does its job.

Differentiating headings by level

Suppose I want this to be head level 1, which after Chapter Headings is the most important heading, aka, the top level heading.

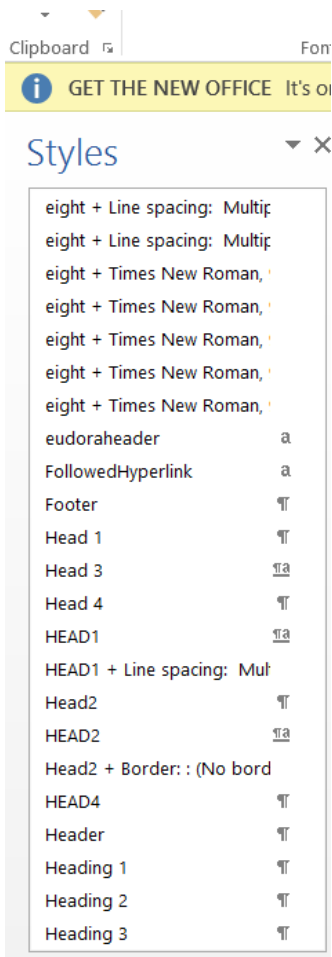
Head1 (Heading) Level 1 Highlighted in image below



A word look at the heading levels in a document

Look at the text highlighted above in the graphic. It is very small and looks like a black band at the bottom. We will make this text into Head Level 1. Highlight your text as above and bring down the styles window as shown above in the graphic. Then, pick Head1 by selecting it with the mouse.

In newer versions of Word, such as Word 2013, the Styles Window is selected from the Home Tab and it appears as follows:



I had previously created word style Head 1. When you select this style, the text will be formatted as a level 1 header which means it is important and bigger text. Level 2 is defined as smaller text and would be one level less important. In this document, I created a style called Chapter Head as most important with the biggest font size. Here are these three examples on the next page.

Chapter 1 Welcome to Chapter 1

Head 1 Welcome to Head 1

Head 2 Welcome to Head 2

By using captions such as these, you get to outline your book as you are writing it and Word will automatically create your table of contents for you as if it is a complete outline.

That was pretty quick so let's do it again

To select a set of text to be a specific level of head, there are steps to take as we have already discussed.

Suppose the text we wish to use is what we will actually do below in this document:

Insert / Reference / Index and Tables

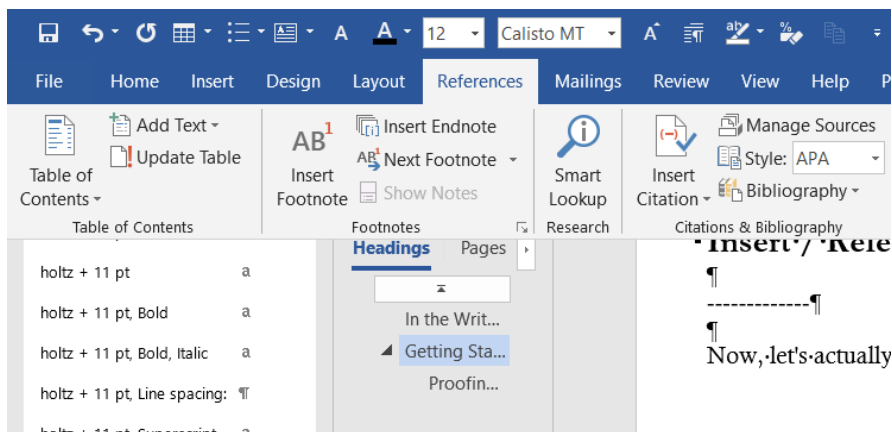
Let's say we want this text to be text level 1. To do this we highlight the text as follows:

Insert / Reference / Index and Tables

Then, we pick Head1 and the header for the next section at Level 1 will look like:

Insert / Reference / Index and Tables

In newer Windows and Windows 10 OS, we would do as follows:



Click on Refences, and then select Table of Contents. After the next prompt, the system will go ahead and create a table of contents for you right at that place in the document. Neat? You bet!

Now, let's do it again after selecting that level 1 text in our document as below:

Insert / Reference / Index and Tables

After we have created our chapter heads, level 1 through level 4 heads as we write the book, we can create the table of contents for this book. First we must open the main book file. We want the TOC creator to build us a detailed table of contents from the main book material. If the front matter is in the same file and it had heading levels that we wish to use, this process will accommodate them. If we are using two files then we would copy the TOC to the Front Matter file after table-of-contents (TOC) creation.

To create the TOC when editing the main book file, click the following:

**Insert / Reference / Index and Tables or
Reference / Table of Contents**

In Widows 2013, Reference is already a main so we do not need to start with insert. The action above will poof create your table of contents at wherever in the book you are positioned.

If you are in the back of the book after all text in the main book, it will go there. This makes sense only for the two file system. You would then copy this TOC to its own file to pretty it up and then copy the edited version to the front matter right into the Table of Contents Section. This will all make more sense when we get into the examples in Chapter 5.

I have already described the fact that I generate my TOC automatically with Word by using Head levels that I apply to the various headers when I write the book. You will see the HEAD levels in the main book part of the one file or the main book file in a two-file scenario. From this point on, I will no longer discuss the two-file approach.

I use Roman Numeral page numbering for the front matter and use regular Arabic (US) numbers in the main document.

Creating an Index

In tech books, it is good to have an index so that a geek looking for a quick way to do something does not have to amble through the table of contents or leaf through the book to scan for ext.

You can automatically create an index in a similar way to creating a table of contents. Once the book is done, most authors desiring to have an index, walk through the text in their entire document and mark items to be included in the index. The process remembers what page the ext is on and creates a separate file when you are done that most authors would copy to the back of the book where they like to place the index.

When the auto-index creator does its job, it takes the word or phrase and its page # and places it in the index and then later, it creates the index in alphabetical sequence.


The first step is to mark the words in the document. You mark words for inclusion in the index by highlighting the word or phrase and then clicking on **Mark Index**. A box then appears as shown on the next page:

The image shows a dialog box titled "Mark Index Entry" with a question mark icon and a close button (X). The dialog is divided into several sections:

- Index:**
 - Main entry:** A text box containing "Mark Index".
 - Subentry:** An empty text box.
- Options:**
 - Cross-reference: A text box containing "See".
 - Current page
 - Page range
 - Bookmark:** A dropdown menu.
- Page number format:**
 - Bold
 - Italic

At the bottom of the dialog, there is a note: "This dialog box stays open so that you can mark multiple index entries." Below the note are three buttons: "Mark", "Mark All", and "Cancel". The "Mark" button is highlighted with a blue border.

You would click the Mark button for one index occurrence or click on the Mark All button to pick all occurrences of the two words Mark Index every place it appears in the document. After selecting the word and marking it, it is ready to be included in

the index. If you display codes  next to the words Mark Index above, you would see the index code as follows:

XE·"Mark·Index·"·s

If you mark items to be in the index, the index creation for the back of the book is similar to the Table of Contents creation. This is just a simple summary about how word does its tricks. My solid advice it to take a class at a Community College or a self-study to learn MS Word. It will help make you a better author

To create an index after all your words are marked, position yourself in the book where you want the index created and pick the reference tab and then on the right hand side click on Insert Index. Poof! The index will appear in your book. It is like magic

Here is a reference on how to get an index created if your book needs an index. My later books do not need an index as they are reading books and not reference books. Here is how to get that done. It is fairly straight forward and saves an awful lot of work. Take the link

<https://support.microsoft.com/en-us/kb/212346>

In summary, I generate the index automatically by marking words in the book and then telling Word to create an index and then I reformat the Index into multiple columns in the main file. The above link will show you how to do that. I wait until the book is done since page numbers can get messed up if text is added after the index is created. I usually end the front matter with the Preface or the About the Author Section.

In this book manuscript, I use an MS section break. (Insert Break / odd Page) for each section or chapter. Sometimes I write the Preface and sometimes the publisher does (In both cases I include the text into the front matter.). If somebody writes a prologue or a foreword, you would put it before the preface.

I use Section breaks for each Chapter.

Each Chapter has its own main heading and starts on an odd page. I use odd and even page headers. The even page header stays the same with the book name throughout the book. The odd page, I change by creating an odd (MS-Word) section break for each chapter.

I use fairly standard style for my Chapters with a larger Font for the Chapter Title followed by about six spaces. I always have a first HEAD level to make the First Chapter Page look important.

I like using Headers as they make the book easier to read. Watch widow and orphan headers. If you do not know what they are, please study this reference:

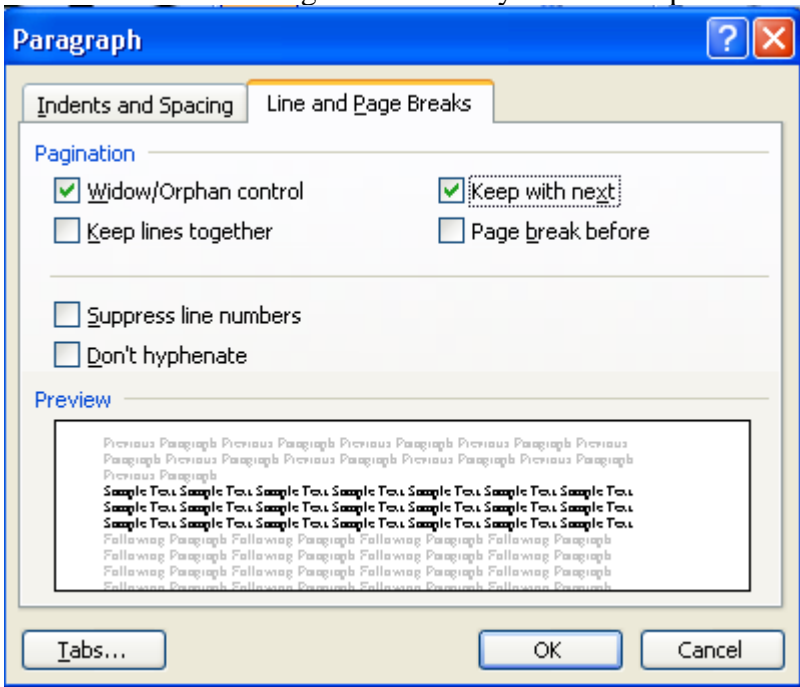
http://word.tips.net/T001149_Controlling_Widows_and_Orphans.html

You can use paragraph control to keep header lines with text. I do that all the time to avoid the widow / orphan problem with headers.

For example highlight the header or picture caption and the picture or the next paragraph after the header, then click

Format / Paragraph / Line & Page breaks / and check the keep with next box.

Class 1 Formatting Picture to Stay with the Caption



First highlight just the caption and change it to italic (my preference)

Then highlight the caption and the picture

Format / Paragraph / Indents and Spacing / Centered.

This centers the picture and the caption.

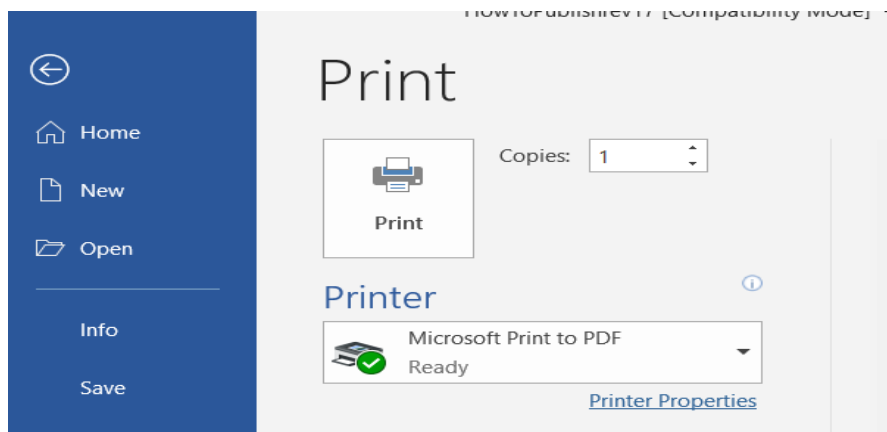
Then, highlight again and

Format / Paragraph / Line & Page breaks / and check the keep with next box.

This prevents the caption from being on one page and the picture on another

I create a separate odd section break at the end of the book for the index and then on the next even page, I put the Lets Go Publish Advertising page or pages -- always on the last page (even) or set of pages of the book.

This material is in this sample document at the end. When everything is finished, I create a PDF of the entire book using either Acrobat or CutePDF (free download) or the Microsoft *Print to PDF* facility as follows:



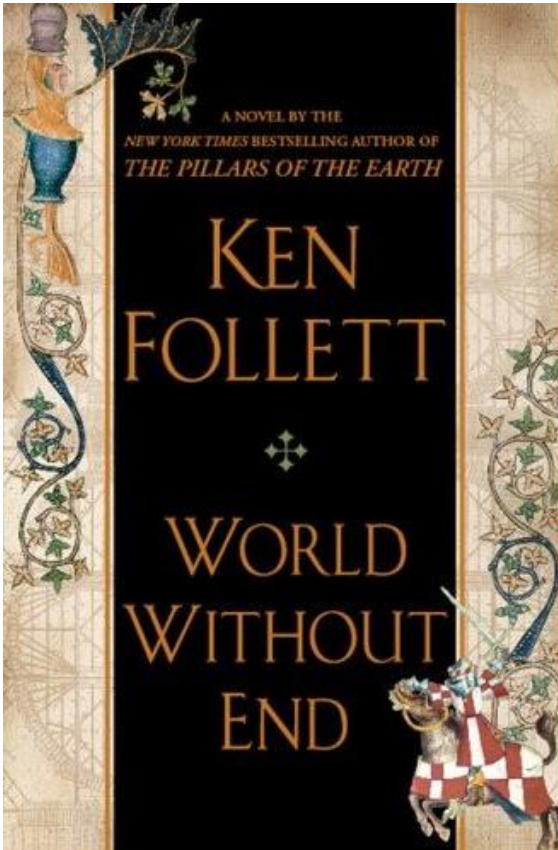
I review page by page the PDF to make sure the formatting is correct. Then I email the file to the printer or I begin the Amazon KDF print creation process. You can download a free PDF creator at

<http://www.cutepdf.com/Products/CutePDF/writer.asp>

When everything is finished, using the one document per book system, I create one pdf of the entire book using either Acrobat or CutePDF (free download) and I review page by page the pdf front matter and the book all at once to make sure the formatting is correct. Then I email the one file to the printer.

When using Amazon's KDP, the pdf file gets uploaded during the book publishing process. We discuss how to do this in later chapters. -----

Chapter 4 The Cover



Do people buy books by their cover?

I do think so!

Make sure your cover is attractive or nobody will want your book.

When I know about how many pages I want in a book (or as I work on it how many pages I think it will be), if my cover in my mind will be complicated, I begin to work with my cover

designer, Michele Thomas. I normally have some ideas or I look books up on Amazon or other sites to check out options and get a general idea of what might be a good overall look for a certain book. I used the Ken Follett book on the prior page for example as a book cover design guide.

I send Michele a look that I like and then I tell her about what text or other graphics I may want on the front and the back cover. I create all of the cover text. My front covers have always been exceptionally nice but for this new book that I was working on in 2007 or so, I wanted something different.

My book title was *Taxation Without Rrepresentation*. I first looked for a book title that contained the word *Without*. I found *World Without End*. Go ahead and google it. I then found some coin images and some clip-art stamps with Uncle Sam and a pattern and I sent it all to Michele to get a rough cut that I used in my cover. Almost every time Michele sends me a rough cut it is good enough for final copy unless I have made a mistake.

See the sample cover I sent to Michele above (Follett):

The back cover text for the taxation book originally was too small for the space available for example, so she sent it back to me and I re-edited the cover text and reduced the number of words and sent the new version back to Michele, my cover designer.

The finished cover I show for this book may give you an idea on what is needed and the fact that it is an iterative process.

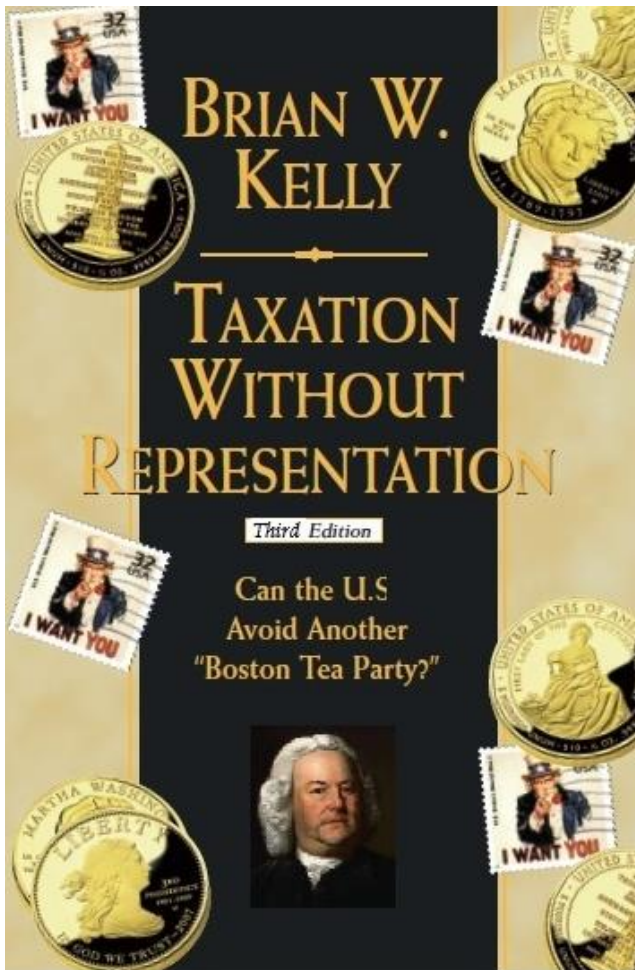
Hope this helps

The front matter file is exact and the main book file which we will show later is a stripped down version to show the things I discussed above about front matter and chapter headings etc..

Hope this all makes sense.

This ends the note to my students and faculty. Here is what the cover looks like now in its third version of this 2008 best seller. On the first page of this chapter, is one of the book designs *World Without End* that I had given my book cover designer.

I loved this design. My designer, Michele Thomas takes a good idea and makes it even better. Here is her rendition of this cover for the third edition of my Taxation W/O Representation Book.



The back of the book is also a feature of a great book designer's efforts. Remember when Michele did this original design, I was a lot younger. The book price is now \$17.95 and \$2.99 on Kindle. Here is the back cover:

TAXATION WITHOUT REPRESENTATION
Can the U.S. Avoid Another "Boston Tea Party?"
 by **BRIAN W. KELLY**
Your First Stop on Your Journey to Rediscovering Representative Democracy

Just as in 1776, today's Americans are overtaxed and lacking genuine representation. Brian Kelly wrote this book because our representatives, both nationally and locally, have abandoned their duties as agents of the people and forgotten our role as fundamental voices in a constitutional democracy.

Twenty consecutive years of non-responsive Presidencies, unprotected borders, and a Congress with more blame to go around than accomplishments yields a catastrophic failure of a report card. Kelly illustrates how public servants are so overwhelmed with self interests, special interests, the interests of corporations and the interests of other countries that they have no time to work for the people. He eviscerates, with cogence and gusto, the veneer of "honor" cloaking some of our nation's most dishonorable public servants.

Something went critically awry between 1776 and now. After depicting the problem, your author unearths a cornucopia of political trickeries aimed at taking our money, including a litany of "creative" taxes imposed against U.S. citizens. He then embarks on a no-holds-barred safari through some of America's most crippling domestic problems, fueled by representative negligence, corporate power, and greed. He questions the modern role of Unions. From there, your author explains the nation's emergent problems of visa abuse, the selling out of American jobs, and the unhealthy impact of illegal foreign nationals on the lives of American citizens. He explores the lack of free and honest elections, recounting recent judicial decisions and the push for fraud-prone voting machines. Despite its grave insights, the book animates at all times a spirit of hope and impetus for change which can help direct all efforts to avoid another "Boston Tea Party."

"I hope you enjoy reading this book and that you will remain vigilant and take the actions necessary to ensure that this experiment in democracy, the United States of America, can continue persevering for centuries upon centuries. I wish you the best!" -Brian P. Kelly, Editor



About The Author: Brian Kelly is an Assistant Professor in the Business Information Technology program at Marywood University. He has developed and taught a number of college courses in the business / IT discipline. He is the author of thirty-nine books and has written numerous magazine and e-magazine articles. He is a frequent speaker at the National Computer Meetings and he has been a featured speaker at various technical conferences and local computer group meetings across the United States.

Shop for this book and other LET'S GO PUBLISH! Books
 at BookHawkers (www.bookhawkers.com), IT Jungle
 (www.ITJungle.com), MC Press (www.mc-store.com), Amazon.com,
 Barnes & Noble and other fine booksellers.



Lets Go Publish!
 PO Box 834, Scranton PA 18509 USA
www.letsGOPublish.com
info@letsGOPublish.com

USA \$24.95

Chapter 5 A look at the Parts of a Book by Example

Page 1 Sample

LETS GO United States of America!

Taxation Without Representation

Can the U.S. Avoid Another "Boston Tea Party?"

This book relies on the Constitution, the founding documents, Articles of Association, Declaration of Rights and Grievances, Declaration of Independence, and the Bill of Rights (the text of each is included in our appendices) as the basis for the conclusions made herein. Taxation Without Representation unearths and explores a massive dilemma for U.S. Citizens. We began without representation. Then, the Colonies fought a war of independence to acquire representation. Now, our beloved representatives have fallen for the candy coated wiles of the new kids on the block--obscenely rich mega-corporations. This offers a walk-through, through on how our government once was, how it improved, and how it again eroded and regressed to its oppressive roots. The book highlights the major issues affecting the American worker, particularly the wholesale exportation of jobs to legal and illegal foreign nationals. The book also discusses how both political parties are preventing independent candidates from appearing on ballots and the problems presented by voting machines surreptitiously designed with technology that enables an interested party's surrogates to manipulate and even override the people's will. Our representative democracy is definitely in trouble. This book offers a number of unique solutions to help get us back on track. Enjoy.



BRIAN W. KELLY

Let's start with how a Page 1 should look

While most readers try ferociously to skip the introductions (front matter material) in books and go right to the preface or chapter 1, nonetheless, front matter is very necessary to a book for its completeness.

Start off your first page with a huge title and a smaller subtitle area.

Page 1 should be attractive or at least tell the book story in the fewest words possible. It should clearly identify that the book cover represents the book contents. Either I put a nice picture here or a shaded text area that is much shorter than the Preface but contains preface and back book cover type material.

In your book, make sure that Page 1 looks good. Find books that you have seen in the past and look to see if there are notions that you would like to have on page 1 of your book. Those that I picked for Taxation Without Representation are shown on the next page.

Since my publishing company is Lets Go Publish!, I put a little phrase on the top of the first page in all of my early books that brought the title of the book together with the publishing company. As you can see, this is *Lets Go United States of America*. It is followed by the Title and subtitle. Then I use a shaded area to give a brief abstract of the book. At the bottom, I put the company logo and my name as the author. It is shown on the next page:

On a following page is page 2 also known as the Publisher's page. Everybody's publisher page looks different. This is mine. I created it for my first book and fine-tuned it. What you see is what it looked like in 2008. It does not look much different today. As you can see, I start with the copyright and then the book title and subtitle.

Following this I have a rights section which reads as follows:

All rights reserved: No part of this book may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, scanning, faxing, or by any information storage and retrieval system, without permission from the publisher, LETS GO PUBLISH, in writing.

After this is the Disclaimer which basically says that I did my best and when you read this, it may not be 100% correct. You put this in to avoid lawsuits. Following the Disclaimer, I put a blurb about Trademarks followed by Referenced Material as I do not copy material without permission or at least reference to the source.

Disclaimer: Though judicious care was taken throughout the writing and the publication of this work that the information contained herein is accurate, there is no expressed or implied warranty that all information in this book is 100% correct. Therefore, neither LETS GO PUBLISH, nor the author accepts liability for any use of this work.

Trademarks: A number of products and names referenced in this book are trade names and trademarks of their respective companies.

Referenced Material : *The information in this book has been obtained through personal and third party observations, interviews, and copious research and analysis. Where unique information has been provided or extracted from other sources, those sources are acknowledged within the text of the book itself or at the end of the chapter in the Sources Section. Thus, there are no formal footnotes nor is there a bibliography section. Any picture that does not have a source was taken from various sites on the Internet with no credit attached. If any resource owner would like credit in the next printing, please email the publisher.*

The rest of the information on the publisher's page is pretty self-explanatory except for the numbers 10,9, 8...1

Each printing of the book, I remove a number So that printing #2 would be designated by the lack of a number 1.

On Page 3, I like to place the Lets Go Publish! Logo. It is my company.

On Page 5 is a very nice Dedication to my wife

On Page 7 is the beginning of what once was a twenty page acknowledgment set. I took this out and put it on the web when I began to write for CreateSpace Publishing as there is a healthy charge for printed pages. All of the acknowledgments still exist. Go to www.letsGOPublish.com and from the main menu, pick Acknowledgments from the left column of the site

In this book, I have the table of contents before the preface and there is no *about the author* section.

On Page 11, I show the Table of Contents which is basically the section / chapter headings.

On Page 13, we show the full table of contents with all subheadings included. This section was edited in a separate file to achieve the look.

The Preface comes after the TOC. Here are some pages if the front matter for your review:

Page 2 Sample Publisher's Page

Copyright © 2008, Brian W. Kelly

Taxation without Representation

Can the U.S. Avoid Another "Boston Tea Party"?

Author Brian W. Kelly

All rights reserved: No part of this book may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, scanning, faxing, or by any information storage and retrieval system, without permission from the publisher, LETS GO PUBLISH, in writing.

Disclaimer: Though judicious care was taken throughout the writing and the publication of this work that the information contained herein is accurate, there is no expressed or implied warranty that all information in this book is 100% correct. Therefore, neither LETS GO PUBLISH, nor the author accepts liability for any use of this work.

Trademarks: A number of products and names referenced in this book are trade names and trademarks of their respective companies.

Referenced Material: *The information in this book has been obtained through personal and third party observations, interviews, and copious research and analysis. Where unique information has been provided or extracted from other sources, those sources are acknowledged within the text of the book itself or at the end of the chapter in the Sources Section. Thus, there are no formal footnotes nor is there a bibliography section. Any picture that does not have a source was taken from various sites on the Internet with no credit attached. If any resource owner would like credit in the next printing, please email the publisher.*

Published by: LETS GO PUBLISH!

Publisher: Joseph J. McDonald,
P.O. Box 834
Scranton, PA 18503
jmac160@verizon.net
www.letsGOPublish.com

Editor: Brian P. Kelly

Library of Congress Copyright Information Pending

Book Cover Design by Michele Thomas, Editing by Brian P. Kelly

ISBN Information: The International Standard Book Number (ISBN) is a unique machine-readable identification number, which marks any book unmistakably. The ISBN is the clear standard in the book industry. 139 countries and territories are officially ISBN members. The Official ISBN For this book is on the outside cover:

ISBN Number is on outside cover: 978-0-9802132-0-1

The price for this work is : **\$17.95 USD**

10 9 8 7 6 5 4 3 2 1

Logo Sample Page 3



Dedication Sample Page 5



Dedication

I dedicate this book to Patricia A. Kelly, my wonderful wife. You have endured more writing than any wonderful lady should ever have to face in three lifetimes.

*You make everything better!
I love you Pat!*

Acknowledgments Sample Page 7

Acknowledgments

I would like to thank many, many people for helping me in this effort.

I would first like to thank my immediate family, starting with my lovely and dear wife, Patricia. Again, as I offer in all my books, my Pat is number one. You are the first person I see every day and the last one I see at night and I am jealous of the time in between. We're going on forty years together and it seems like yesterday that we met. What a life! And, you are so wonderful to all of the family, taking care of the problems that seem to come up all the time. Even the dog (Bennie) and the cat (Buddie) can't get by a day without you. Thank you a zillion plus the largest number in the world. You are my beauty and when you announce yourself after coming in from school, I can't wait to see you. I often take the time to just sneak a peek at you and I don't even tell you. I hear you buzzing around the house as I write and it just tickles me. Your daddy, Smokey, became a best friend to me and I loved how he always called you his little girl *Packy*. The "Smoke" and the "Skip" are now with the Angels but the memories are forever. I do smile just thinking of you and I love you dearly. Thank you *Packy* for all you do to keep me and our whole family well and mostly, thank you for just being you.

I would also like to thank my twenty-three year-old daughter, Katie, who has been Daddy's little girl now for all of her 23 years. You are one of the kindest people in the whole world. I know that you have had your struggles but you are facing things today and moving them down. I am very proud of you and even more proud as you took me for Christmas dinner with your clients, who are not as fortunate in life as most. How wonderful it was watching my little girl offering kindness and taking care of people who really need you. You are just wonderful. Just the other day when you were ill along with all the clients and you stayed to clean up the problem, your co-worker told your mom what a nice person you are and how fortunate she is to work with you. Whenever I meet those who know you, for the first time, they can't wait to tell me what a sweetheart you are. I am also very proud of all those A's you are getting in college, you sharpie. Thank you for your help and please know that you will always be Daddy's Little Girl. I love you very much.

Thanks also go out to my twenty-six-year-old son, Michael, who is in his last semester of Law School. You finished the Fall Semester and I got to enjoy your company over the holidays. Now, you are on your way, like your big brother to being a lawyer. I'll stay out of trouble 'til you can both help me. It was great this past summer Michael that you interned with one of the most respected Law Firms in Northeastern Pennsylvania, Borland and Borland. The *Borlands* really liked you and your work. It's nice to see that big heart of yours in action *Mike*. You are a good son and it is to your credit that you have not taken the easy way out of certain situations. I'm proud of that big heart and my wonderful good son.

Thank you also to my tall and handsome twenty-seven year-old son, Brian, who knocked 'em dead in Law School and graduated Magna Cum Laude and then killed the BAR exam. You were an essential ingredient in helping me pull this work together. You are a phenomenal writer. When I was flat on knowing how to say something, you wrote exactly what I would have written if I were given your wonderful talents. I am glad the migraines are settling down now. I could not have done this work without you, my editor in chief. I almost don't want you going back to

Table of Contents Glance Sample

Page 9

Table of Contents at a Glance

Part I: The Problem	1
Chapter 1 We Get the Government We Deserve.....	1
Chapter 2 Too Many Honorables.....	19
Chapter 3: Taxes, Taxes, and More Taxes.....	55
Chapter 4 The American Fight - Liberty & Rep. Govt.	73
Chapter 5 The Forming of the U.S. Government.....	101
Part II How Did It Get This Bad?	115
Chapter 6 Corporate Power & New Robber Barons	115
Chapter 7 Unions Meet the Robber Baron Challenge.....	149
Chapter 8 Worker Visas Take Many American Jobs	173
Chapter 9 Offshoring: Bad for America.....	197
Chapter 10 AWOL Again on Illegal Aliens	237
Chapter 11 Theft-Proofing Election Process.....	309
Part III. A Few Silver Bullets!	355
Chapter 12 General Solutions-- Future of the U. S.	355
Chapter 13 Silver Bullet for Taxes & More Taxes	371
Chapter 14 Silver Bullets for Corporations, Unions,	
Visas, and Offshoring.....	379
Chapter 15 Silver Bullet for Illegal Aliens	413
Appendix A The Declaration of Rights and Grievances	449
Appendix B The Articles of Association	455
Appendix C The Declaration of Independence	461
Appendix D The Articles of Confederation.....	467
Appendix E The Constitution of the U.S.A.	477
Appendix F The Bill of Rights & Amendments	491
Appendix G Constitutional Amendments Not Ratified.....	505
Appendix H American Essays from Thomas Dawson.....	509
Illegal Aliens and Immigration	511
All Immigration Problems Solved	516
Labor Arbitrage? Better Known as Cheap Labor	519
Coin of the Realm.....	523

Table of Contents Sample

Pages 11-14

Table of Contents ... xlix

Table of Contents

Part I: The Problem	1
Chapter 1 <u>We</u> Get the Government We Deserve	1
America Is a Representative Democracy?	1
It's Time to Fire Them!	3
Benign Oligarchy Can Use Some Direct Democracy	8
Checks and Balances Aren't Working	9
Chapter 2 Too Many Honorables	19
The Issues of Today	19
The Honorable Congressman from Blankety Blank	22
A Method to Solve Problems	23
But Is Puffery Really The Problem?	42
Civics Lesson	44
Constitutional Democracy and Other Political Regimes	46
Chapter 3: Taxes, Taxes, and More Taxes	55
Everything Costs Money	55
Government's Share of Your Income Is Increasing	56
State Taxes	59
Local Taxes	60
Federal Taxes	61
Send In What You Want?	62
Chapter 4 <u>The</u> American Fight for Liberty and Representative Government	73
Representative Democracy Revisited	73
Columbus, Vespucci, de <u>León</u> , & Cabot	73
The House of Representatives	77
The Problem <u>With</u> Colonial Suffrage	79
Illegal Taxation	84
The Beginning of the American Revolution	90
War Justification:	95
Cornwallis Surrenders	96
Chapter 5 <u>We</u> Forming of the U. S. Government	101
Representation at All Levels	101
United States Declaration of Independence	103
Articles of Confederation	104
The Constitution of the United States of America	106
The Law of the Land	107

Part II How Did It Get This Bad?.....	115
Chapter 6 Rise of Corporate Power -The New Robber Barons	115
The Union is Not Perfect.....	115
Money, Corporations and the Owner Class.....	117
The Robber Barons Are Back.....	121
John Edwards Has It 100% Right.....	124
Time for a Structural Change.....	125
The Plight of the Worker.....	134
Chapter 7 Countervailing Power: Unions Meet the Robber Baron Challenge.....	149
The Rise of Powerful Labor Unions.....	150
Strikes Often Turn Violent.....	151
Corporations Strike Back.....	152
The Union's New Friend - The Elected.....	153
The C.I.O.....	153
Teamsters, Hoffa, and Robert Kennedy.....	155
U.S. Air Traffic Controller's Strike.....	158
Are Unions Relevant Today?.....	160
Labor Fraud.....	166
Chapter 8 Worker Visas Take American Jobs.....	173
Onshore vs. Offshore.....	173
Visa Alphabet Soup.....	173
H-1B and White Collar Tech Workers.....	178
Other Companies Help Take American Jobs.....	180
Trade Agreements Negotiated by Buffoons.....	183
Canadian Nurses.....	184
Cheaters in Small and Large Companies.....	192
Chapter 9 Offshoring: Bad for America.....	197
History of Outsourcing.....	197
Corporate Globalization Takes Outsourcing Offshore.....	198
Once Manufacturing Bones Are Picked, Service is Next.....	205
American Companies - Poor Management.....	207
Colleges and Universities Should Step to the Plate.....	210
Is Protectionism Good or Bad?.....	216
The Humanitarian Corporate Citizen.....	226
The People First.....	231
Chapter 10 AWOL Again on Illegal Aliens.....	237
Social Security for Illegal Aliens Why Not?.....	237
Does Illegal mean Illegal?.....	238
Many Come Across; Few Go Back.....	241

Anchor Babies: The Term for the Children of Illegal Aliens.....	247
How Much Does It Cost Taxpayers?	260
The North American Union	269
View From the U.S. Side of the Rio Grande.....	284
Do We Want Mexifornia	287
Immigration and Nationality Act.....	306
Chapter 11 Theft-Proofing Election Process	309
Honest and Fair Elections?	311
Conspiracy?	312
They Got Away With What?	314
Loopholes, Lawyers, & Judges	319
The Voting Machines Cheat?	324
Trust Us!.....	326
HAVA Not Optional.....	331
The Walgreen's Solution	339
Nothing Done By Computers Is Perfect	342
The More Eyes the Better.....	349
Part III <u>A Few Silver Bullets!</u>	355
Chapter12 General Solutions- Future of U. S.	355
Big Problems Bring Big Solutions	355
Representation, Democracy & Honorable Congressman	357
Is Anybody Listening?	358
Chapter 13 Silver Bullet <u>for Taxes, More Taxes</u>	371
Taxation by Confession.....	371
The IRS Administers the Problem	372
The Flat and the Fair Tax.....	374
What is the Fair Tax plan?.....	374
What is the Flat Tax Plan:.....	375
Chapter 14 Silver Bullets for Corporations, Unions, Visas, and Offshoring	379
Fight for Liberty & Representation & U.S. Government	379
Corporate Power, Greed, & <u>Corruption Solutions</u>	380
The Reason for Republican Demonization of Trial Lawyers	385
Teddy the TrustBuster	390
Countervailing Power - Labor Unions.....	391
Labor Arbitrage --- Offshoring & H-1 B Visas	392
People v. Corporation.....	397
Microsoft Jobs Going to India.....	403
AOL and Apple Heading to India.....	404
The Simple Solution	408

Chapter 15 Silver Bullets : Illegal Aliens	413
Whether You Build It or Not, They Will Come!.....	413
Pennsylvania is Not a Border State.....	415
The Mexican Government	416
The Bush Border Legacy.....	419
U.S. Hypocrisy Re: illegal Aliens	424
Follow the Money.....	426
Amnesty for Illegals - Yes!.....	427
Mexico Needs to Pay for its Own Poor.....	427
Block the borders, etc.....	436
Think About It Rationally:.....	442
 Appendices:	
A The Declaration of Rights and Grievances	449
B The Articles of Association	455
C The Declaration of Independence.....	461
D The Articles of Confederation	467
E The Constitution of the U.S.A.....	477
F The Bill of Rights & Amendments.....	491
G Amendments Not Ratified	505
H Essays from Thomas Dawson	509
Illegal Aliens and Immigration.....	511
All Immigration Problems Solved.....	516
Labor Arbitrage? Better Known as Cheap Labor	
Coin of the Realm.....	523

Preface Sample

Preface:

Americans today are overtaxed and just as in 1776, there is no visible representation. The spirit and reality of representative government that enlivened this country following the American Revolution has all but eroded into what we see today: an ad hoc litany of superficial homage to the discarded bedrock of what was once the very foundation of this great country.

Brian Kelly wrote this book because our representatives in the House, the Senate, in state legislatures and city councils have forgotten their duties as representatives of the people. Additionally, the president, the governors, the mayors, and other prefects of the people in the executive branches of governments across the land have conveniently forgotten that the primary fundamentals of our representative constitutional democracy start with representation. No single branch of government can claim immunity in the sale and resale of the United States to outside interests and American corporations. Each knows no moral bound or impediment to the gluttonous drive to perpetuate its self-serving two-party system. Even the judiciary is more caught up in preserving the two-party system than permitting deserving independents their opportunity to run for public office.

All of the candidates running for president in 2008 called for big changes. They were all right. They struck a chord with the American people on "change" but none offered specifics. Barack Obama came from no-place to be the cheerleader in charge. If we could have put a little substance on this plate, maybe we would have had a standard bearer. Right now, as sad as it may sound, it looks like we are headed down the same road for another four years. The final two Democrats and one of the Republicans has already been a representative, and Kelly wrote this book because it was representation that was not happening. Sending them back and rewarding them with a better position is probably not the right thing for the republic to do.

Obviously, from the 2008 primaries, there are few Americans who have tuned into this desperate need for change. We've had eight years of an unresponsive presidency with unprotected borders. Our Congress is fraught

Checking out the Main Book Part of the Sample Pages

The above pages wrapped up the front matter section of the sample book front matter. The next page pictures are from the main book so you can get an idea of how the Chapter Head and the headings work together

Note when Chapter 1 begins that the page # restarts at 1 and the Roman Numeral formatting changes to English.

I show two pages of Chapter 1 and then I show the transition to Chapter 2 as an odd numbered page. Note that this sample book from the TOC is big, and because it is so big, I broke it down to parts 1, 2, and 3.

You can see how I dealt with the notion of Parts for this book. I put them on top of the Chapter designations. There have been books that I have written that I chose to put the Book Part changes on completely separate pages with blank pages in between. It is a matter of style. As the author, your style always wins unless your editor overrides you and you agree.

The headings for this book (not the sample book) are on the top of each page while the headings from the sample book are in the captured page pictures.

The last sample page that I show several pages from now is from the sample book's appendices. It is Appendix H just to show you how big this book actually is. Go ahead take a run through all the samples now.

Part I: The Problem

Chapter 1

We Get the Government We Deserve

America Is a Representative Democracy?

When the following thought marched into my mind only a few short months ago, "America is a representative democracy." I began to ask myself, isn't it time that we actually had some real "representation" from our so-called representative government? The way it now works provides far too much separation between us, the electors, and them, the elected officials coordinating our pooled resources for the alleged benefit of "everyone." But who is everyone? A genuinely compelling concern for our government or Disney-like utopian myth?

I propose the latter. Our government is wholly unaccountable. Even worse, its members, allegedly our civil servants, do not even seem to care for our own wellbeing. While running for office, it seems that incumbent and aspiring prospective officials saturate our consciousness day-in and day-out, wheedling us into their self-perpetuating power games with promises of responsiveness, unity, and even candor. Yet, even then, only one primary concern lurks on their minds, that *sine qua non* of their very daily existence, the next election.

2 Taxation Without Representation

A forthcoming election could be as distant as two years and still your impending loss of job, perhaps due to a plant relocating to China, is at best a secondary afterthought to the very men and women promising you change, when you want it, and stability, again when they believe you want it. Unfortunately, their priorities are one dimensional and your job going to China isn't the focus. Eventually they get re-elected and go off to Washington for yet another term. The cycle starts again with the eternal candidate alternating between Washington and their well insulated, gated communities far enough from the common people that they don't have to care what you think.

It's Never Them

When they are about to raise your taxes, they are particularly inconspicuous. Being numbed to the excesses and decadent corruption of everyday politics, you may not expect communication and straight answers and so you are not disappointed. You hear about the tax issues on TV or in the paper, not from your elected because your opinion on the matter really doesn't matter. They would rather converse via cellular or Blackberry with some of the only entities who truly can garner their attention, co-Congressmen, the affluent, and of course, major campaign donors. Discussing an important issue with you, while seeming like a charming noble way for a representative to spend an afternoon, is discarded as wanton. It's dismissed simply because it would not tangibly benefit anyone's reelection campaign which, as we have all learned, begins the day oaths of office are sworn.

They want us to think that any tax increase is caused by imaginary rival agents or economic forces beyond their control. They will convey this to us with the sole purpose of acquiring our hard earned money. Apparently, they promise, any burdens will fall on some imaginary "other person" and we will remain unscathed. Horrifically but as expected though, when we get our tax bills from the bureaucracy, we find out that we were that "other" person. Since the bureaucracy sent us the bill, we blame the bureaucracy, and again let

Chapter 2 Too Many Honorables

The Issues of Today

Something happened to representative government from the time of the Declaration of Independence and Constitution to the present. Though our constitutional democracy has survived for about 230 years, it is not at its healthiest right now. Here are just a few of the major problems that we are facing as a nation:

- The War on terrorism
- Wars in Iraq and Afghanistan
- L-1A and L-1B Foreign National Visas
- H-1B and D-1 Foreign National Visas
- Illegal immigration
- Excessive legal immigration
- Corporate power and greed
- Labor arbitrage / Offshoring
- Jobs
- Election Process Corruption
- Healthcare availability and affordability
- Institution of marriage
- Respect for life
- Influence of Special Interests
- Lobbying
- Private Property Confiscation
- Political and Corporate Corruption
- Energy and Oil
- Homeland Security
- Social Security
- Free Trade

Appendices (Appendix H)

Appendix H, *Essays* of Thomas Dawson 55

Appendix H

Essays of Thomas Dawson

Surprise in Email

While I was researching this book, I came across numerous anecdotes, many of which were nothing short of amazing and phenomenally insightful. One thing I have learned in my 60 years (my 60th Birthday party was just last Friday) is that nobody knows it all and as a corollary, there is something brilliant that is ready to be discovered every day. I was so impressed with the writings of Thomas Dawson, both in content and style that I wrote him a month ago and asked if I could use his material in this book. At the time, I had intended to use some excerpts of his works in the main body of some of the chapters in which his insights applied. But, when I received Tom's note yesterday, I had already finished the book and was in final editing.

I thought about an insertion here or there and then I decided that, since Mr. Dawson offered no strings on his granting permission for his works, I would print them as his essays for your reading pleasure and give him the full credit he deserves. This was his note to me. I have never met him but you can feel the goodness of this gentleman in his words:

Mr Kelly:

Sorry I couldn't get back to you sooner. You are more than welcome to use any of my material at your discretion, either in

• Index¶

- Section Break (Continuous)
- 1890 Sherman Antitrust, 390¶
 2008 Primaries, 381¶
 Aaron Sargent, 250¶
 Acapulco, 435¶
 Accreditation, 210¶
 Afghanistan, 15¶
 AFL, 150, 151, 152, 153, 154, 155, 170, 276¶
 AFSCME, 154, 171¶
 AIG, 184¶
 Air Traffic Controller, 158, 159¶
 Alcoholic Beverage tax, 59¶
 Aldous Huxley, 111¶
 Almon Leroy Way, 45¶
 Ambassador, 36¶
 Amendments,
 Constitution 107, 109, 110, 247, 248, 363, 480, 487, 491, 494, 505¶
 American dream, 117, 182, 183, 244, 302, 393¶
 American Government, 45, 356, 379¶
 American History, 104, 139, 254¶
 American Indians, 84, 85, 86¶
 American Jobs, 164, 173, 180, 218, 398¶
 American Patriots, 91¶
 Amnesty, 254, 268, 274, 275, 276, 427, 512¶
 Amusement Tax, 60, 64¶
 Anchor Babies, 247¶
 Apple, 404¶
 Argentina, 428¶
 Arthur Anderson, 123, 124, 125, 127, 223, 398¶
 Articles of Association, 88, 102, 455¶
 Articles of Confederation, 8, 96, 99, 100, 103, 104, 105, 106, 380, 467, 473¶
 Assembly, 78, 85, 323¶
 Automatic Citizenship, 254¶
 Bangladesh, 139, 392¶
 Barbara Stanwyck, 360¶
 Battles, 91, 92, 93, 99, 104, 379¶
 Beer Taxes, 61¶
 Benion Obizobor, 8¶
 Bill of Rights, 50, 107, 109, 139, 491, 492, 494, 505¶
 Bill O'Reilly, 264, 386, 426¶
 Bi-Partisanship, 276¶
 Blackberry, 2, 348¶
 Bob Fitzakis, 325, 352¶
 Bob Ney, 40¶
 Bobby Amory, 156¶
 Border Patrol, 245, 246, 304, 417¶
 Boston Harbor, 86, 87¶
 Boston Tea Party, 87, 88¶
 Boston to Concord, 91¶
 British Army, 84¶
 British East India Company, 136, 138, 139¶
 British Goods, 89¶
 British Parliament, 86, 449, 450¶
 Broken Government, 4¶
 Bush, 14, 40, 53, 121, 179, 182, 183, 185, 190, 204, 218, 239, 242, 244, 246, 268, 269, 270, 274, 278, 279, 280, 281, 285, 344, 351, 373, 377, 385, 386, 413, 419, 420, 425, 426¶
 Buy Mexico, 434, 435¶
 C.I.O., 153, 154, 276¶
 Cabot, 73, 74¶
 Campaign Donors, 2¶
 Careerism, 14¶
 Carl Romanelli, 311, 312, 315, 316, 317, 322, 353¶
 Carly Fiorina, 223, 224, 227, 229¶
 Carpenters Hall, 88¶
 Catholic, 10, 298, 452¶
 Caucasian, 303¶
 Central Pacific, 132¶
 Charity Gaming Tax, 59¶
 Charles Crocker, 133¶
 Charter form, 75¶
 Checks and balances, 8, 9, 50, 112, 358¶
 China, 2, 6, 14, 139, 182, 201, 202, 209, 210, 215, 216, 222, 226, 249, 274, 291, 307, 306, 520, 521¶
 Cigarette Tax, 59, 61, 64¶
 Cities & Municipalities Tax, 61¶
 Citizen Corporation, 387¶
 Citizenship Reform Act, 252¶
 Civics Lesson, 44, 69¶
 Clarence, 361¶
 Clinton, 14, 40, 63, 97, 159, 182, 183, 185, 208, 255, 257, 272, 386, 420, 435¶
 COBOL, 530¶
 Cognizant, 195¶
 Coin of the Realm, 16, 523, 529¶
 Colleges, 210, 213, 234¶
 Collis Huntington, 133¶
 Colonial Currency, 111¶
 Colonial Suffrage, 79¶
 Colonialism, 80¶
 Columbus, 73, 74, 75¶
 Concord Hymn, 91¶
 Congressional,
 representatives, 20, 153¶
 Congressmen, 2, 43, 182, 358¶
 Constitution, 6, 7, 8, 9, 15, 17, 19, 24, 37, 38, 48, 49, 50, 51, 52, 53, 98, 99, 101, 103, 104, 105, 106, 107, 108, 109, 111, 112, 113, 117, 125, 130, 131, 139, 140, 170, 247, 248, 250, 252, 253, 270, 285, 317, 325, 362, 363, 364, 365, 367, 380, 387, 388, 419, 450, 477, 482, 484, 485, 487, 488, 491, 492, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 505, 506, 507, 508¶
 Constitutional democracy, 8, 19, 44, 46, 47, 48, 101, 105, 106, 112¶
 Constitutionalism, 47, 51¶
 Continental Association, 88¶
 Copper, 428¶
 ¶... Section Break (Even Page)...

LETS GO PUBLISH! Books:

Sold at www.itjungle.com, www.mcpressonline.com,

www.bookhawkers.com.

LETS GO PUBLISH! www.lets-gopublish.com Our titles include the following: email info@lets-gopublish.com for ordering information

The System i5 Pocket Developers' Guide.

Comprehensive Pocket Guide to all of the AS/400 and System i5 development tools - DFU, SDA, etc. You'll also get a big bonus with chapters on Architecture, Work Management, and Subfile Coding.

The System i5 Pocket Database Guide.

Complete Pocket Guide to System i5 integrated relational database (DB2/400) - physical and logical files and DB operations - Union, Projection, Join, etc. Written in a part tutorial and part reference style, this book has tons of DDS coding samples, from the simple to the sublime.

The System i5 Pocket SQL Guide.

Complete Pocket Guide to SQL as implemented on System i5. A must have for SQL developers new to System i5. It is very compact yet very comprehensive and it is example driven. Written in a part tutorial and part reference style, this book has tons of SQL coding samples, from the simple to the sublime.

The System i5 Pocket Query Guide.

If you have been spending money for years educating your Query users, and you find you are still spending, or you've given up, this book is right for you. This one **Quick Course** covers all Query options.

The System i5 Pocket RPG & RPG IV Guide.

Comprehensive RPG & RPG IV Textbook - Over 900 pages Published in 2006. This is the one RPG book to have if you are not having more than one. All areas of the language covered smartly in a convenient sized book.

The System i5 RPG Tutorial and Lab Guide.

Your guide to a hands-on Lab experience. Contains CD with Lab exercises and PowerPoint's. Great companion to the above textbook or can be used as a standalone for student Labs or tutorial purposes.

The WebFacing, WebFacing Application Design & Development Guide.

The Step by Step Guide to designing green screen System i5 applications intended to be deployed on the Web. RPG, COBOL.

The System i5 Express Web Implementer's Guide. Your one stop guide to ordering, installing, fixing, configuring, and using WebSphere Express, Apache, WebFacing, System i5 Access for Web, and HATS/LE.

Can the AS/400 Survive IBM's XE, IBM?

Exciting book about the AS/400 in an System i5 World.

The All-Everything Machine

The story about IBM's XE, IBM's finest computer server.

Chip Wars

The story of the ongoing war between Intel and AMD and the upcoming war between Intel and IBM's XE, IBM. This book may cause you to buy or sell somebody's stock.

END of SAMPLES

Chapter 6 Final Preparations for Publishing

This is an important step

When you get to this point in the preparation of your book for publishing, you will have already written the front matter as well as the main part of your manuscript and you will have edited it at least three times. You will have edited it and you will have assured that it is structured into proper sized chapters organized into Word book sections. At this point, you now believe that all other things being equal, your book in this manuscript form is ready to be published.

Even though you are brimming with confidence, there are still more things to assure and to verify before you can take your book and upload it to Amazon KDP or any other publishing house.

You may find some of the additional to-do's that we outline unnecessary for this your first publishing venture but it is good to think about them as they may be valuable and easier than you think to implement. Here are the steps and sub steps that you should examine as your final checklist before beginning the publishing process. When you need to complete a step in this list, move the task name to your active to-do list so that you can accomplish it before you begin the publishing phase for your project.

1. Select trim size
2. Make sure your table of contents has been generated properly
3. Visually scan book manuscript to see if additional images are needed.
4. Visually scan book manuscript assuring headings are not orphans and that there are no widow or orphans in your paragraphs.
5. Determine cover design

6. Assemble your front matter
7. Determine whether you want to create an Imprint. Consider something catchy such as Lets Go Publish! And consider creating a logo for this book and those to come.
8. Build a web site for your Imprint or for yourself
9. Decide whether you want to sell books
10. Apply for copyright and file library of congress paperwork
11. Make a decision on whether to use your own ISBN

Select trim size.

The trim size is your books' size. My recommendation for your first book is to set the size at 6" X 9" This is a standard for many publishers and it works very well with Amazon KDP.

It is essential that your word document book size matches the trim size selected in CreateSpace. For example, if you want a 5.5 X 8.5 book, your word margins cannot be set at 8.5 X 11. So, if you have not yet changed your margins in word, set them before you do anything else. Then, check the effect on your pagination from changing the trim size. You will more than likely find issues with orphan and widow headings as well as orphans and widows in paragraphs. Page through your entire manuscript before you go to the next step. Now is the time to get this done before you move to your next step.

Getting your word document ready for upload

With my other printers, I did not get grammar advice even from an automaton. My books were always done well but often in the gutter of the book (between the pages), it was difficult to see all the text as there was just enough white space but little more to make the book easy to handle and easy to read without opening the book wider to see what was in the "book's gutter." Amazon's KDP offers the opportunity to gain great knowledge about such things.

Use one word doc text-page per PDF-page; One PDF-page per page number. Your document's dimensions will be the book's final trim size, plus bleed (optional) with margins. If you don't understand bleed, feel free to look it up on the Internet but for your first book, do not select bleed. That is very important to know. Here are some facts

that will help in preparing a perfectly well-written and well structured manuscript for publishing. It helps to get familiar with all of these terms when you are self-publishing.

Trim Size

This is the final cut-size of your book in width by height.

Learn more about choosing a trim size from the Amazon kdp site.

Margins

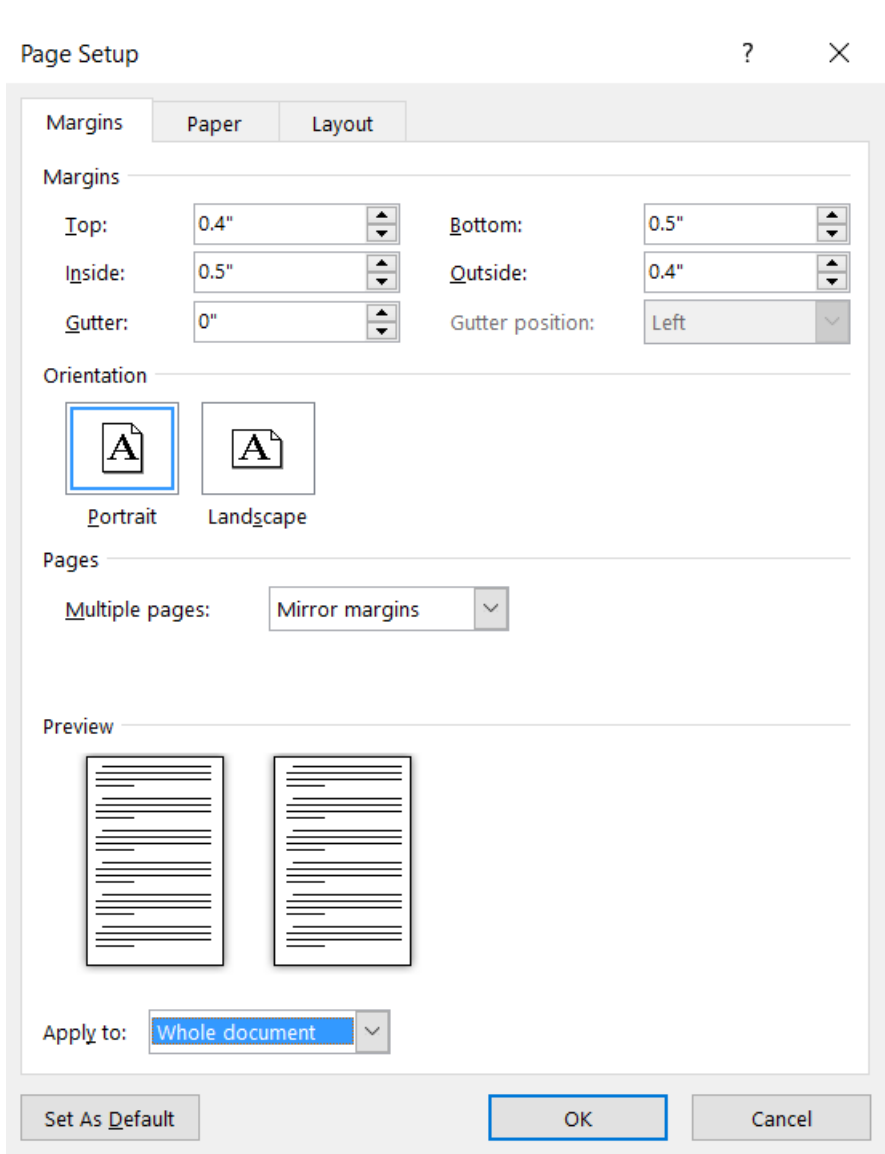
Check out this chart that shows the gutter spacing and the margins for various page counts. If your manuscript prepared by Word does not measure up, then before you submit to CreateSpace, you must correct the issue in the document with Word.

Page Count	Inside Margin	Outside Margins
24 to 150 pages	.375"	at least .25"
151 to 300 pages	.5"	at least .25"
301 to 500 pages	.625"	at least .25"
501 to 700 pages	.75"	at least .25"
701 to 828 pages	.875"	at least .25"

Gutter margins are by the book's binding. You'll want a wider margin for longer (thicker) books. See the table above for what to set your inside margins to.

Outside margins are the page edges opposite of the binding, and the top and bottom margins. All live text and images must have an outside margin of at least .25" – Amazon KDP recommends an outside margin of at least .5"

These are the margin settings for the book you are reading, The numbers are formatted through the custom margins settings drop down from the Page Layout Tab in Word.



Make sure your table of contents has been generated properly

Whenever you change margins in a book, it is good to scan the entire book to be sure that your change did not produce results that you would not like. Sometimes for example a picture caption gets separated from the picture or a widow or orphan appears that needs to be addressed. Take nothing for granted. Word is good at helping with a lot of stuff but it is not perfect.

When your book is as you want it go to the page in the front matter where you want the table of contents created. Choose reference or insert/reference and then create your table of contents.

If you choose to have an index and you have marked all the text you want for entries, go ahead and position yourself to the back of the book where you want the index and create it using word's auto create function.

Scrutinize your generated table of contents and your generated index. If they are not as expected, you must correct them inside your document and recreate the TOC and the Index.

See if additional images are needed.

Every author knows what they want and do not want. If you have all the images you think you need or want in your book, then mark this task complete. Otherwise, scan your manuscript for insertion points for images, find those images on your PC, in your email attachments on the Internet or in artist sites. If the images require payment, make sure you pay for them before including them in your new book. Sometimes all you need to do is write the image owner and they will send you an email with the necessary permission. There is work involved for images. Sorry!

Assure that headings are not orphans.

An orphan is a paragraph-opening line that appears by itself at the bottom of a page or column, thus separated from the rest of the text. This area may in fact be a heading at any level while the paragraph text is on the next page. One reading a book with orphans and widows blames the author for such distractions.

As you know, Word creates new pages automatically as you enter text. You don't have to do a thing, but you can exercise control when you don't like the results. One situation that might arise as noted above is keeping a heading with the following paragraph. Sometimes that type of break won't matter. When it does, you can force Word to keep the heading with its text. You do this In the Pagination section, just check the Keep Lines Together option and Word will make sure that the potential orphan stays with the paragraph.

Don't trust Word to do your job. When you finish your book and are ready to submit it for printing, scan the pages and look at the top and bottom of each page for ugly, unsightly stray text. Then, remove it. When you create your PDF for submission, read the pdf version to make sure it mirrors the word version.

Determine your cover design

Before you do anything make sure that you review Chapter 4. I have the pleasure of using Michele Thomas for special cover designs and she is very, very, good. When you go to amazon.com/author/brianwkelly, you will see the great covers which she has designed. She is from Wilkes-Barre, PA and she can be reached through the phone book. You can most often tell the books that I designed using the KDP Cover Creator, a phenomenal tool from the ones Michele designed.

If you cannot afford a professional cover design for your book, study some other covers for books such as yours and then plan to use the KDP Cover Designer to create a cover that is acceptable.

Build your front matter.

Front matter is something that is foreign to most readers and new writers. It will help for you to review Chapters 3 & 5 which should be helpful in composing your front matter. Look at the front matter in this book and see if you would like something like it.

If you like most of the formatting for this book's front matter, I have a copy of some frontmatter items you might use for your book.

Here it is.

There is not a lot of typing for you to decide to use this as a starter for your own book. Just change the text and you're off: Consider cutting this out and scanning it or buying the Kindle version and copying it into your book when you are ready. Make sure you change everything you need to change. The front matter sample begins on the next page.

Enjoy.

Read to the point where you see:

End of Frontmatter sample ---

Copyright © 2010, 2014, 2016, 2018

Author

Taxation without Representation Fourth Edition

Can the U.S. Avoid Another "Boston Tea Party"?

Brian W. Kelly

Brian W. Kelly

All rights reserved: No part of this book may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, scanning, faxing, or by any information storage and retrieval system, without permission from the publisher, LETS GO PUBLISH, in writing.

Disclaimer: Though judicious care was taken throughout the writing and the publication of this work that the information contained herein is accurate, there is no expressed or implied warranty that all information in this book is 100% correct. Therefore, neither LETS GO PUBLISH, nor the author accepts liability for any use of this work.

Trademarks: A number of products and names referenced in this book are trade names and trademarks of their respective companies.

Referenced Material: *The information in this book has been obtained through personal and third-party observations, interviews, and copious research. Where unique information has been provided or extracted from other sources, those sources are acknowledged within the text of the book itself or at the end of the chapter in the Sources Section. Thus, there are no formal footnotes nor is there a bibliography section. Any picture that does not have a source was taken from various sites on the Internet with no credit attached. If resource owners would like credit in the next printing, please email publisher.*

Published by: LETS GO PUBLISH!

Publisher:

Brian P. Kelly
P.O Box 621
Wilkes-Barre, PA 18703
brian@brianpkelly.com
www.letsGOPublish.com

Publisher: Brian P. Kelly

Library of Congress Copyright Information Pending

Book Cover Design by Michele Thomas, Editing by Brian P. Kelly

ISBN Information: The International Standard Book Number (ISBN) is a unique machine-readable identification number, which marks any book unmistakably. The ISBN is the clear standard in the book industry. 159 countries and territories are officially ISBN members. The Official ISBN For this book is on the outside cover:

978-1-947402-27-0

The price for this work is :

10 9 8 7 6 5 4 3
Release Date:

\$12.95 USD

2 1
January, 2018



Blank page next

Dedication

I dedicate this book to Angel Kathleen and Joseph McKeown, wonderful people, wonderful first cousins and avid supporters of all of my writing efforts.

Thank You and the Best!

Blank page next

Acknowledgments

I appreciate all the help that I received in putting this book together, along with the 144 other books from the past.

My printed acknowledgments were once so large that book readers needed to navigate too many pages to get to page one of the text. To permit me more flexibility, I put my acknowledgment list online at www.letsGOPublish.com. The list of acknowledgments continues to grow. Believe it or not, it once cost about a dollar more to print each book.

Thank you all on the big list in the sky and God bless you all for your help.

Please check out www.letsGOPublish.com to read the latest version of my heartfelt acknowledgments updated for this book. Thank you all!

In this book, I received some extra special help from Dennis Grimes, Gerry Rodski, Wily Ky Eyely and her secret friends, Angel Irene McKeown Kelly, Angel Edward Joseph Kelly Sr., Angel Edward Joseph Kelly Jr., Ann Flannery, Angel James Flannery Sr., Mary Daniels, Bill Daniels, Robert Gary Daniels, Angel Sarah Janice Daniels, Angel Punkie Daniels, Joe Kelly, Diane Kelly, Angels Fluff & Puff Kelly, Brian P. Kelly, Mike P. Kelly, Katie P. Kelly; the late Benjamin Arthur Kelly, and Budmund Arthur Kelly.

Blank page next

Table of Contents

Acknowledgments	78
Table of Contents	79
Chapter 1 America Gained and Lost Its Independence	Error! Bookmark not defined.
Chapter 2 We Elect Talking Heads & Empty Suits	Error! Bookmark not defined.
Chapter 3 We Get the Government We Deserve	Error! Bookmark not defined.
Chapter 4 Life for Politicians Will Never Be the Same	Error! Bookmark not defined.
Chapter 5 The Tax “Cuts” of 2017.....	Error! Bookmark not defined.
Chapter 6 Too Many Honorables	Error! Bookmark not defined.
Chapter 7 Scientific Method 4 “Honorables” Problem	Error! Bookmark not defined.
Chapter 8 A Civics Lesson: Constitutional Democracy	Error! Bookmark not defined.
Chapter 9: Taxes, Taxes, and More Taxes	Error! Bookmark not defined.
Chapter 10 Civics Lesson: Lots of Taxes, Explanations	Error! Bookmark not defined.
Chapter 11 US: Overtaxed & Under Represented	Error! Bookmark not defined.
Chapter 12 The Rise of Corporate Power	Error! Bookmark not defined.
Chapter 13 The Robber Barons Are Back	Error! Bookmark not defined.

Chapter 14 Unions Meet the Robber Baron Challenge **Error! Bookmark not defined.**

Chapter 15 Worker Visas Take Many American Jobs **Error! Bookmark not defined.**

Chapter 17 Throw the Bums Out Now! **Error! Bookmark not defined.**

Chapter 18 General Solutions- 4 Future of the USA **Error! Bookmark not defined.**

[Blank Page Next](#)

Preface:

Brian W. Kelly wrote this book because our representatives in the House, the Senate, in state legislatures and city councils have forgotten their duties as representatives of the people. Additionally, the president, the governors, the mayors, and other prefects of the people in the executive branches of governments across the land have conveniently forgotten that the primary fundamentals of our representative constitutional democracy (republic) start with representation.

In the prior edition, Kelly included four poignant essays of Thomas Dawson, a great writer to help in somebody else's words put the relationship of illegal and legal immigration, greedy politicians, the unions, and corporation in proper context. This book has been enhanced so that these essays are no longer required to get the essence of this book. However, Brian did release these essays in their own stand-alone book titled, Great Political Essays from Thomas Dawson. These are very good and very inexpensive available on Amazon and Kindle.

"No taxation without representation" was the catch phrase in the period of 1763-1776 to summarize the major grievance of the

American colonists in the Thirteen American Colonies, incipient kernels of what would later become the United States of America. When King George III of England and the English Parliament began to impose new taxes on the colonists (Stamp Act, Intolerable Acts, etc.) without their concurrence, Reverend Jonathan Mayhew of Boston coined this term during one of his sermons in Boston.

Another Bostonian, a politician by *the speak of the day*, James Otis, changed this just a bit and he is well known for the phrase, "taxation without representation is tyranny." Tyranny it was and in this book, you will see that tyranny it surely is again.

In 1773, American Colonists violently opposed the tax on tea imports at the most celebrated Tea Party of all time. The Boston Tea Party is recognized as the first experience in which the colonists acted against the Crown. Of course, the British could not accept this "illegal act" as they saw that it would undermine the authority of the Crown and Parliament. When the British Government began to crack down on these "illegal activities" performed by the colonists, the colonists chose to defend themselves in case the British Government did not hear their pleas to correct the abuses.

Though today the tea still may be contained safely in the ships in Boston Harbor, millions have expressed discontent of the government just several years ago by holding their own tea parties all over the US in protests against the American government. Bernie Sanders and Donald Trump have awakened the same spirit of "NO" today to a government that thinks it owns the people of this great country. Donald Trump is now President of our great country.

Beware the lulling idea that your government cannot be taken over by rich members of a *ruling class*, or de-facto by corporations, or even by a powerful president with disdain for capitalism. Look how close former President Obama came to destroying America. The quickest way to assure this can happen in our time is to stop paying attention; stop caring; and stop voting and to let them simply have their way.

Brian W. Kelly wrote this book because he cares, and I am publishing this book because I care. Together, BWK and I hope

to energize Americans again in the still new millennium as in the 1700's. Our mantra is that this magnificent democracy, of which much blood was shed, continues to be worth fighting for.

I hope you enjoy reading this book and that you will remain vigilant and take the actions necessary so that this experiment in democracy, this United States of America can persevere and succeed for many hundreds and hundreds of more years. For now, I wish you the best! Yes, we suffer from Taxation without Representation but as we awaken to that reality, we can make it much better by paying attention to who we make our elected representatives.

Sincerely

Brian P. Kelly, Editor & Publisher

About the Author



Brian Kelly retired as an Assistant Professor in the Business Information Technology (BIT) Program at Marywood University, where he also served as the IBM i and Midrange Systems Technical Advisor to the IT Faculty. Kelly designed, developed, and taught many college and professional courses. He continues as a contributing technical editor to a number of technical industry magazines, including "The Four Hundred" and "Four Hundred Guru," published by IT Jungle. Kelly often has written for blogs such as Conservative Action Alerts.

Kelly is a former IBM Senior Systems Engineer. His specialty was problem solving for customers as well as implementing advanced operating systems and software on his client's machines. Brian is the author of 144 books and hundreds of magazine articles. Over half of his books and articles are about patriotic topics. Brian has been a frequent speaker at conferences throughout the United States.

Kelly was a candidate for the US Congress from Pennsylvania in 2010 and he ran for Mayor in his home town in 2015. He loves America but has no love for corrupt officials.

End of Frontmatter sample ---

Determine whether you want to create an Imprint

You may also want to hire a designer to create a logo for your imprint, whether it is a company name or your own name. It looks good on a book. An imprint of a publisher is a trade name under which a work is published. A single publishing company may have multiple imprints, with the different imprints often used by the publisher to market works to different demographic consumer segments. When you print using print on demand services such as Amazon KDP, you are the publisher if you choose. For years, I have used the imprint Lets Go Publish! as originally, I intended to offer services to help others publish.

Build a web site for your Imprint or for yourself

You may or may not want to do this but if you have the time and you plan to write more books than this first one, it is a good idea. You can also set up a Facebook page for your imprint, yourself, and/or your new book.

Let's suppose you either have an imprint or you want to use your name and your writing collaborator's if you have one as a web site name. Suppose you are Mary and your partner in this project is Joe. You might want to go to Godaddy.com and see if maryjoebooks is available After you type maryjoebooks.com, if you did it today, you would see a page like that shown on the next page:

The screenshot shows the GoDaddy website interface. At the top, there's a navigation bar with 'GoDaddy' logo and various service categories like Domains, Websites, Hosting, etc. Below that is a search bar containing 'maryjoebooks' and a 'Search Again' button. A prominent orange button says 'Continue to Cart'. The main content area features a green banner with the text 'Yes! Your domain is available. Buy it before someone else does.' Below this, the domain 'maryjoebooks.com' is listed with a price of \$2.99* (down from \$14.99*). A 'Select' button is next to it. There are also options for other domains like .us, .net, and .info, with a 'Get 3 and Save 69%' offer. The bottom of the page shows a Windows taskbar with the time 11:09 AM and date 9/21/2016.

If you are pleased, you can buy the name for about \$10.00. Once you have the name, you need a web site to host the information which you want to show on the Internet's World Wide Web. Web Hosting is what makes your site visible on the web.

GoDaddy and many other providers of Internet Service offer fast, reliable plans for every need - from a basic blog to a high-powered site.

From the GoDaddy panel on this page, you would click on the Hosting tab and then select web hosting. From there, you could pick a hosting plan that fits your needs. The Economy Plan at \$3.99 per month (ten years ago) is more than likely all you need. It also includes a free domain name so you would not have to buy maryjoebooks.com if you pick this option.

Once you get your website and domain attached to your web site, you can use a tool such as WordPress or Joomla or others to build your site. GoDaddy and other service companies provide a lot of information about how to get this done. There are a lot of techno-geeks that you may know who would do this for you for a small fee.

Decide whether you want to sell books

If you want to sell your own books and maybe some T-shirts and other doo-dads on your own site. GoDaddy and other Internet service providers offer plans to help you engage the Internet. To see the plans, from the GoDaddy panel on the other page, click on all-products and then online store. It takes some thinking and some work to set up an online store.

Whether you choose to sell your books or not, Amazon KDP has arrangements through Amazon and Kindle and many other booksellers to get your book sold on the Internet.

Apply for Copyright and file library of congress paperwork

Whether you apply or not, your book is automatically copyrighted to you because you wrote it. You may choose to give this up to a publisher but my experience in recent years is that authors are demanding to hold the copyright.

To register the fact that you wrote a book or other creative work that you want copyrighted, simply go to copyright.gov, the website set up by the Library of Congress. There is an online portal to register copyrights for photographs, sculptures and written works. Fill out the form, pay the fee and you are registered.

Make a decision on whether to use your own ISBN

Most publishers, even self-publishers, especially those who were out there before Amazon KDP buy ten or perhaps 100 ISBN numbers at a time from Bowker Services and then assign them to their next ten or 100 books. If you take a book that you have written and load it to Amazon KDP, you may use the same ISBN as the original for the book under your publishing imprint.

An ISBN is an International Standard Book Number. ISBNs were 10 digits in length up to the end of December 2006, but since 1 January 2007 they now always consist of 13 digits. ISBNs are calculated using a specific mathematical formula and include a check digit to validate the number. No bookseller will sell a book without an ISBN so they are very important

If you want to buy one ISBN or ten or x, here is what you do. Go to myidentifiers.com, the ISBN website run by Bowker, which is the only company authorized to administer the ISBN program in the United States. Click on “ISBNIdentifiers” and you’ll be taken to a page where you can buy 1, 10, 100 or 1000 ISBNs. Sometimes they have sales where you can save 5% or 10%.

Why does this matter? Amazon KDP will provide you with a free ISBN but you lose certain rights. Discussions on the users groups are not definitive but this post gives a good perspective: This is from somebody other than me:

"I posed this exact question with Amazon KDP yesterday. This is the answer: When you use an ISBN number from KDP then you are not the publisher, KDP is and they will have rights to your book. However, if you purchase your own ISBN number (from Bowker, for example,) then you will be the publisher and

owner with the rights to do whatever you want to with YOUR book (publisher-wise)"

When you first begin the publishing process with CreateSpace, one of the first questions they ask is if you will use your imprint and one of the next is whether you will use their ISBN or your own. Make sure you know what your decision is on whose ISBN you will use.

Chapter 7 Using Amazon KDP for Publishing

Amazon KDP loves all authors

Amazon KDP takes pride in saying that "Authors are at the heart of what we do." I taught marketing at the collegiate level and so I know how to detect BS from reality. The proof is in the action not the words. Amazon KDP backs up their promises with reality.

It really is that simple. The Company's innovative free tools and top-notch professional services make both publishing and distribution easier than ever. Most new authors want to have a nice hard copy book in their hands representing their hard work. It is a prize unto itself and typically well-deserved.

The next moment however is lonely unless you are using Amazon KDP. The service not only publishes your book very efficiently and mostly cost-free, the company also distributes your book at your choosing at no additional cost all around the world.

And, so it pays to self-publish with Amazon KDP. The royalty structure is better than the big publishing houses, especially for a new guy.

I can attest to that having lived in both worlds. It is great for a company to be able to make money and give you a great share of the profits. Amazon KDP uses industry-leading economics and this means putting more in your pocket.

I still cannot understand how they get it done and why they are not asking me for some contributions. Can you believe that the book manufacturing (printing etc.) and shipping is all taken care of.

Amazon KDP keeps your book in-stock, without inventory. How do they do that. They print it on demand immediately when an order comes in. It really is amazing. Books are made on-demand when customers order.

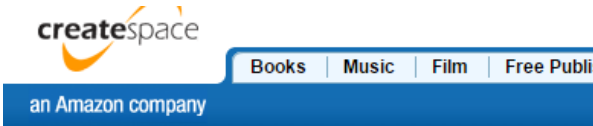
When I used Offset Paperback (OPM), even if I was not sure I could sell a book, I had to order several hundred dollars worth of books to get one printed.

Amazon KDP will print as little as one proof or as many as five and when you say go, they make your book for sale across the world.

There is a large array of no-charge options, including a free Interior Reviewer and Cover Creator. Together Amazon's KDP is like no other company in the business. It can create the book that you have always wanted.

Chapter 8 Getting Started with CreateSpace (createspace.com)

The mechanics of signing up are quite simple



Create a New Account

* Email Address
 This will be used as your Login ID.

* Password

* Re-Enter
 Let's make sure you typed that right.

* First Name

* Last Name

* Country

* What type of media are you considering publishing?

Send me Updates and Promotions

We won't sell your contact information. [Privacy Policy](#)

Create My Account

Just look at the form above. If people were not complaining about how hard it is to get a voter's card, I would cite getting a voters card as an example of how easy it is to sign up and become active on CreateSpace. They do not care if you drive or eat tomatoes or are vegan or you are a meat lover. They want all writers who want to be book authors to be part of their program. It is a great program by the way!

To become a CreateSpace Author, even without ever having a book uploaded, just fill out the form above and click on Create My Account. Without you dealing even a bit queezy, your account will be created and you can then engage in publishing activities—no matter who you are or who you want to be. it is the best secret in publishing circles.

It helps to know that simply by signing up, along with your FREE CreateSpace membership, you also get:

- ✓ Access to FREE online tools to help you publish faster and easier
- ✓ Free digital proofing to view your book's cover and interior online, anytime
- ✓ Wide distribution of your book in the U.S. and Europe
- ✓ Easy tools to help create a Kindle eBook at no extra cost
- ✓ Industry-leading royalty rates
- ✓ World-class member support 24/7
- ✓ And much more...

Now, of course, we have to get that book of yours published.

You may recall that in this book we discussed a two-file and a single-book file method for creating your electronic manuscript. For CreateSpace, you must use your single file manuscript. If you have chosen CreateSpace but originally used the two file approach, simply take the two files and merge them into one. You can use highlight, copy, and paste to get this merge done with no hassle. Then convert your .doc or .docx Word file to PDF and that is all you need to do.

If you happen to have color images in the file, when you use CutePDF to create the print file (PDF), select printer options and pick black and white. The process will convert the color images to B/W. and make them more clear for printing. The first chapters of this book tell you how to do this.

I am the last one to suggest that you can send slop or garbage up to CreateSpace or that they are so hard pressed that they will put their best people on the project and send you back a completed 100% perfect manuscript for approval. Sorry that is not how it works. In fact, you are the most important person in the book publishing process with CreateSpace.

Therefore, for your mission to be successful, you need to learn all you can. Otherwise, manuscripts will be rejected by the auto-proofer even before you get to communicate with a CreateSpace Agent.

In other words, CreateSpace on demand products require stuff from the most important person in the process—the author, aka Y-O-U. They need simple information to start such as specific information about each title that will contribute to the overall success of your final product.

These requirements are necessary so CreateSpace can provide you with reliable and cost-effective service. Understanding and meeting these requirements will help make the process of setting up your title more easy and efficient. At this point in the process, you have not even submitted your manuscript but hat part is coming.

CopyEditing

You can get by on the cheap if your manuscript is already well edited. But if it is not, CreateSpace will contract with you if you

wish to get that done. A professional editor will use The Chicago Manual of Style, 16th edition, the preferred style guide in the book publishing industry, and the Merriam-Webster dictionary while editing your manuscript. Make sure that you are willing to pay for this and get a good feel for its cost before you proceed.

CreateSpace will help you very positively if this is what you want. The editor will review your manuscript using the Microsoft Word Track Changes feature and provide a line edit that corrects typos and ensures consistency in Grammar, Punctuation, and Spelling. In addition, an editor will also provide an Editorial Letter explaining the suggested changes made in the manuscript. You ultimately make the changes.

An English teacher down the block may be able to do the same but that is up to you. The good news is that without spending a million dollars, you can be reasonably assured that your book won't make your neighbors snicker.

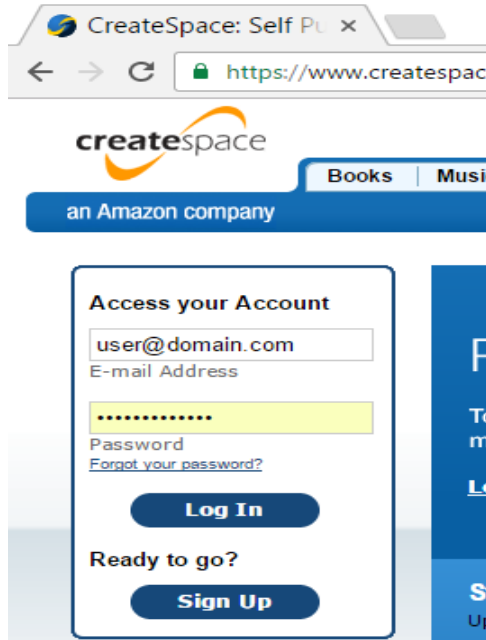
Chapter 9 Creating Your First Book Title with CreateSpace

Sign on and set up your first new title

Now that you have registered with CreateSpace, and you have your book manuscript ready to upload let's begin the process by signing on.

Type in *createspace.com* and press enter on your PC keyboard from your browser window. You will get a panel whose left side looks similar to the panel in Figure 9-1

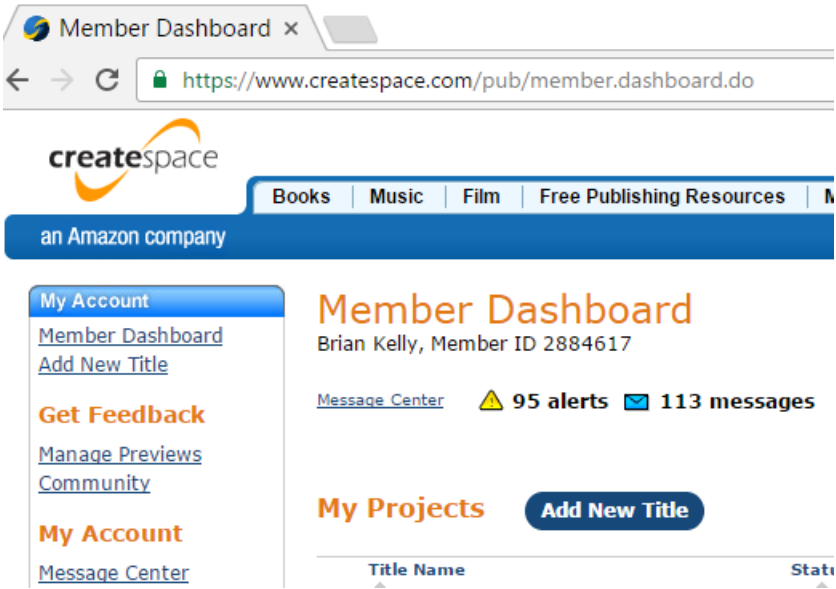
Figure 9-1 CreateSpace Sign-On Panel



The image shows a browser window with the URL <https://www.createspace.com>. The page features the CreateSpace logo, which includes the text "createspace" and "an Amazon company". There are navigation tabs for "Books" and "Music". The main content area is titled "Access your Account" and contains a sign-in form. The form has two input fields: one for "E-mail Address" with the placeholder "user@domain.com" and one for "Password" with a masked password ".....". Below the password field is a link for "Forgot your password?". There are two buttons: "Log In" and "Sign Up". The "Sign Up" button is highlighted with a blue background. To the right of the sign-in form, there is a vertical sidebar with some text, including "To m", "Le", and "S Up".

Type in your email address which you used as your user ID and then type in your password. Then click on the Log In button. You will be taken to a screen that looks like the one in Figure 9-2.

Figure 9-2 Add a New Title



Click on Add New Title and you will be taken to a panel similar to that shown in Figure 9-3.

Figure 9-3 Starting New Book Project

Start Your New Project

createspace
an Amazon company

Books Music Film Free Publishing Resources Member Spotlight My Account

Hi, Brian! (Log out)

Start Your New Project

1 Tell us the name of your project * * Required

You can change your title at any time before you submit your project for review.

2 Choose which type of project you want to start *

Paperback Audio CD DVD Video Download

3 Choose a setup process *

Guided A step-by-step process with help along the way. **Get Started**

Expert BETA A streamlined single-page experience for those familiar with the process. **Get Started**

Figure 9-4 Naming Your First "Paperback" Book Project

Start Your New Project

1 Tell us the name of your project * * Required

You can change your title at any time before you submit your project for review.

2 Choose which type of project you want to start *

Paperback Audio CD DVD Video Download

3 Choose a setup process *

Guided A step-by-step process with help along the way. **Get Started**

Type in the name of your book in Figure 9-4 as the book project name. CreateSpace will keep track of this name for you. Choose the Paperback option as this project will result in a paperback book being created and printed. Use the Guided path by clicking on Get Started in Figure 9-4. You will be taken to an additional information panel as shown in Figure 9-5

Figure 9-5 Type in Subtitle and Author's Name

Title Information

What to do on this page: Enter title information, including title and author. This information is a ISBN and cannot be changed after you complete the review process.

Title *

Subtitle
[What's this?](#)

Primary Author *
[What's this?](#)

<input type="text" value=""/>	<input type="text" value="Brian"/>	<input type="text" value="W."/>	<input type="text" value="Kelly"/>
Prefix	First Name / Initial	Middle Name / Initial	Last Name /

Add Contributors
[What's this?](#)

This book is part of a series ([What's this?](#))

Series Title **Volume**

Edition number
[What's this?](#)

Language *
[What's this?](#)

Publication Date
[What's this?](#)

Unless you have other authors collaborating, or your book will be one of a series of books or this is a second edition, leave all other fields blank. Click on Save and Continue to move on to the next panel. You will get a panel similar to that shown in Figure 9-6

Figure 9-6 Make your ISBN Choice

Choose an ISBN option for your book: **Free CreateSpace-Assigned ISBN**

We can assign an ISBN to your book at no charge.

 Custom Universal ISBN

Set a custom imprint while keeping your distribution and publishing options open.

 Provide Your Own ISBN

If you have an ISBN that you purchased from Bowker® or through your local ISBN agency, publish your book through CreateSpace. You must also enter the imprint name associated with your ISBN.

- You can purchase your own ISBN from [Bowker](#) or through your [local ISBN agency](#).
- If you are [reprinting](#) your book, the title, author name, and binding type must remain the same. Reprinting requires a new ISBN.
- Your book's imprint must match what's on file with your ISBN.

ISBN-10 or ISBN-13 *

978-0-9980848-5-5

Imprint Name *[What's this?](#)

Lets Go Publish!

[Cancel](#)[Assign This ISBN](#)

Before working on this panel, make sure you understand the ISBN implications as described in detail in Chapter 6.

Click on the radial button for Provide Your Own ISBN. The panel will open up so that you can type in your ISBN and your Imprint Name. If you have not purchased your own ISBN from Bowker and do not intend to do so, and you do not have an imprint that you want to use for this book, you may also choose the free ISBN radial button option or the Custom Universal ISBN radial button. Click on the appropriate exit button for the ISBN option that you have selected. In this case, for this book, I click on Assign this ISBN. The next panel will be similar to that shown in Figure 9-7.

Figure 9-7 Confirmation of ISBN and Imprint Name

ISBN

What to do on this page: An [ISBN](#) is required to publish and distribute a book. [Compare](#) that's right for you.

* You can skip this section if you haven't decided which ISBN option to use, but you'll need you can publish your book. [Return to your Project Homepage](#)

Make Changes You may make changes to your ISBN. **Change**

ISBN-13: 978-0998084855 (Lets Go Publish!)
ISBN-10: 0998084859


Continue

Click on Continue and you will be taken to a panel similar to that shown in Figure 9-8 on the following page.

Figure 9-8 Select Book Type, Size, and Book File Upload


Interior [How do I use this page?](#)

Interior Type



Black & White


[Order a Sample](#)



Full Color

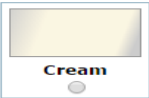
[Order a Sample](#)

Paper Color



White

[Order a Sample](#)




Cream

[Order a Sample](#)


Approximate color shown. We will send standard CreateSpace sample books for sample orders.


Trim Size
[What's this?](#)



6" x 9" (15.24 x 22.86 cm)

[Choose a Different Size](#)

 **Recommended!** This is the most popular size and offers the widest distribution. [Many more sizes](#) available.

 **Download a Word® Template**
Start with a [blank template](#) or [with sample content](#) designed for you.

➔ Estimate your book's [manuf](#)

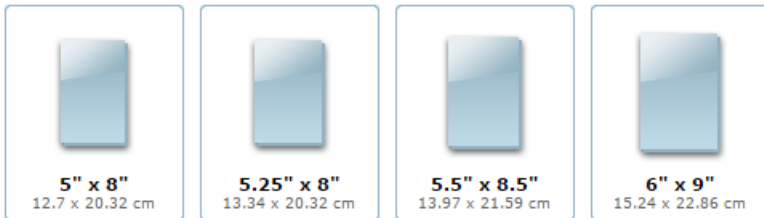
Pick B/W (top left box) and click on choose a different size and then change the file size in Figure 9-9.

Figure 9-9 For Your First Book, Click on 5.5 X 8.5

Black & White Trim Sizes

[click](#)

Most Popular Trim Sizes



There are more size options if you need them. After picking 5.5 X 8.5, click the radial button to upload your book file as shown in Figure 9-8. You will be taken to a panel that looks very much like the one shown in Figure 9-10. Make sure you have created a

PDF file from your book manuscript file. You will be uploading the PDF version of this file.

Figure 9-10 Upload Book File from Your PC Folder

Choose how you'd like to submit your interior:

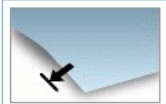
Upload your Book File

You can upload your work as a print-ready .pdf, .doc, .docx, or .rtf. Your page count will be detected and automated print check will run once your upload is complete. You'll be able to see any issues online using Interior Reviewer tool.


Interior File *

The following formats are accepted: pdf,doc,docx,rtf

Bleed *
[What's this?](#)



Ends **after** the edge of the page

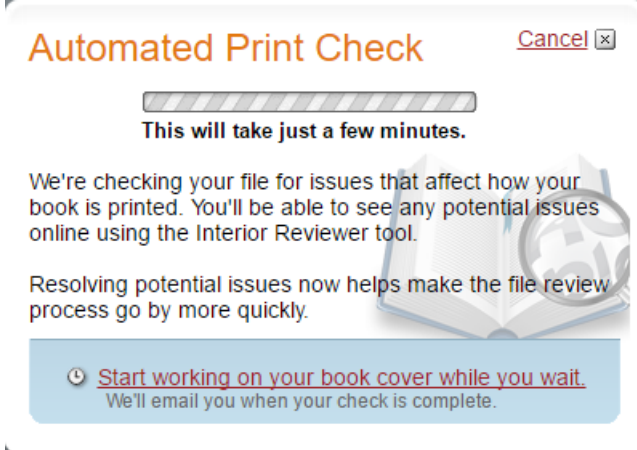


Ends **before** the edge of the page

Interior Reviewer **Run automated print checks and view formatting issues online.**

The PDF file name for my project is *HowToPublishrev06.pdf* as you can see in Figure 9-10. Type your file name and make sure the *Run automated print checks and view formatting issues* radial button is checked. Then click the *Save* button. The upload will then commence and go into a two phase process preparing for an interior file review. While it is uploading, one of the two panels you will see looks like that shown in Figure 9-11

Figure 9-11 File Upload and Print Review Preparation in Process



When the process is ready for you to review, you will see a panel similar to that in Figure 9-12.

Figure 9-12 Begin Interior Review

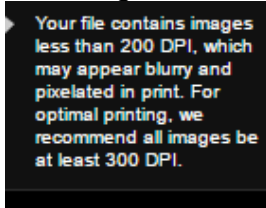


At this point your file has been uploaded to CreateSpace and it has passed all edit checks but one. When we see what they identified, we may choose to ignore it or proceed with the file as is. If we do not like what we see, we go back to Word, make the

necessary changes, create a new pdf and upload it until we are OK with what the Auto-Reviewer shows us.

To page through your file and see the issue identified in the upload / preparation process, click on the Lunch Interior Reviewer Button, click on the get started button and you will see a panel similar to that in Figure 9-13.

Figure 9-13 Checking the Interior and Errors



The black error panel appears on the right side of the Review Screen while the first page (Page1) of the file is displayed.




To see pages 2 and 3 in the review screen hit this key . You will see a panel very similar in shape to the one shown in Figure 9-14.

Figure 9-14 Two Page at a Time CreateSpace Review.

How to Write Your First Book and Publish It Using CreateSpace Title ID: 6592379 [Learn more about manuscript issues](#) [Give us feedback](#)

5.5" x 8.5", 102 pages Pages 2 - 3 of 102 View [Icons] Page 3 Go

Copyright © 2016 Brian W. Kelly Editor Brian P. Kelly
How to Write Your First Book and Publish It Using CreateSpace
 Author Brian W. Kelly

All rights reserved: No part of this book may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopying, recording, scanning, faxing, or by any information storage and retrieval system, without permission from the publisher, LETS GO PUBLISH, in writing.

Disclaimer: Though judicious care was taken throughout the writing and the publication of this work that the information contained herein is accurate, there is no expressed or implied warranty that all information in this book is 100% correct. Therefore, neither LETS GO PUBLISH, nor the author accepts liability for any use of this work.

Trademarks: A number of products and names referenced in this book are trade names and trademarks of their respective companies.

Referenced Material: *The information in this book has been obtained through personal and third party observations, interviews, and espous research. Where unique information has been provided or extracted from other sources, those sources are acknowledged within the text of the book itself or at the end of the chapter in the Sources Section. Thus, there are no formal footnotes nor is there a bibliography section. Any picture that does not have a source was taken from various sites on the Internet with no credit attached. If resource owners would like credit in the next printing, please email publisher.*

Published by: LETS GO PUBLISH!
Publisher: Brian P. Kelly
Editor: Brian P. Kelly
Mail Location: P.O. Box 627, Wilkes-Barre, PA 18703
Web site: www.letsGOPublish.com


Library of Congress Copyright Information Pending
Original Book Cover Design by Brian W. Kelly

ISBN Information: The International Standard Book Number (ISBN) is a unique machine-readable identification number, which marks any book unmistakably. The ISBN is the clear standard in the book industry. 159 countries and territories are officially ISBN members. The Official ISBN For this book is on the outside cover: **978-0-9980848-5-5**

The price for this work is : \$9.95 USD

10 9 8 7 6 5 4 3 2 1

Release Date: September 2016

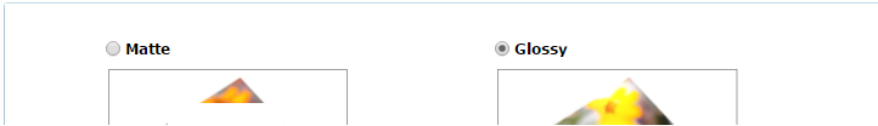


To end the interior review session, imagine a text button on the panel in Figure 9-14 to the far top right. It says Close Interior Reviewer, Click on that button and you will be taken back to a panel that looks very similar to that shown in Figure 9-12. If you are completely satisfied with the file you just reviewed, you may click on the Skip Interior Review Button to continue with the next step in the publishing process. When prompted, click on YES, SKIP!.

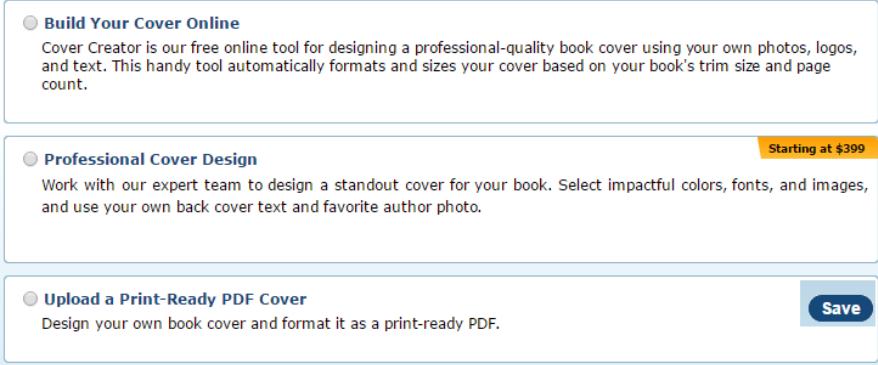
You will come to the first panel of the cover type section as shown in Figure 9-15

Figure 9-15 Select Cover Type and Source

1. Select a finish for your book cover:



2. Choose how to submit the cover of your book:



Build Your Cover Online
Cover Creator is our free online tool for designing a professional-quality book cover using your own photos, logos, and text. This handy tool automatically formats and sizes your cover based on your book's trim size and page count.

Professional Cover Design Starting at \$399
Work with our expert team to design a standout cover for your book. Select impactful colors, fonts, and images, and use your own back cover text and favorite author photo.

Upload a Print-Ready PDF Cover
Design your own book cover and format it as a print-ready PDF.

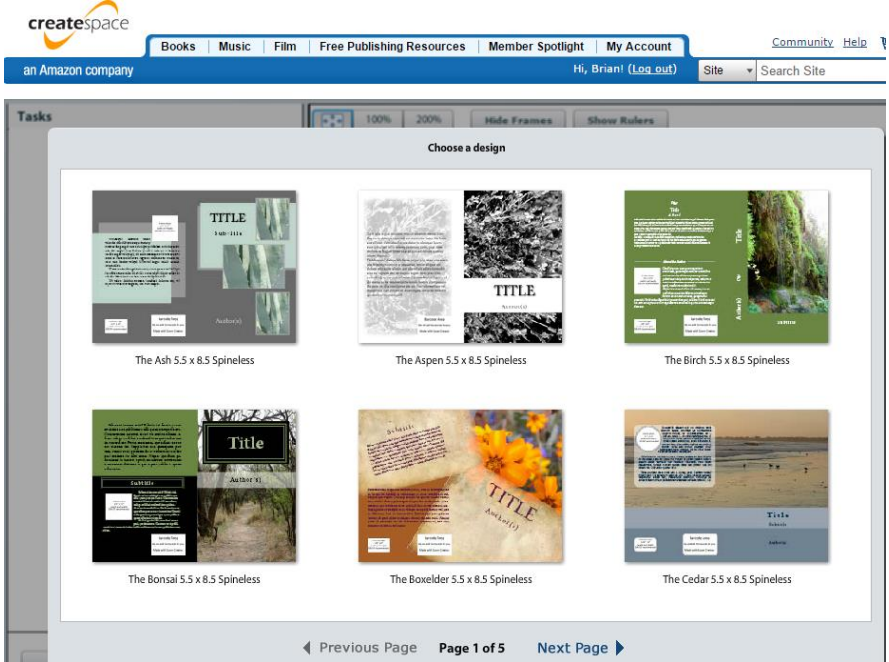
Save

Select professional Cover Design if you want to pay a minimum of \$399 for CreateSpace experts to design your cover for you.

Select Upload a Print Ready PDF cover if your Cover Designer, such as Michele Thomas has provided you with a completed design in PDF form.

For this book, I am selecting Build Your Cover Online as I think I can come up with a design that would be cost free and do the trick adequately for this particular book. After clicking the proper radial button, click on Launch Cover Creator in the next panel. The first panel in the cover design process then appears will look like the panel shown in Figure 9-16

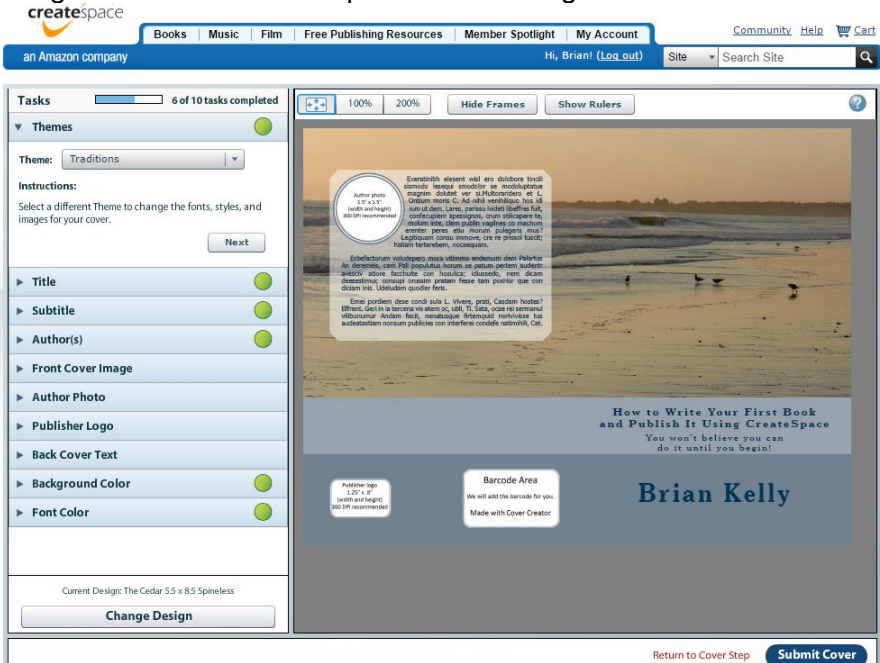
Figure 9-16 Designing the Cover Using CreateSpace Designer



Most obvious options are obvious such as the text you supply and the type color and the background color. Where they show a picture such as for the front cover, you get to pick a picture from the world of the Internet, your own library of photos or for a stock photo outlet.

You should have an author picture available and if you have an imprint logo, be prepared to be able to upload it to the back of the design you select. Of course all cover options do not have a spot for imprint. To see how the sample cover would look, click on it. I picked the sixth sample on bottom right. It looks like the cover shown in Figure 9-17 on the next page

Figure 9-17 See all the options in the image and on the left side



If this book had more than 120 pages, it would show a cover that had writing on the spine. The spine is the side of the book and its printing is from top to bottom rather than left to right.

This particular design offers an opportunity for a big picture that can be uploaded like the existing one. The picture will span both the front and back covers. The front cover is on the right and the back cover back is on the left. I can also change my name to Brian W. Kelly if I choose. The cover design also permits me to adjust the title and subtitle of the book on the front.

On the back, I can upload a picture of myself as the author and an image of the Lets Go Publish Logo. Sometimes the images have to be made exact using your photo editor. Most of the time MS PAINT works fine.

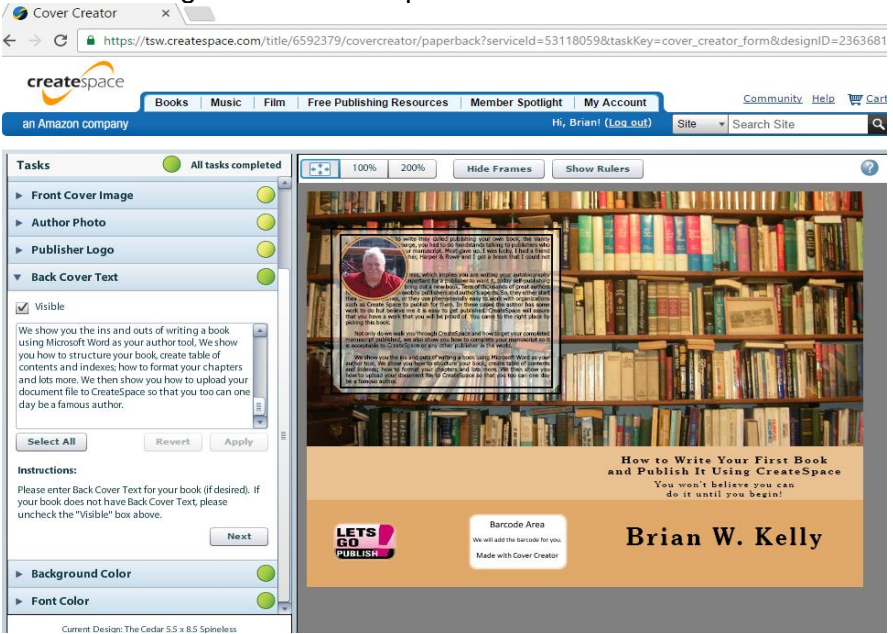
There are ten things noted on the left of this design that can be changed. They are as follows:

- Theme
- Title
- Subtitle
- Author
- Front Cover Image
- Author Photo
- Publisher Logo
- Back Cover Text.
- Background Color
- Font Color

All of these are self-explanatory other than the theme. The theme changes the screen attributes and provides a different look for the same cover design. Font and standard pictures change with any of the five themes.

I changes the Author, Front Cover Image, Author Photo, Publisher Logo, Back Cover Text, Background Color, and Font Color. Id di not like this theme at all until I found the wall of books photo to put in the background. Hope you like it. It shows what you can d in a half-hour with Cover creator:

Figure 9-18 Final Spineless Cover Produced



Not shown in Figure 9-18 is a Submit Cover button that copies the cover and makes it ready for a better and bigger review. Click on this when you have completed all aspects of your cover. You will eventually be taken to a screen which looks very much like the panel in Figure 9-20.

After I wrote more of this book, I passed the 130 page limit. At that time, the Cover Creator software showed me the same cover designs but added the ability to have a spine. I redid the cover with a spine. It is shown in Figure 9-19.

Figure 9-19 Cover with Spine

Hi, Brian! (Log out) Site Search Site

100% 200% Hide Frames Show Rulers ?

How to Write Your First Book and Publish It Using CreateSpace

When I began to write they called publishing your own book, the *Vanity Press*. To avoid the scorn, you had to do handshakes talking to publishers who did not want to read your manuscript. Now, grown up, I was lucky, I had a friend who worked for a Publisher, Hanger & Rowe and I got a break that I could not get again if I tried today.

Instead of a vanity press, which implies you are writing your autobiography because you are too important for a publisher to want it, today self-publishing is the preferred way to bring out a new book. One of thousands of great authors have had success with vanity publishers and author's agents. So, they either start their own companies, or they use phenomenally easy to work with organizations such as CreateSpace to publish for them. In these cases the author has done work to do but believe me it is easy to get published. CreateSpace will assure that you have a work that you will be proud of. You came to the right place by adding this book.

Not only do we walk you through CreateSpace and how to get your complete manuscript published, we also show you how to complete your manuscript as it is acceptable to CreateSpace or any other publisher in the world.

We show you the ins and outs of writing a book using Microsoft Word as your author tool. We show you how to structure your book, create table of contents and indexes, how to format your chapters and subchapters. We then show you how to upload your document file to CreateSpace so that you too can one day be a famous author.

How to Write Your First Book and Publish It Using CreateSpace

How to Write Your First Book and Publish It Using CreateSpace

You won't believe you can do it until you begin!

Brian W. Kelly

Barcode Area
We will add the barcode for you.
Made with Cover Creator

LET'S GO PUBLISH

Return to Cover Step **Submit Cover**

Figure 9-20 Book is ready to be completed

The screenshot shows the Amazon CreateSpace 'Cover' setup page. The browser address bar displays the URL: https://tsw.createspace.com/title/6592379/setup/book_cover. The page header includes the CreateSpace logo and navigation links for Books, Music, Film, Free Publishing Resources, Member Spotlight, My Account, Community, Help, and Cart. Below the header, there is a search bar and a navigation menu with options like 'Return to Project Home' and 'Return to Member Dashboard'. The main content area is titled 'Cover' and includes a progress bar with 'Cover' selected. The main content area displays the following information:

- What to do on this page:** Select your cover finish and choose how to submit your cover file. Select from Cover Creator (our free design tool), a professionally designed cover, or upload your own print-ready PDF file.
- COVER FINISH:** GLOSSY
- UPLOAD COMPLETE:** File created using Cover Creator.
- Make Changes:** You may make changes to the cover of your book. (Change button)
- Continue:** (Continue button)

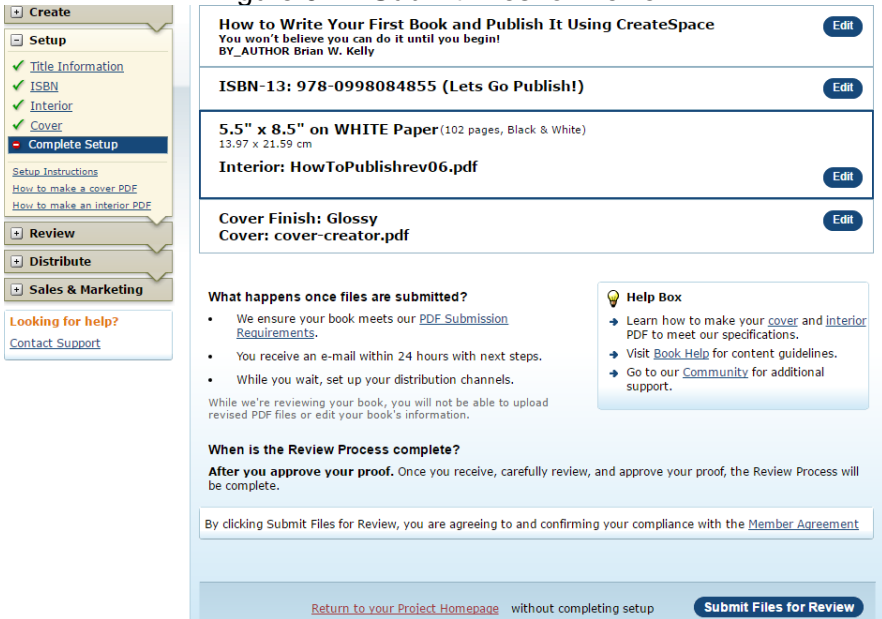
The left sidebar contains the following navigation options:

- How to Write Your First Book and Publish It Using CreateSpace
- Title ID: 6592379
- ISBN-13: 978-0998004855
- Return to Project Home
- Return to Member Dashboard
- Create
 - Setup
 - Title Information
 - ISBN
 - Interior
 - Cover**
 - Complete Setup
 - Setup Instructions
 - How to make a cover PDF
 - How to make an interior PDF
- Review
- Distribute
- Sales & Marketing
- Looking for help?
 - Contact Support

The bottom of the page features a Windows taskbar with the date 9/21/2016 and time 6:14 PM.

Click on the Continue Button to go to the next part of publishing your new book. You will be taken to a panel that looks very much like the one in Figure 9-22.

Figure 9-22 Submit Files for Review



Create

Setup

- ✓ Title Information
- ✓ ISBN
- ✓ Interior
- ✓ Cover
- **Complete Setup**

Setup Instructions
[How to make a cover PDF](#)
[How to make an interior PDF](#)

Review

Distribute

Sales & Marketing

Looking for help?
[Contact Support](#)

How to Write Your First Book and Publish It Using CreateSpace [Edit](#)
 You won't believe you can do it until you begin!
 BY_AUTHOR Brian W. Kelly

ISBN-13: 978-0998084855 (Lets Go Publish!) [Edit](#)

5.5" x 8.5" on WHITE Paper (102 pages, Black & White)
 13.97 x 21.59 cm

Interior: HowToPublishrev06.pdf [Edit](#)

Cover Finish: Glossy [Edit](#)
Cover: cover-creator.pdf [Edit](#)

What happens once files are submitted?

- We ensure your book meets our [PDF Submission Requirements](#).
- You receive an e-mail within 24 hours with next steps.
- While you wait, set up your distribution channels.

While we're reviewing your book, you will not be able to upload revised PDF files or edit your book's information.

When is the Review Process complete?
After you approve your proof. Once you receive, carefully review, and approve your proof, the Review Process will be complete.

By clicking Submit Files for Review, you are agreeing to and confirming your compliance with the [Member Agreement](#)

[Return to your Project Homepage](#) without completing setup **Submit Files for Review**

Help Box

- Learn how to make your [cover](#) and [interior PDF](#) to meet our specifications.
- Visit [Book Help](#) for content guidelines.
- Go to our [Community](#) for additional support.


The CreateSpace Experts must review your cover and your submitted and uploaded book interior before they will give you the OK to get a printed proof of your book. To tell them that you think the book is good enough to pass their inspection, click on Submit Files for Review as shown in Figure 9-22. Then, you will wait until they send you an email that your files passed muster with a few exceptions. You check out the exceptions and decide whether you want to tell them the book is OK as is or you go back to your files and make them better.

When they tell you it is OK, you can then make decisions on marketing and distribution for your first new book.

The potential selections in figure 10-1 give you the first glimpse of CreateSpace's powerful distribution capabilities for your new books. Amazon.com; Amazon in Europe, and the Create Space eStore are automatically selected. When you see this panel, click on Select for CreateSpace Direct.

As you can see, this gives us four channels and we can get a fifth one by taking another click in the area now coded as not eligible as shown in Figure 10-1. Scrolling down on Figure 10-1, and you will find the panels in Figure 10-2 and as you will see, you can pick up another form of distribution but, as you soon will see, it is a bit of work—but it is worth it.

Figure 10-2 Bookstores and Online Retailers, etc.




Bookstores and Online Retailers

[What's this?](#)

Your book is not eligible. To be eligible, your book will need a valid BISAC code.

➔ Select a BISAC code [here](#)



Libraries & Academic Institutions

[What's this?](#)

Your book is not eligible. Your book must have a CreateSpace-assigned ISBN.

➔ See [what's required](#) to choose all outlets

Unless you use a CreateSpace ISBN, Libraries and Academic institution distribution will not be possible.

And so, the next step in order for your book to be eligible for sale in Bookstores and Online Retailers is to click on the word here next to Select a BISAC code here as shown in the top of Figure 10-2.

When you click, you immediately realize that you need some information to complete this area. See Figure 10-3

Figure 10-3 Entering BISAC Information

Description [How do I use this page?](#)

How to Write Your First Book and Publish It Using CreateSpace
By Brian W. Kelly

Description *
[What's this?](#)

you how to structure your book, create table of contents and indexes; how to format your chapters and lots more. We then show you how to upload your document file to CreateSpace so that you too can one day be a famous author.

Maximum 4000 characters - 2468 characters remaining
Advanced users can [use limited HTML](#) instead of plain text to style and format their description

BISAC Category *
[What's this?](#)

Education / Professional Development

Choose...

→ [Enter a BISAC code](#)

Additional Information (optional)

Add more information about your book, including an author biography, book language, and more, whi certain sales channels.

Author Biography

Add

[What's this?](#)

Book Language

English ▼

[What's this?](#)

From the panel in Figure 10-3, please click the Add button next to get—the Author Biography. Be sure you have your succinct biography ready to upload. Additionally, select your book language. In my case it is English.

From the Add button comes Figure 10-4, where you get to enter the Author Information. I typically copy and paste this type of information from the front matter of the book itself or from the cover text.

Figure 10-4 Enter Author Biography Information for BISAC

How to Write Your First Book and Publish It Using CreateSpace

By Brian W. Kelly

Description *
[What's this?](#)

you how to structure your book, create table of contents and indexes; how to format your chapters and lots more. We then show you how to upload your document file to [CreateSpace](#) so that you too can one day be a famous author.

Maximum 4000 characters - 2468 characters remaining
 Advanced users can [use limited HTML](#) instead of plain text to style a format their description

BISAC Category *
[What's this?](#)

Education / Professional Development Choose...

→ [Enter a BISAC code](#)

Additional Information (optional)

Add more information about your book, including an author biography, book language, and more, v certain sales channels.

Author Biography
[What's this?](#)

current IT topics. Kelly is a frequent speaker at COMMON, IBM conferences, and other technical conferences and user group meetings across the United States.

This is Brian Kelly's 84th book

Maximum 2500 characters - 1686 characters remaining

Book Language
[What's this?](#)

English

Country of Publication
[What's this?](#)

United States

Search Keywords
[What's this?](#)

[CreateSpace](#), "publish book", "write book", "first book"


Contains Adult Content
[What's this?](#)

Large Print
[What's this?](#)

Please notice that the author biography is completed; the country is US; and there are a number of search keywords so that the BISAC bookseller can easily advertise the book. At the bottom of this panel is a button for Save and Continue. Take this option to move the marketing and distribution process along. The next step as you can see in Figure 10-5 is to be ready to publish to Kindle

Figure 10-5. Almost Done and Almost Ready for Kindle

Publish on Kindle



Your book files are still being reviewed. A final print ready cover file is needed to continue to KDP. You will be e-mailed when the review is complete.

➤ [Take me to Kindle Direct Publishing now](#)

How It Works

- 1 We'll send your book to KDP.**
When you say the word, your book interior and cover files will be sent to KDP on your behalf and converted automatically for publication on Kindle.
- 2 You'll sign in.**
We'll bring you to KDP where you will need to sign in with your Amazon account or create a new one.
- 3 You'll find your book.**
Your book will be waiting for you in your KDP Bookshelf. Check to make sure everything looks okay before completing the publishing process on KDP.

As you can see when we submitted our work on the cover and the interior to CreateSpace Experts to review, their work is not finished. It takes about twenty four hours, though often less for the review and permission to proceed to occur.

We'll pick up with this narrative when I get the email telling me that we are OK! I hope it is early tomorrow!

Thank you. I will let you know in a few lines or so how we did on our submission.

--- time passes ----

I just got my email from CreateSpace. We continue in the next chapter.

Chapter 11 The CreateSpace Proofing & Publishing Process.

Everybody wants you to double check

The CreateSpace Proofing process is very straightforward. You may use the digital proofer and/or you may order a printed proof. I would recommend using both. As soon as you get the opportunity, order your printed proof. They are reasonably inexpensive. If you want multiple copies, you may order up to five books for each change to the book and they will be shipped together.

The proof copies will have PROOF written on the last page so you can differentiate them from for sale copies but other than that, and no price on the back barcode, they look exactly like your book will look when you give final approval. CreateSpace keeps getting you involved in approving their work on your behalf because only you know whether it is acceptable or not.

Smiley Face – Getting the approval email from CreateSpace

Great News arrived in an email from CreateSpace

Substantially less than twelve hours from submission for review, the CreateSpace Team sent me an email that my files were approved. So you know what this looks like, I have included the relevant parts of the email below. Screen shots are not captured

in high resolution and so it is understandable (typically 100dpi or less) and so it is understandable that they did not make the 200dpi threshold. You can buy better software than the Windows defaults if this is a must for you. Here is the email I received. After the email, we continue with the proofing process.

Date: Thu, 22 Sep 2016 10:20:11 +0000
From: <no_reply@createspace.com>
Subject: Files for How to Write Your Firs..., #6592379 require your attention
X-AMAZON-MAIL-RELAY-TYPE: notification

Congratulations!

Your interior and cover files for How to Write Your Firs..., #6592379 meet our technical requirements for printing.

The next step in the publishing process is to proof your book:

FOLLOW THIS LINK TO GET STARTED:

<https://tsw.createspace.com/title/XXXXXXXXX/review>

Our reviewers did find some non-blocking issues with your files. Some of these issues may have been fixed causing alterations to your files.

The interior contains images that are less than 200 DPI; these may appear blurry or pixelated when printed. For more information on image resolution, visit our Help page:
<https://www.createspace.com/Help/Index.jsp?orgId=00D300000001Sh9&id=501700000000Irmr>

Best regards,

The CreateSpace Team

Getting back to CreateSpace for Proofing

Once you get your email, you can take the email link back to CreateSpace to begin proofing or of course you can type in createspace.com and login again. You will see the proofing page as shown in Figure 11-1

Figure 11-1 CreateSpace Main Proofing Page

Proof Your Book

What to do on this page:

Proofing your book will help you discover any formatting, grammar, or design issues within your files.

Congratulations! Your files are printable.

✓ **REVIEW COMPLETE:** Your files have successfully passed our review process.

⚠ **NOTED:** The Interior contains images that are less than 200 DPI; these may appear blurry or pixelated when printed. For more information on image resolution, visit our Help page: <https://www.createspace.com/Help/Index.jsp?orgId=00D3000000015h9&id=50170000000Imr>

Proofing Options

View an online proof or order a physical copy to review your book.

We recommend using a combination of both proofing options—you can use any combination of these features, in any order you choose.

▶ View a Digital Proof

Free

Use our Digital Proofer to review your book.

This is a faster way to check your book before making it available for sale.

▶ Order a Printed Proof

\$2.26 each plus shipping and handling

Order a physical copy of your book to review.

If you are new to publishing we strongly recommend selecting this

Approve Proof

Approve

Once you have completed proofing your book and have confirmed that the book meets your final expectations for publication you can approve your proof and move on to the next step in the setup.

Make Changes

Change

If you decide to make any changes to the setup of your book you will need to complete the review process again. The current trim size and interior type are associated with your book's ISBN and cannot be changed.

You can still make changes to your [cover finish](#), [description](#) or [list price](#) at any time.

In this book, it is somewhat difficult to read very large screen snapshots, so I repeated the text for you below with some additional words for clarity. As you see the activities for proofing are self-explanatory.

Proofing Options

You have the option of viewing an online proof or ordering a physical copy to review your book. We recommend using a combination of both proofing options—you can use any combination of these features, in any order you choose.

View a Digital Proof for Free

Use our Digital Proofer to review your book. This is a faster way to check your book before making it available for sale. The proofer is rapid fire and turns pages very quickly, just like a book--two at a time. When you proof have your word doc available to make the corrections immediately.d

[Click to expand](#)

Order a Printed Proof for \$2.26 each plus shipping and handling

Order a physical copy of your book to review. Since this is one of your first books, we strongly recommend selecting this option.

Approve Proof

Once you have completed proofing your book and have confirmed that the book meets your final expectations for publication you can approve your proof by clicking here and move on to the next step in the setup. Click on **Approve** to finish the publishing process.

Approve

If you decide to make any changes to the setup of your book you will need to complete the review process again. The current trim size and interior type are associated with your book's ISBN and cannot be changed. Click on **Change** to change the interior or the cover

You can still make changes to your [cover finish](#), [description](#) or [list price](#) at any time.

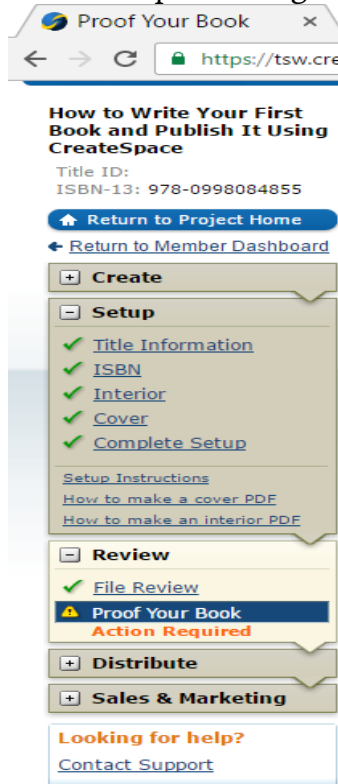
Change

So, now with all of CreateSpace's proofing options laid out in front of you, what should you do first? My recommendation is to run the Digital Proofer first. This shows the cover and the pages of the book as a book with a left and right page, and immediately helps you know what a good job you did.

Make sure that before you use the Digital Proofer, however, that you have a place to fix your mistakes. You cannot fix the uploaded copy. You must first open up your MS Word manuscript. When you have an error or something that must be fixed, change it right away in the Word manuscript. Unless you are absolutely the best typist and the best grammarian alive, I predict you will find something you do not like that must be changed.

After you digitally proof the book and you have made your changes to the word document, print your word document to Acrobat or CutePDF or otherwise create the PDF file to be uploaded. Use a different name for the new PDF. You then want to get back to Figure 9-10 in Chapter 9 and go through the upload and verification again until you get back again to the proofing panel in Figure 11-1.

Figure 11-2 CreateSpace Navigation Panel



There are two ways to get back to a panel that looks like the one shown in Figure 9-10. First, take a look to the left of the panel shown in Figure 11-1 in your live CreatSpace screen. You will notice a small panel that looks something like the one shown in Figure 11-2. Notice the button called Setup. It is not expanded.. Click on it and it will expand to look like the panel in Figure 11-2. Then Click on the word *Interior* and this will take you back to panels that permit you to update the interior of the book.

You will be asked through the panels if you would like to reload another copy of your book. Pick this option. Make sure you created the PDF with a new name.

Naming the PDF.

Each time I change the word manuscript, I add a revision number to the name. When I create a new PDF copy of my manuscript, it uses the same new name as the word file. My preference on naming is to add the letters *rev* and a number for *revision #* at the end of my file names. Therefore a name ending in *rev2* would be more current a file with a name ending in *rev1*.

An alternative way of changing the interior or the cover or any other part of the book would be to hit the *Change* button shown at the left bottom of the panel in Figure 11-1.

You can also click this panel to click to run the digital proofer; to order a proof (my proof for this book will cost \$2.26 plus shipping/handling), or to approve the entire project which completes the hard copy book publishing process and sets you up to offer your book for sale on Kindle.

Let's run the Digital Proofer

For now, let's run the Digital Proofer and we will show a few panels as examples to better explain how it works. Click on the text in Figure 11-1 to *View a Digital Proof*. The next panel looks like the one shown in Figure 11-3 on the next page.

Figure 11-3 The Launch Panel for Digital Proofer

Free


▼ **View a Digital Proof**

Use our Digital Proofer to review your book. This is a faster way to check your book before making it available for sale.

We offer two tools to help you digitally proof your book:

- 1 Our Digital Proofer allows you to view your fully-formatted book in an online virtual environment.
- 2 Download a custom-generated PDF that displays your interior pages side-by-side on a single sheet of paper. You can open and view the PDF on your computer or print it to your local printer.

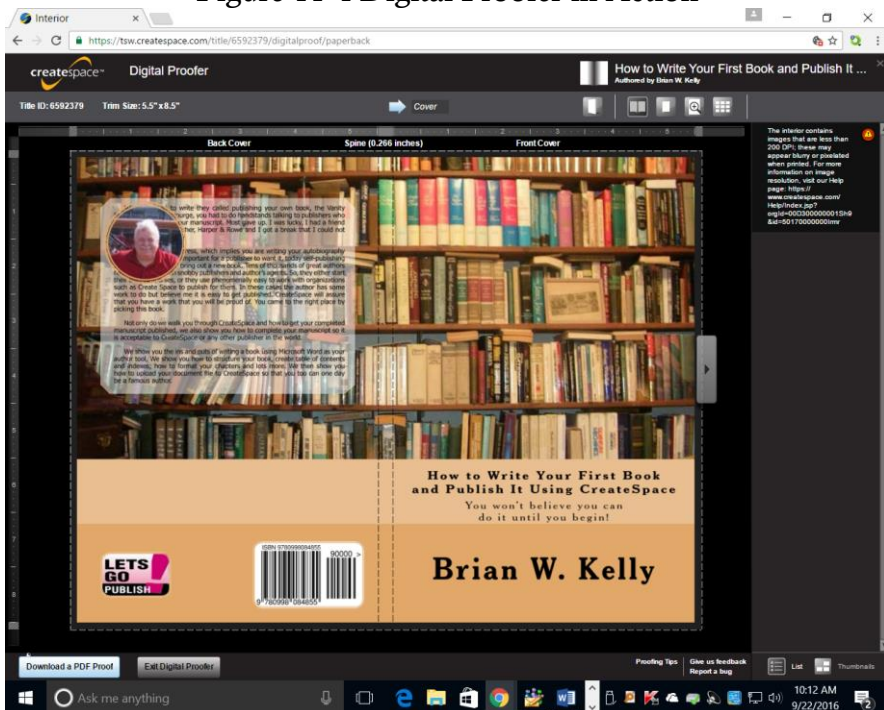
Launch Digital Proofer



Download a PDF Proof

Click on *Launch Digital Proofer* button in Figure 11-3. Then on the next panel pick *Get Started*. Then you will see a panel similar to the one in Figure 11-4. Notice that the cover version is my original spineless. After I ran the Digital Proofer, on my own I went back and recreated the cover with a spine.

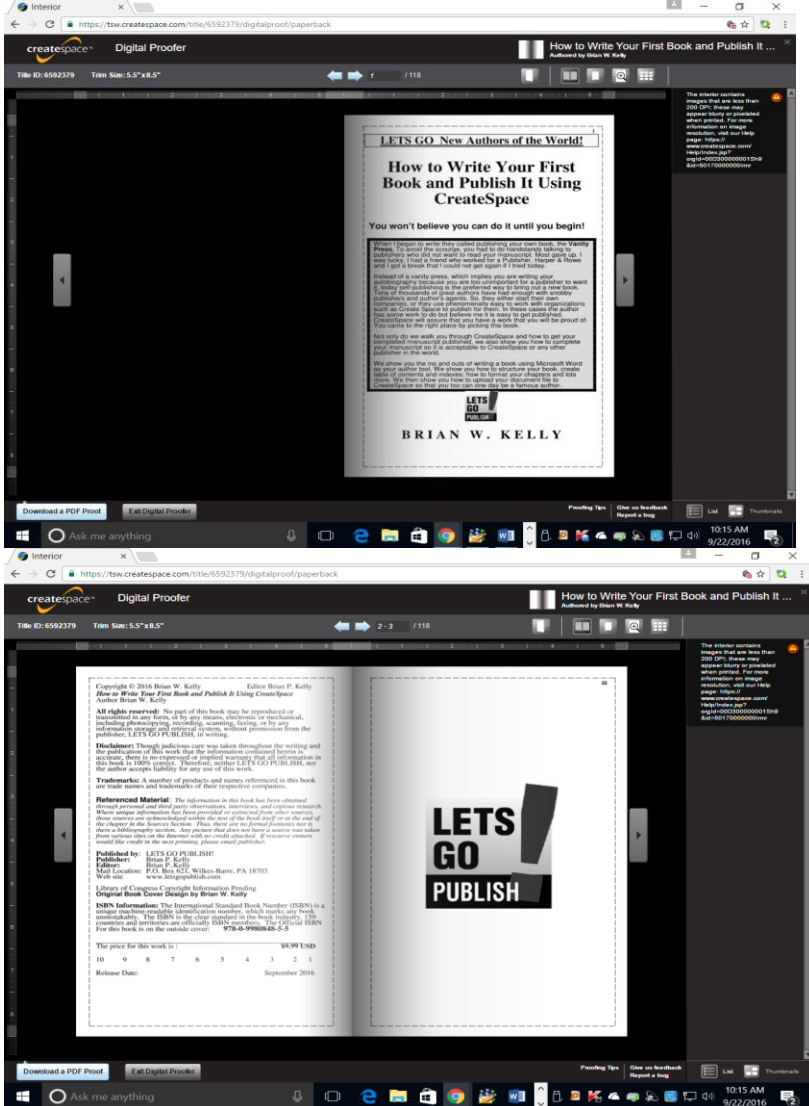
Figure 11-4 Digital Proofer in Action



The screenshot shows the CreateSpace Digital Proofer interface in a browser window. The address bar shows the URL: <https://tsw.createspace.com/title/6592379/digitalproof/paperback>. The interface displays a book cover proof for "How to Write Your First Book and Publish It" by Brian W. Kelly. The cover is shown in a virtual environment with a bookshelf background. The cover features a photo of the author, a quote, and the title. The interface includes navigation controls for "Back Cover", "Spine (0.266 inches)", and "Front Cover". A "Cover" button is visible at the top. The bottom of the interface has buttons for "Download a PDF Proof" and "Exit Digital Proofer". The Windows taskbar at the bottom shows the date and time as 10:42 AM on 9/22/2016.

Click the page advance button on the right and you can watch the pages turn. The inside of the book begins as shown in the two screen panels shown in Figure 11-5

Figure 11-5 Page one, two & three as shown in Digital Proofer



Remember when reviewing to make changes as needed immediately within your word manuscript. When you are completely finished with the Digital Proofer reviewing process, click the exit *Exit Digital Proofer* button on the bottom left side of the screen. If you have found no errors, go ahead and order a hard copy proof using the panel shown in Figure 11-1.

If you have found errors and you have corrected them in word, print the word document to create your PDF and begin the file upload process by clicking *Change* or *Setup* followed by *Interior Review*, and eventually you will see a panel such as that shown in Figure 9-10. In Figure 9-10 as you can see, you specify the name of the new PDF file that reflects your changes. Just like the first upload, this permits the new corrected PDF to be uploaded and then you may begin the review / proofing process again.

At any point that you are ready with an acceptable manuscript, or even if it is not ready and you want to see a printed copy, you may order a hard copy proof. As discussed above, using the panel in Figure 11-1 as a guide, to order your hard copy, click on *Order a Printed Proof*. On the next panel click on *Proceed to Cart*. You will then be taken to a panel that looks very similar to that shown in Figure 11-6 shown on the following page. Think of this panel as a shopping cart panel like those you have worked with in other online retail systems.

Figure 11-6 Check Out Panel for Buying Your Proof

1. Shopping Cart <small>Incomplete</small>	2. Shipping <small>1 of 2 complete</small>	3. Billing <small>Incomplete</small>	4. Review <small>Incomplete</small>
--	--	--	---

Shopping Cart

Owner Orders

Quantity	Item	Unit Price	Total Price
1	How to Write Your First Book and Publish It Using CreateSpace By Brian W. Kelly Title ID: 6592379	\$2.26	\$2.26
Subtotal			\$2.26

Options & Discounts

If you have a discount code, enter it here

[Return to Project Homepage](#)

Check Out

There is nothing special about this checkout page. Follow checkout instructions just as you would for any other online purchase, providing your credit card information, updating quantity ordered, etc. and within a day or so, your printed proof will be shipped. It takes several panels before it tells you that your proof copies have been ordered.

Please note that while your proof is being printed and prepared for shipping, you cannot update your cover or your interior files. It is time to relax and wait. If you get some ideas for change during this time, you may change your word manuscript, apply a new revision name and create your pdf. Then when you you're

your email that the proof has shipped, you can upload your changes and start the process rolling again.

Eventually when you receive an email that your proof has shipped, and you review the printed proof when it arrives several days later, if there are no changes, you can use the panel in Figure 11-1 to approve the proof and thus publish your book, making it available for sale.

Figure 11-7 Setting the Price

Pricing [How do I use this page?](#) ◀ Back Next ▶

Set your list price and calculate your royalties for each sales channel and manufacturing location.
[How are the royalties calculated?](#)

List Price	Channel	Royalty
\$ <input type="text" value="9.99"/> USD* <input type="button" value="Calculate"/> Minimum list price for this title is \$6.08 What's this?	Amazon.com	\$3.56
	CreateSpace eStore	\$5.56
	Expanded Distribution	\$1.56
<input checked="" type="checkbox"/> Yes, suggest a GBP price based on U.S. price What's this? £ <input type="text" value="7.64"/> GBP** <input type="button" value="Calculate"/> Minimum list price for this title is £3.37	Amazon Europe For books printed in Great Britain	£2.56
<input checked="" type="checkbox"/> Yes, suggest a EUR price based on U.S. price What's this? € <input type="text" value="8.93"/> EUR** <input type="button" value="Calculate"/> Minimum list price for this title is €3.64	Amazon Europe For books printed in continental Europe	€3.17

* U.S. Price is required for all titles, even if U.S. channel is not enabled.

After you have been through the approval process one time even before your final approval, you will get a panel similar to the one shown in Figure 11-7. You use this to set the US price for your

book. For the Great Britain and European prices, I hit the calculate button and CreateSpace does the dollar translations.

So, all you do is type in the price for your book. Make sure it is not too high and make sure there is some royalty left for you. See top right. You put in the US price such as 9.99 as in Figure 11-7 above. Then hit Calculate. The Pricing calculator then tells you how much the book will sell for in Great Britain and Europe.

From here, click *Save and Continue*

Approving your book

When you have received your hard copy proof, checked, rechecked and double checked, resubmitted, rechecked and you have double checked it again, eventually you will end the process and declare your book OK to publish. You will come back to the panel in Figure 11-1.

From this panel, you tell the CreateSpace Team that you are ready to say all is well and that they can publish your work for real with no more expected reruns. When you do this and you complete your approvals, you may want to order some non-proof copies. Then, you can just sit back and relax and watch your hard copy book orders roll in. It will take a week or so for the retail outlets to be primed for your book. Then, hopefully, you will begin to watch your royalty numbers climb.

Making a few Extra Bucks on Kindle

After you finish all aspects of your book including pricing, you will be asked if you want to publish your book on Kindle. Of course you will say yes! You will see a panel such as that shown in Figure 12-1 while you are awaiting another CreateSpace approval for your new files.

Chapter 12 Publishing Your Book on Kindle


What is Kindle?

The Amazon Kindle is a series of e-readers designed and marketed by Amazon.com. Amazon Kindle devices enable users to browse, buy, download and read e-books, newspapers, magazines and other digital media via wireless networking to the Kindle Store.

Figure 12-1 Print Book Work Done – Prepare for Kindle

Publish on Kindle

◀ Back
Next ▶




Your book files are still being reviewed. A final print ready cover file is needed to continue to KDP. You will be e-mailed when the review is complete.

▶ Take me to Kindle Direct Publishing now

How It Works

- 1 We'll send your book to KDP.**
 When you say the word, your book interior and cover files will be sent to KDP on your behalf and converted automatically for publication on Kindle.
- 2 You'll sign in.**
 We'll bring you to KDP where you will need to sign in with your Amazon account or create a new one.
- 3 You'll find your book.**
 Your book will be waiting for you in your KDP Bookshelf. Check to make sure everything looks okay before completing the publishing process on KDP.



- Make your book available in more formats so your readers have more choices.
- Reach millions of readers on the Amazon Kindle Store.
- Participate in KDP's 70% royalty program.
- Participate in the [Kindle MatchBook](#) program and earn more royalties.
- Publish your work to many countries around the world.

Want to download your book cover and interior files?

Here are the files we'll be sending to KDP - feel free to download them to your computer for safe-keeping.



Kindle-Ready Book Cover

None

Your print cover is still being checked by our reviewers. You will be e-mailed when the review is complete.

When you eventually approve your book, you will go through several panels about Kindle. Obviously, you will say yes to the Kindle question when asked by CreateSpace. Then it will ask if you want digital rights management to which I always say yes. It then asks you about whether your book is public domain. If you say yes to Public Domain, Kindle will not publish your book at all as such books are readily available for free download on the Internet.

You will also be asked if you want the CreateSpace PDF to be sent to Kindle automatically or if you plan to resubmit the Word Version to Kindle. Kindle likes working with the Word version and you get a better final Kindle book if you use word. Make sure you have an accurate machine built table of contents in your Word book as the Kindle creation process will use this so that Kindle readers can go to specific Chapters in your TOC merely by clicking on them.

When you make your submission to Kindle, CreateSpace will send all other information to Kindle, including your book cover.

You will see a panel that looks very much like the panel shown in Figure 12-2.

There are a lot of other self-explanatory questions on this page including an acknowledgment that your cover was uploaded properly. Additionally, Kindle wants you to upload the MS Word version of your book when you scroll down.

Figure 12-2 Signing your book up for Kindle Panel 1

Amazon.com: Kindle x

← → ↻ <https://kdp.amazon.com/title-setup>

Getting Started

[Learn more](#) about Kindle content creation tools for children's books, educational content, comics and manga.

1. Enter Your Book Details

Book name

Please enter the exact title only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

Subtitle (optional)

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

This book is part of a series [\(What's this?\)](#)

Edition number (optional) [\(What's this?\)](#)

Publisher (optional) [\(What's this?\)](#)

I take the option to continue rather than save as a draft

Save and Continue

Save as Draft

When you *Save and Continue*, you will come to the Kindle panel #2. It looks very much like the one in Figure 12-3.

Figure 12-3 Kindle Panel 2 Territories, Royalty Percentage

8. Verify Your Publishing Territories

Select the territories for which you hold rights: ([What's this?](#))

- Worldwide rights - all territories
- Individual territories - select territories

9. Set Your Pricing and Royalty

KDP Pricing Support (Beta)

There is not sufficient KDP data for books similar to *The Federalist Papers By Hamilton, Jay, and Madison, Annotated* to display the relationship between price and past sales and author earnings.

Please continue with pricing



Effective January 1, 2015, list prices for EU marketplaces include VAT.
[Learn more about VAT](#)

Please select a royalty option for your book. ([What's this?](#))

- 35% Royalty
- 70% Royalty

Unless you have a specific reason, pick *Worldwide Rights* and pick *70% royalty*. When you pick 70%, you must sell your Kindle version for \$2.99 or more. If your book sells for \$6.99 as one of mine does, the \$2.99 price might be a bit high. So, since I am more interested in hard copy sales, I set the Kindle price at \$1.99 to sell more and thus I must use the *35% royalty* option.

The next part of this panel when you scroll down is shown in Figure 12-4.

Figure 12-4 Set pricing and other details

<input type="radio"/> 35% Royalty <input checked="" type="radio"/> 70% Royalty				
	<u>List Price</u>	<u>Royalty Rate</u>	<u>Delivery Costs</u>	<u>Estimated Royalty</u>
Amazon.com	\$ <input type="text" value="2.99"/> USD Price must be between \$2.99 and \$9.99.	35% (Why?)	n/a	\$1.05
		70%	\$0.16	\$1.98
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price £2.28 (£1.90 without UK VAT)	70%	£0.10	£1.26*
Amazon.de	<input checked="" type="checkbox"/> Set DE price automatically based on US price €2.99 (€2.51 without DE VAT)	70%	€0.13	€1.67*
Amazon.fr	<input checked="" type="checkbox"/> Set FR price automatically based on US price €2.99 (€2.83 without FR	70%	€0.13	€1.89*

As you can see in Figure 12-4, I set this book price at \$2.99 which is the lowest price I can charge for the 70% discount.

When you plug in your price, the Kindle setup procedure then tells you how much royalty you will receive across the world in the continuation of the chart shown in Figure 12-4.

Scroll down and you will see the rest of this second Kindle Question set as shown partially in Figure 12-5.

Figure 12-5 Kindle Matchbook and Book Lending

10. Kindle MatchBook

This title is enrolled in Kindle MatchBook. Uncheck to opt out of the program.

Free



Estimated royalty: \$0.00

11. Kindle Book Lending

Allow lending for this book ([Details](#))

By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP [Terms and Conditions](#).

Save and Publish

Save as Draft

<< [Back to Your Bookshelf](#)

Kindle asks if you want to be in its MatchBook program. I always pick yes for this and I pick either free or a low price. This gives Kindle users who buy the CreateSpace created hard copy of your book the option of getting Kindle version for free or at a reduced price. My perspective is that I get a royalty on the book and I would like to sell hard copies. I will sell the Kindle version at a less expensive price so that the reader has an incentive to buy the hard copy.

Kindle asks if you want the book to be in the Free reader (book Lending) program. I pick yes to this but make sure that is what you want to do.

To learn more about the Kindle options, be advised that there is lots of help. You have to look for it. For example if you scroll backup to question 8 as shown in Figure 12-3 in your live session, you will find explanatory text for the responses on the right hand side of the page. A sample of the help text is shown in Figure 12-6 on the next page

Figure 12-6 Help Text FAQs

FAQs

How do I identify my territorial rights?

If you hold worldwide rights, choose the worldwide rights option. If you do not hold worldwide rights, identify the specific territories for which you do have rights.

How much will I make when my book is sold?

You can choose between two royalty options: a 70% royalty option and a 35% royalty option. For example, for sales in the US, if your book's list price is between \$2.99 and \$9.99, you can choose the 70% option. The 35% option is available in the US for books with list prices between \$.99 and \$200.00. For complete information on royalty options, please see our [Pricing Page](#) and [Terms and Conditions](#).

What is the delivery cost for?

Delivery costs vary based on the size of the book and apply if you select the 70% Royalty Option for your book.

When you enter your list price in the Choose Your Royalty box, you will see the delivery cost associated with this book. If you select the 35% royalty option, delivery costs do not apply. For more information, see the [Pricing Page](#).

What is Kindle MatchBook?

When you have everything filled out, put a check mark in the box shown in Figure 12-5 next to the words *By Clicking Save and*

Publish. Then take the option. Click *Save and Publish*, and your Kindle book submission will be made ready and it will be examined by the Kindle Team and typically approved and ready for sale in several hours. You will then see the two panels shown in Figure 12-7.

Figure 12-7 The Final Acknowledgment Panels

Initiating publishing... this may take a moment

Your book is now being published. Please allow approximately 12 hours for English and 48 hours for other languages to be available for purchase in the Amazon Kindle Store. Until then, the book's status will be "In Review" on your Bookshelf

[Back to Your Bookshelf](#)

Publishing...

Please be aware that it can take up to 12 hours for English and 48 hours for other languages to be available for purchase in the Amazon Kindle Store. Until then, the book's status will be "In Review" on your Bookshelf.

[Back to Your Bookshelf](#)

Click [Back to Your Bookshelf](#) and you will see your first book almost available for sale on Kindle. That is it folks.

Thank you very much for selecting this book to help you write your first book. Congratulations on writing your first book and having it published using CreateSpace and Kindle!

LETS GO PUBLISH! Books by Brian Kelly: (Sold at www.bookhawkers.com; Amazon.com, and Kindle.).

LETS GO PUBLISH! is proud to announce that more AS/400 and Power i books are becoming available to help you inexpensively address your AS/400 and Power i education and training needs: Our general titles precede specific AS/400 and other technology books. Check out these great patriotic books which precede the tech books in the list.

Jobs! Jobs! Jobs! The Trump Way!

All about the jobs mess we are in along with a set of Trump solutions

The Trump Plan Solves the Student Debt Crisis

Solution for new student debt and the existing \$1.3 Trillion debt accumulation

101 Secrets How to be a High Information Voter

You do not have to be a low-information voter.

Why Trump?

You Already Know... But, this book will tell you anyway

Saving America The Trump Way!

A book that tells you how President Donald Trump will help Merica dn Americans wind up on top

The US Immigration Fix

It's all in here. You won't want to put it down

I had a Dream IBM Could be #1 Again

The title is self-explanatory

Whatever Happened to the IBM AS/400?

The question is answered in this nee book.

Great Moments in Penn State Football Check out the particulars of this great book at bookhawkers.com.

Great Moments in Notre Dame Football Check out the particulars of this great book at bookhawkers.com or www.notredamebooks.com

WineDiets.Com Presents The Wine Diet Learn how to lose weight while having fun. Four specific diets and some great anecdotes fill this book with fun and the opportunity to lose weight in the process.

Wilkes-Barre, PA: Return to Glory Wilkes-Barre City's return to glory begins with dreams and ideas. Along with plans and actions, this equals leadership.

The Lifetime Guest Plan. This is a plan which if deployed today would immediately solve the problem of 60 million illegal aliens in the United States.

Geoffrey Parsons' Epoch... The Land of Fair Play Better than the original. The greatest re-mastering of the greatest book ever written on American Civics. It was built for all Americans as the best govt. design in the history of the world.

The Bill of Rights 4 Dummies! This is the best book to learn about your rights. Be the first, to have a "Rights Fest" on your block. You will win for sure!

Sol Bloom's Epoch ...Story of the Constitution This work by Sol Bloom was written to commemorate the Sesquicentennial celebration of the Constitution. It has been remastered by Lets Go Publish! – An excellent read!

The Constitution 4 Dummies! This is the best book to learn about the Constitution. Learn all about the fundamental laws of America.

America for Dummies!

All Americans should read to learn about this great country.

Just Say No to Chris Christie for President two editions – I & II

Discusses the reasons why Chris Christie is a poor choice for US President

The Federalist Papers by Hamilton, Jay, Madison w/ intro by Brian Kelly

Complete unabridged, easier to read version of the original Federalist Papers

Companion to Federalist Papers by Hamilton, Jay, Madison w/ intro by Brian Kelly

This small, inexpensive book will help you navigate the Federalist Papers

Kill the Republican Party! (2013 edition and edition #2)

Demonstrates why the Republican Party must be abandoned by conservatives

Bring On the American Party!

Demonstrates how conservatives can be free from the party of wimps by starting its own national party called the American Party.

No Amnesty! No Way!

In addition to describing the issue in detail, this book also offers a real solution.

Saving America

This how-to book is about saving our country using strong mercantilist principles. These same principles that helped the country from its founding.

RRR:

A unique plan for economic recovery and job creation

Kill the EPA

The EPA seems to hate mankind and love nature. They are also making it tough for asthmatics to breathe and for those with malaria to live. It's time they go.

Obama's Seven Deadly Sins.

In the Obama Presidency, there are many concerns about the long-term prospects and sustainability of the country. We examine each of the President's seven deadliest sins in detail, offering warnings and a number of solutions. Be careful. Book may nudge you to move to Canada or Europe.

Taxation Without Representation Second Edition

At the time of the Boston Tea Party, there was no representation. Now, there is no representation again but there are "representatives."

Healthcare Accountability

Who should pay for your healthcare? Whose healthcare should you pay for? Is it a lifetime free ride on others or should those once in need of help have to pay it back when their lives improve?

Jobs! Jobs! Jobs!

Where have all the American Jobs gone and how can we get them back?

Other IBM I Technical Books

The All Everything Operating System:

Story about IBM's finest operating system; its facilities; how it came to be.

The All-Everything Machine

Story about IBM's finest computer server.

Chip Wars

The story of ongoing wars between Intel and AMD and upcoming wars between Intel and IBM. Book may cause you to buy / sell somebody's stock.

Can the AS/400 Survive IBM?

Exciting book about the AS/400 in a System i5 World.

The IBM i Pocket SQL Guide.

Complete Pocket Guide to SQL as implemented on System i5. A must have for SQL developers new to System i5. It is very compact yet very comprehensive and it is example driven. Written in a part tutorial and part reference style, Tons of SQL coding samples, from the simple to the sublime.

The IBM i Pocket Query Guide.

If you have been spending money for years educating your Query users, and you find you are still spending, or you've given up, this book is right for you. This one QuikCourse covers all Query options.

The IBM I Pocket RPG & RPG IV Guide.

Comprehensive RPG & RPGIV Textbook -- Over 900 pages. This is the one RPG book to have if you are not having more than one. All areas of the language covered smartly in a convenient sized book Annotated PowerPoint's available for self-study (extra fee for self-study package)

The IBM I RPG Tutorial and Lab Guide – Recently Revised.

Your guide to a hands-on Lab experience. Contains CD with Lab exercises and PowerPoint's. Great companion to the above textbook or can be used as a standalone for student Labs or tutorial purposes

The IBM i Pocket Developers' Guide.

Comprehensive Pocket Guide to all of the AS/400 and System i5 development tools - DFU, SDA, etc. You'll also get a big bonus with chapters on Architecture, Work Management, and Subfile Coding.

The IBM i Pocket Database Guide.

Complete Pocket Guide to System i5 integrated relational database (DB2/400) – physical and logical files and DB operations - Union, Projection, Join, etc. Written in a part tutorial and part reference style. Tons of DDS coding samples.

Getting Started with The WebSphere Development Studio Client for System i5 (WDS*c*). Focus is on client server and the Web. Includes CODE/400, VisualAge RPG, CGI, WebFacing, and WebSphere Studio. Case study continues from the Interactive Book.

The System i5 Pocket WebFacing Primer.

This book gets you started immediately with WebFacing. A sample case study is used as the basis for a conversion to WebFacing. Interactive 5250 application is WebFaced in a case study form before your eyes.

Getting Started with WebSphere Express Server for IBM i Step-by-Step Guide for Setting up Express Servers

A comprehensive guide to setting up and using WebSphere Express. It is filled with examples, and structured in a tutorial fashion for easy learning.

The WebFacing Application Design & Development Guide:

Step by Step Guide to designing green screen IBM i apps for the Web. Both a systems design guide and a developers guide. Book helps you understand how to design and develop Web applications using regular RPG or COBOL programs.

The System i5 Express Web Implementer's Guide. Your one stop guide to ordering, installing, fixing, configuring, and using WebSphere Express, Apache, WebFacing, System i5 Access for Web, and HATS/LE.

Joomla! Technical Books

Best Damn Joomla Tutorial Ever

Learn Joomla! By example.

Best Damn Joomla Intranet Tutorial Ever

This book is the only book that shows you how to use Joomla on a corporate intranet.

Best Damn Joomla Template Tutorial Ever

This book teaches you step-by step how to work with templates in Joomla!

Best Damn Joomla Installation Guide Ever

Teaches you how to install Joomla! On all major platforms besides IBM i.

Best Damn Blueprint for Building Your Own Corporate Intranet.

This excellent timeless book helps you design a corporate intranet for any platform while using Joomla as its basis.

4

IBM i PHP & MySQL Installation & Operations Guide

How to install and operate Joomla! on the IBM i Platform

IBM i PHP & MySQL Programmers Guide

How to write SQL programs for IBM i

Joomla! books and many of the tech books above are only available at www.bookhawkers.com