

TLP // 005: All the Small Things

OMG, Merry, do you remember [this song](#) by Blink 182 from (gasp!) 1999? The subject of this newsletter reminded me of it, and I just audibly giggled in my office. The song is admittedly *just okay* but that video is golden!

Which brings me to all the small things you're going to need for your book! First up, copyright page.

Every book has a copyright page. It shows which company published it, the ISBNs of all editions, the number of the edition/printing and, most importantly, who holds the copyright (sometimes the author and illustrator, and sometimes another party). Creating one may seem complicated and elusive, but I have a secret: the way I create a copyright page is...

...to pick up another similar book and copy the basics, then add the details of my own book. Seriously. That's it.

BUT! Make sure you're using the copyright page format of a book's that's been published in the country where you're making your original publication, since these pages are structured differently in different parts of the world.

To help you populate your copyright page, you're going to need to purchase an ISBN. ISBN stands for **I**nternational **S**tandard **B**ook **N**umber.

BOOM! Did that blow your mind? Or am I the only book nerd here? I think not.

The only places you should go to buy these are [Bowker](#), [Nielsen](#) or the [International ISBN Agency](#). Nowhere else. There may be other websites that come up in your search for where to buy your ISBN. Do not go to there, OK?

An ISBN is the unique number that's assigned to your book. Each different edition (hardcover, paperback, e-book, etc.) needs its own ISBN. These numbers are recognised globally, but are most often assigned locally based on your location in the world.

You can buy just one ISBN, but if you buy them in bulk it's less money per ISBN. So if you plan to publish more than one edition of your book, or more books in the future, splurge for the 10-pack. (And if you're feeling extra saucy, go for the 100-pack!)

Now, the barcode. You know, this little thing that's on every single item you buy.

It's for scanning your product at the point of sale. It helps ring up your book at the register/till and track your books' sale at retail locations. Even if you think you're only going to sell the book online, get a barcode and put it on your book just in case you decide to try and sell through retailers in the future.

You will buy these from the same place you bought your ISBN and you'll need to use the ISBN you assigned for your book in order to have the barcode created. They often come in multiple file formats like EPS, TIFF, PDF and JPEG – ask your designer which one they'll want for placing it on the back cover of the book.

You can assign a retail price to the barcode so it's embedded in those little lines, but be aware that once you assign the price you can't change it – you'll have to buy a new barcode for that ISBN. So, either leave the price blank or be really sure you're not going to change it. You can list the retail price on the cover of your book so it's not 100% necessary to embed it in the barcode.

And don't forget one of the most important “small things” for your book: the cover copy. In order for your designer to draft the cover of your book, you'll need to write this. I have three templates to share with you for this:

1. [Cover copy for a book without a jacket](#) (can be hardcover or paperback)
2. [Jacket copy for a hardcover book](#)
3. [Case copy for a hardcover book](#)

Templates 2 and 3 go together, since the “case” is the hardcover board that goes underneath the “jacket” of the book, and the jacket is the paper wrapping that goes around the hardcover case of the book.

As a simile: the “case” is like your body and the “jacket” is like your...well...your jacket I suppose!

A book that doesn't have a jacket will only need front cover copy, spine copy, and back cover copy. A book that does have a jacket will need all of that good shtuff, PLUS front and back flap copy.

Cover copy will include things like title, subtitle (optional), author, illustrator, and an enticing blurb about your book – so that a person who reads that back cover will be interested in opening the book, then buying it and bringing it home to love forever and ever.

Anyway, you'll see it all if you click the template links above and download those resources to use whenever you want to. If any of it doesn't make sense, please email me and I'll help explain!

As it turns out, all the “small things” are really important and help make up one really big thing: YOUR BOOK!

Jumping ahead just a bit...I'm now looking forward to London Book Fair in mid-March and have started planning meetings with great partners for Brydon Books. If you and/or your colleagues are going to LBF and you think we should meet up, please give me a shout. Or, if you'll be there and just want to grab a coffee and chat children's books, that sounds great to me too. Just respond to this email with some dates/times that work for you and I'll do a little happy dance in my office.

Is there anything you really want to know about that I haven't covered yet? I'd love for my next TLP to be a bit of an AMA (ask-me-anything), if enough folks get in touch with their burning questions. Keep in mind that I already plan to cover printing, sales/distro, foreign rights and book fairs, marketing and fundraising in future newsletters – but if there is anything else you'd like to know, please say so! This newsletter is yours, after all, as a little gift from me.

Love + books, from This Little Publisher,



Have you checked out [our t-shirt shop](#)? We've got Splat, Spark, Dot and Leaf tees for kids, women and men! The shirts are made from organic cotton and printed in the UK in a renewable energy powered factory.

You can see me in mine: [here](#) and [here](#)!

All proceeds from the sale of these t-shirts will go to help fund the launch of Brydon Books in 2024. Thanks for your support!



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is a referral from you.



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