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# How to Think Like a Publisher

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For Fun & Profit

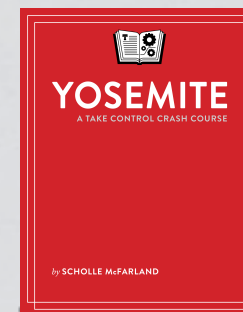
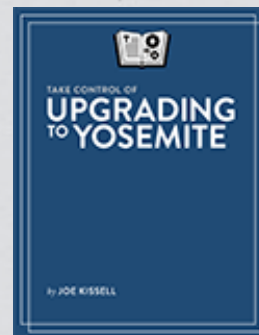
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Tonya Engst, @tonyaengst

# 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



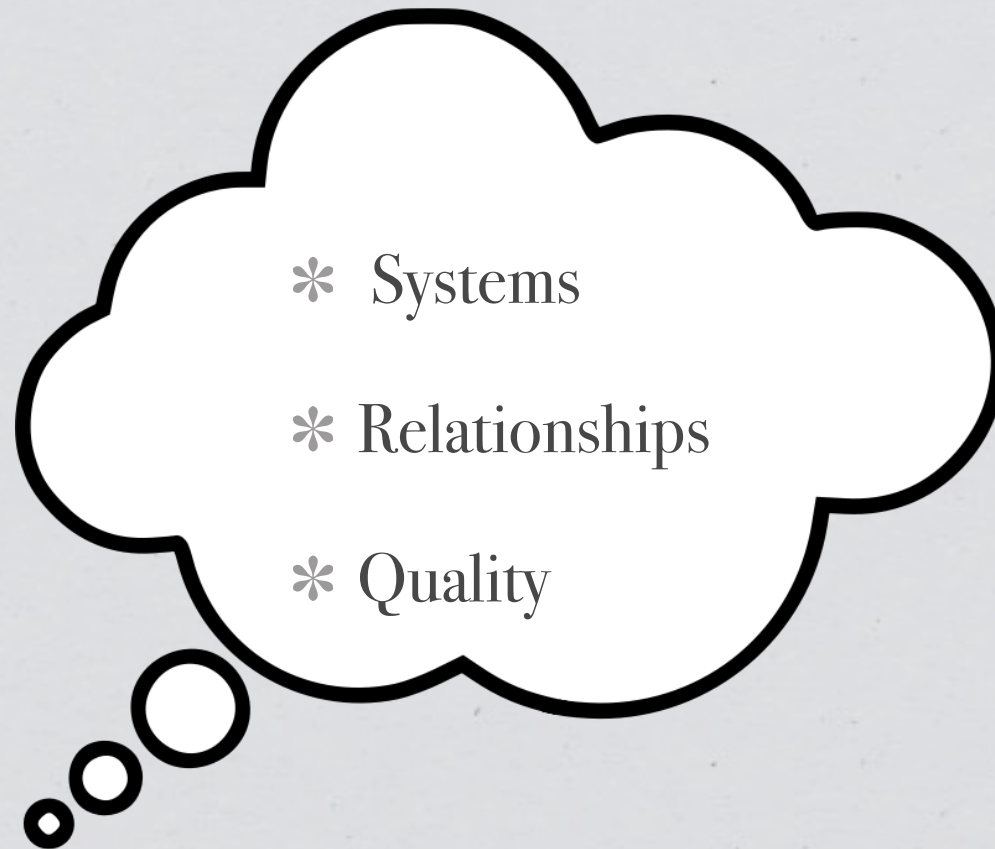
# What's a Publisher?

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





# What Publishers Think About



# What Publishers Think About

Automation



- \* Systems
- \* Relationships
- \* Quality



# 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 shows a web editor's style sheet configuration interface. At the top is a toolbar with icons for View, Back, Forward, Language, Highlight, and List. Below the toolbar is a horizontal ruler with a scale from 0 to 8. On the left is a 'Paragraph Styles' list with the following items: 2-bullet-list, 2-caption, 2-numbered-list, blockquote, bullet-list, caption, caption-list, **code-block** (highlighted), code-block-end, Comment, copyright, Fake Heading, Footer, Header, Heading 1, Heading 2, Heading 3, Heading 4, and Heading 5. The main area displays the configuration for the 'code-block' style. It features a preview box with the 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 are settings: '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', 'Next Style: code-block', and 'Text Color: [purple dot]'. At the bottom 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

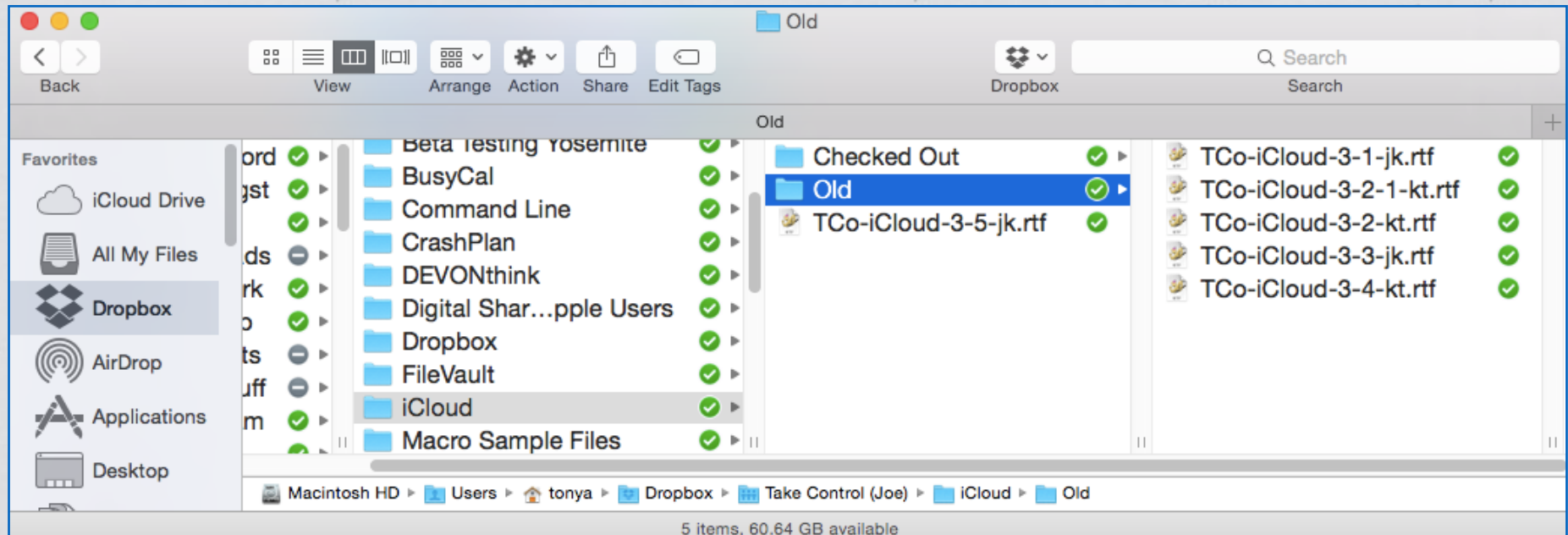
**code-block**

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: [purple dot]

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

# More Systems: Workflow





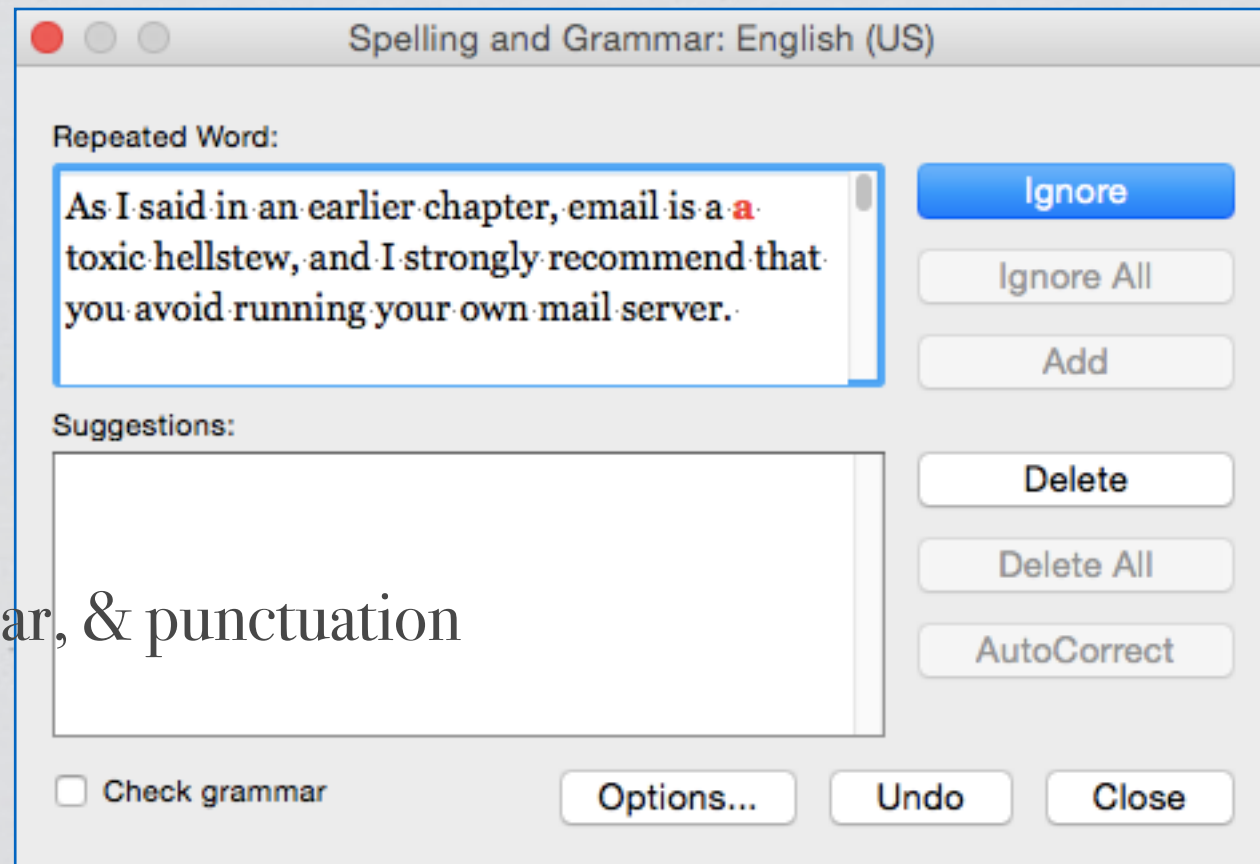
# Relationships

- \* 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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