
How to Think Like a Publisher

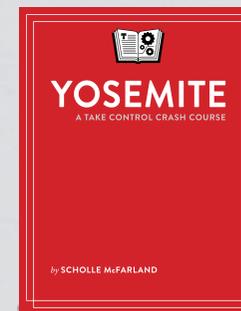
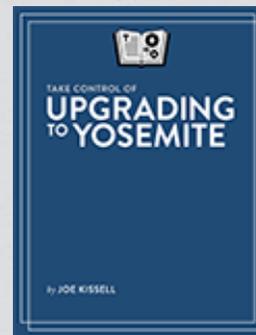
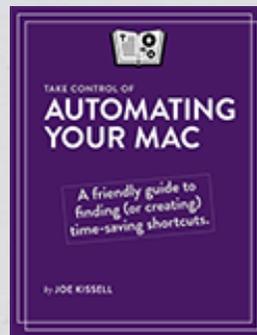
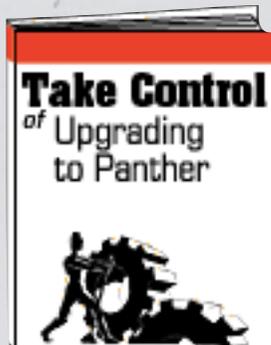
For Fun & Profit



Tonya Engst, [@tonyaengst](#)

Tonya Engst

- * Began publishing TidBITS in 1990, published 48 weeks per year ever since
- * Began publishing the Take Control ebook series in 2003 with Apple's release of 10.3 Panther, published about 140 titles since



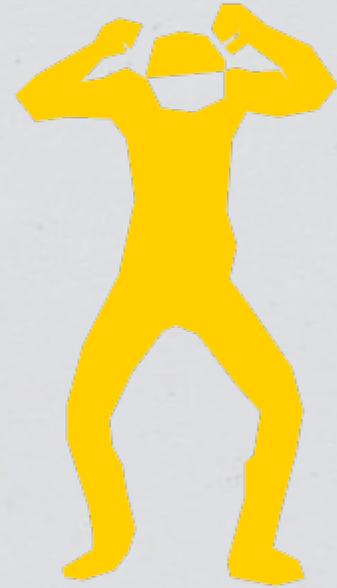
Roles in Publishing

* Writer

* Photographer

* Editor

* Publisher

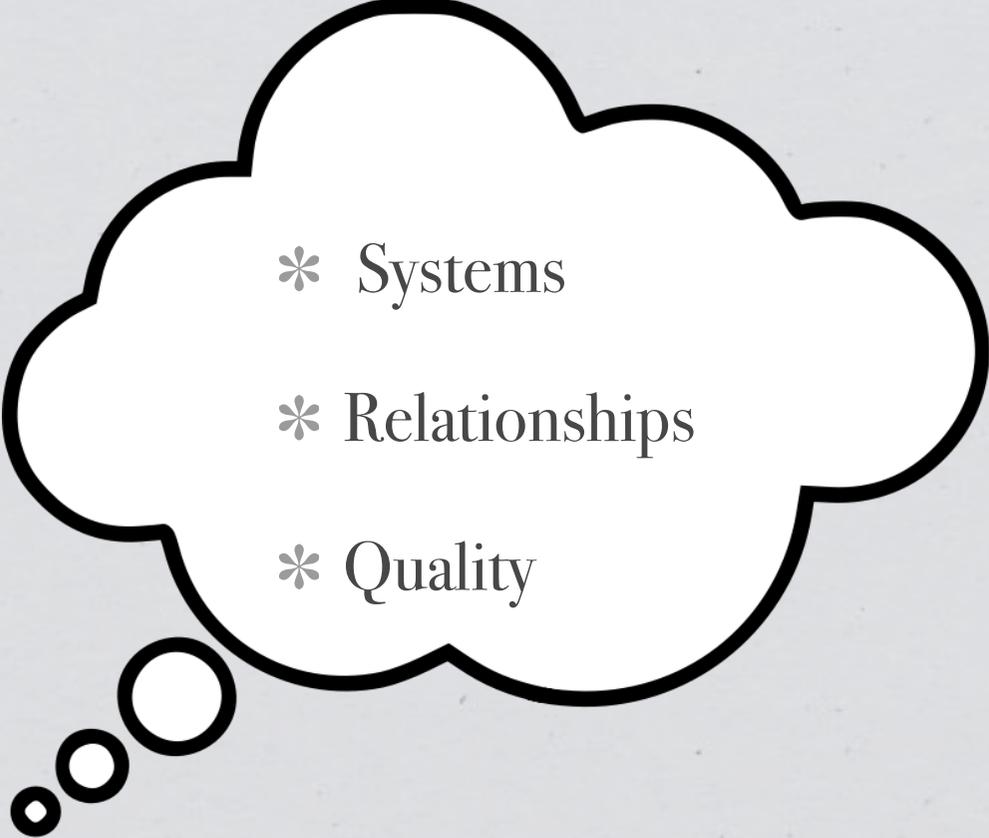


What's a Publisher?

- * Brings people together
- * Creates complex projects
- * Handles marketing and distribution



What Publishers Think About



- * Systems

- * Relationships

- * Quality

What Publishers Think About

Automation

- * Systems

- * Relationships

- * Quality

Starting a Person

Take Control of OS X Server

in list [QuickTopic & Series Editor Pass/Post QuickTopic](#)

Members

Description [Edit](#)

This will be our next ebook to be published in chapticle format on the TidBITS site!

Getting Started To-Dos

88% Hide completed items. Delete...

- W-9 completed*
- Take Control Author contract signed*
- Special letter agreement signed*
- Schedule devised*
- Leanpub folder created (and successfully joined by Charles)*
- Charles has a Nisus Writer Pro reg code*
- Charles has a Nisus Writer Pro file to write in*
- Charles has Dropbox access to Author's Guide and other resources*

Add

- Members
- Labels
- Checklist
- Due date
- Attachment

Actions

- Move
- Copy
- Subscribe
- Vote
- Archive

Starting a Project: Why Bother?



* Who, what, where, when, why, how

Starting a Project: The Elevator Statement

“This book explains how *those in home or small office environments* can set up and configure Apple’s OS X Server to provide file sharing, shared calendars, a group wiki, cached software updates, and a Time Machine–compatible backup destination, among much else.”

More Systems: Style sheets

The screenshot displays a style sheet editor interface. At the top, there is a toolbar with icons for View, Back, Forward, Language, Highlight, List, and Insert Table. Below the toolbar is a ruler showing measurements from 0 to 8. On the left side, a 'Paragraph Styles' list is visible, with 'code-block' selected. The main editing area shows a preview of the 'code-block' style, which is a light blue box containing three lines of purple text: 'Some text goes here so you can see what your style will look like.', 'Another sample paragraph.', and 'One more sample paragraph so you can test inter-paragraph spacing.' Below the preview, the configuration options are: 'Based on: Normal', 'Font Size: 11 pt', 'Font: Monaco', 'Keep With Next Paragraph', 'Shortcut: [empty box]', 'Paragraph Spacing After: 0 pt', 'Paragraph Spacing Before: 2 pt', and 'Text Color: [purple dot]'. At the bottom, there are two buttons: 'Save to Style Library...' and 'Import from Style Library...'.

Paragraph Styles

- 2-bullet-list
- 2-caption
- 2-numbered-list
- blockquote
- bullet-list
- caption
- caption-list
- code-block**
- code-block-end
- Comment
- copyright
- Fake Heading
- Footer
- Header
- Heading 1
- Heading 2
- Heading 3
- Heading 4
- Heading 5

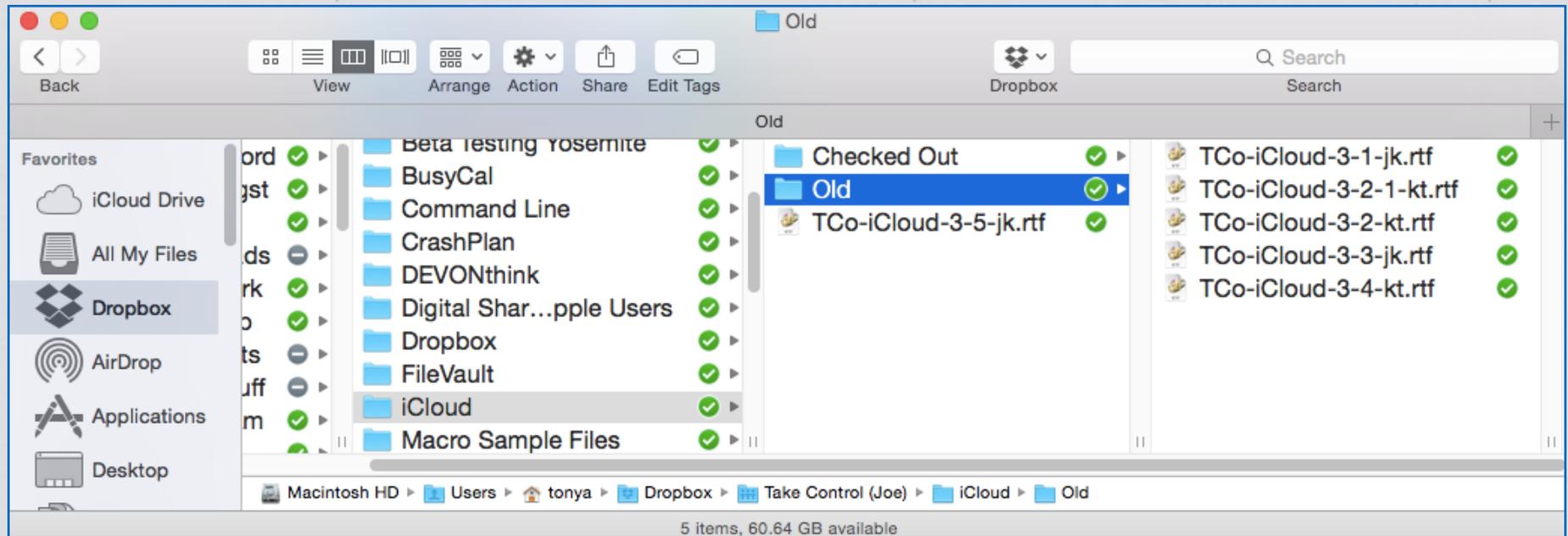
code-block

Some text goes here so you can see what your style will look like.
Another sample paragraph.
One more sample paragraph so you can test inter-paragraph spacing.

Based on: Normal Font Size: 11 pt Font: Monaco Keep With Next Paragraph
Shortcut: Paragraph Spacing After: 0 pt Paragraph Spacing Before: 2 pt
Next Style: code-block Text Color: ●

Save to Style Library... Import from Style Library...

More Systems: Workflow

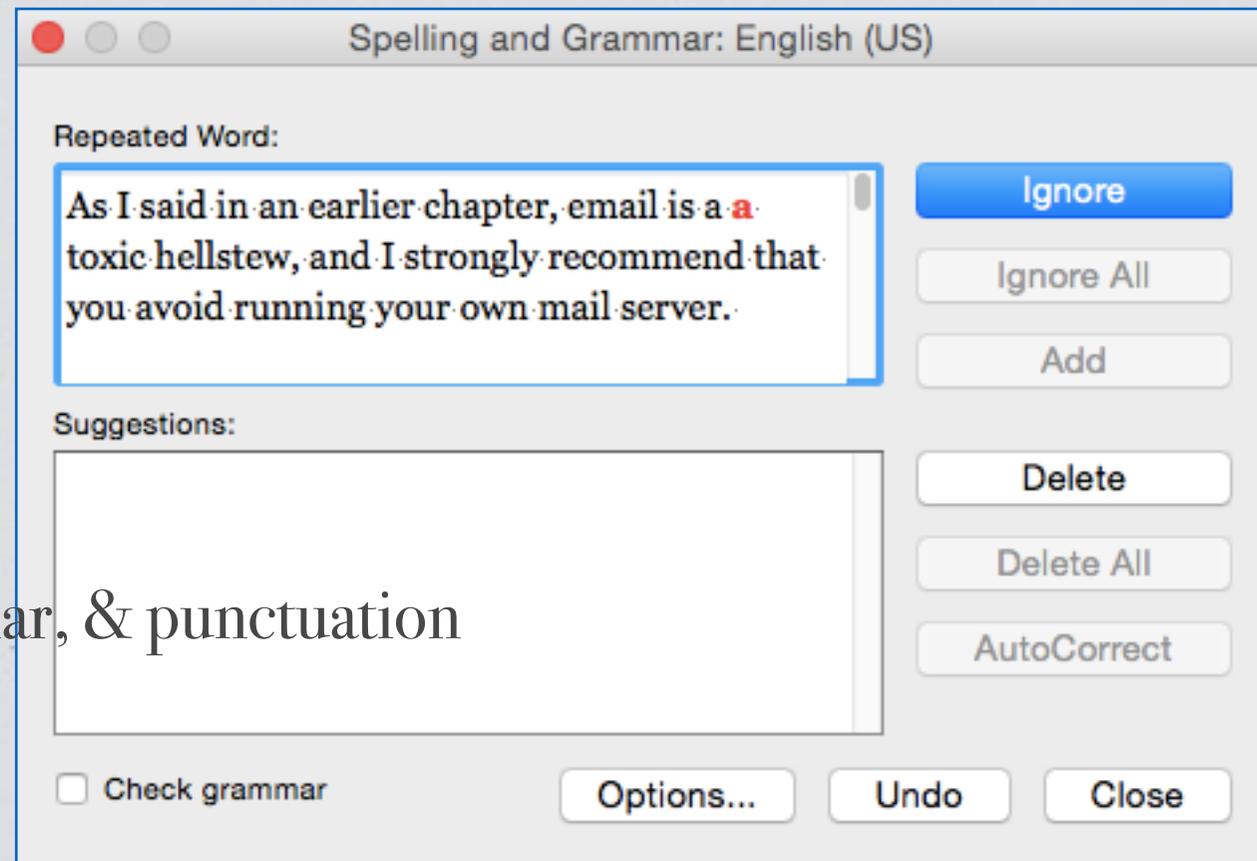


Relationships

- * Authors, editors, etc.
- * Technology providers
- * Distribution channels
- * Reviewers & customers



Quality



* Spelling, grammar, & punctuation

* Organization

* FAQs: Who, what, where, when, why, & how

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