

SELF-PUBLISHING GLOSSARY

FROM A-BOOK TO ZERO RATING: THE TERMS
INDIE AUTHORS NEED TO KNOW

ALLIANCE OF INDEPENDENT
AUTHORS

Compiled and Edited by
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FONT PUBLICATIONS

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INTRODUCTION

INTRODUCTION TO THE GLOSSARY

Like any industry, the publishing and self-publishing industries employ their own jargon. And the technologies of digital publishing have introduced a vast array of terms, expressions, and idioms into the English language over the past two decades. This *Self-Publishing Glossary* is intended to assist authors who are self-publishing a book by providing an accurate and accessible set of definitions for the terms most often used in our sector.

Publishing terminology can be confusing, even off-putting, for a new author in particular, but for the established author too. And for the services who have sprung up to help indie authors do their work. This glossary is an attempt to ease the way for all, defining the terms that arise while proceeding through the seven stages of the publishing process. It includes both technical and business terms and uses US spelling.

We also gloss the most popular self-publishing brand names, as they too can confuse. People use the word “Amazon” when they mean the Amazon online retail store, for example, but also when they mean KDP (Amazon’s e-book publishing platform for small publishers). Or the whole multinational conglomerate company. Or one of its other many

Introduction to the Glossary

divisions. “Apple” is equally confusing. Apple Books, which used to be iBooks, is a book catalogue and online store, as well as an e-book reading application, and also a content sales system delivering e-books to iOS devices such as the iPad and iPhone. In the glossary, brand names are capitalized to distinguish them from the other terms.

One of our challenges in compiling this glossary is that publishing terms are not always used consistently by different authors and experts in our field. The definitions offered here represent the meanings understood and shared by the majority of the global publishing and self-publishing community, and the Alliance of Independent Authors (ALLi), the professional association for self-publishing authors.

Terms that have more than a single meaning have numbered definitions, beginning with the most common and proceeding to the more obscure. As a guiding principle, when in doubt, we have opted for over-defining.

The intent throughout is to define and explain terms in as plain language as possible. Some definitions are tentative as self-publishing is a relatively new field. Definitions will evolve as the field, and authors’ publishing and creative business knowledge and expertise, evolve.

All of us at ALLi hope that you might enjoy the glossary (if you’re as word nerdy as us) but that you’ll certainly find it useful.

Do let us know if there are words we’ve omitted or if you have a different understanding of anything.

Happy writing and publishing!

INTRODUCTION TO ALLI

FOREWORD BY ALLI DIRECTOR, ORNA ROSS

This glossary is based on the work of the Alliance of Independent Authors (ALLi). The name ALLi is pronounced “ally” (al-eye), as that’s what our alliance aims to be: the self-publisher’s ally.

The word is spelt with a small i and big ALL because its members are like the three musketeers in Dumas’s eponymous novel: all working for each individual (the “i” in our name) and each for the larger all.

My husband Philip and I launched ALLi at the London Book Fair 2012 and it has quickly grown to be a global organization, with thousands of members and advisors all over the world. Our mission is to foster excellence and ethics in self-publishing, through service to authors and through advocacy with creative industry representatives and author organizations in seven key English-speaking territories across the world: Australia, Canada, Europe, New Zealand, South Africa, United Kingdom and United States.

ALLi’s work is fourfold:

- We *advise*, providing **best-practice information and education** through our Self-Publishing Advice Center, which offers a daily blog,

ALLIANCE OF INDEPENDENT AUTHORS

weekly live streams and podcasts, and a bookstore of self-publishing guidebooks.

- We *monitor* the self-publishing sector through our **watchdog desk**, alerting authors to bad actors and predatory players and running an approved partner program.
- We *campaign* for the **advancement of indie authors** in the publishing and literary sectors (bookstores, libraries, literary events, prizes, grants, awards and other author organizations) globally, encouraging the provision of publishing and business skills for authors, and furthering the indie author cause.
- We *serve* our members through various **member tools and resources** including author forums, contract advice, sample agreements, contacts and networking, literary agency representation, and a member care desk.

Our real strength is our membership. When you join ALLi, you're not just joining an organization, but a movement. A chaotic, kaleidoscopic, liberating, exciting and self-organizing movement that is transforming publishing.

Our community provides something like the ancient craft system of apprenticeship for authors, but with many masters—all of whom have "been there, done that" and are happy to pay forward what other authors have given to them.

And all of whom are still learning and growing themselves. Hemingway said writers are "apprentices in a craft where no one ever becomes a master". Self-publishing writers are apprentices in *three* crafts where no one ever becomes a master—writing, publishing and creative business.

Perhaps it is most accurate to say that each indie author is both master and apprentice, forever. Our learning is lifelong.

As a self-publisher, you are part of a great flowering of creative expression in the literary arts. Whether you're just starting out, or

you're an experienced authorpreneur, ALLi aims to be with you every step of the way.

The experience of its members and advisors is woven into everything we do and everything you'll read in this book. Before we start, I'd like to say a huge thank you to them all.

And I also invite you to join us. You can find out more here:
AllianceIndependentAuthors.org.

Orna Ross, London 2020.

THE GLOSSARY

#

100% black

Design term. The shade of black used in black and white printing. The CMYK color values for 100% black (also known as “flat black”) are 0,0,0,100, which means it contains no colors other than black.

1/1

The book’s interior will only be printed in black ink, with one “color” (black) on both sides of the page.

4/4

The book’s interior will be printed in full color (4-color CMYK), with ink on both sides of the page.

4/0/0/4

Shorthand for how the cover will be printed, in the following order: front cover/inside front cover/inside back cover/back cover. Most

books do not include printing on the inside covers, so they are 4/0/0/4, with 0 meaning no ink.

4-color black

see: rich black

99 Designs

Popular service offering crowdsourced book cover designs.

see: crowdsourcing

A

a-book

Abbreviation of audiobook.

compare: p-book, e-book

acknowledgements

Recognition or honor given in a book to those people who have influenced the content or made a difference to the author.

ACOS (average cost of sale)

Accumulated total of all costs used to create a product or service, including overheads and fixed and variable costs.

acquisitions board

The people in corporate publishing who make decisions about what books to accept for publication.

ACX (Audiobook Creation Exchange)

Amazon-owned audiobook marketplace that matches authors with professional narrators and producers.

active income

Income derived from payment for hours worked. The defining feature of active income is that the income stops when work stops. Employee jobs and freelance work are examples of active income.

see: passive income

adhesive casebound

Standard binding for hardcover books, which uses glue to hold the interior text block to the cover.

also: perfect binding

advance

A sum of money paid to an author upfront by a publisher, on signature of a contract, as a prepayment of expected royalties issued in exchange for a license to publish. An author's advance is usually paid in four installments—on signing a contract, on delivery of the finished manuscript, on publication in hardback, and on publication in paperback and e-book. The advance needs to be "earned out" before the author receives more money.

advance information sheet (AIS)

A short document providing basic book details and information about a book's availability and ordering methods.

also: sell sheet, fact sheet, pub sheet, book flyer

advance print run

Printing of a book completed before the book's official release date, usually for publicity purposes.

advance review copy (ARC)

A draft of a book distributed to beta readers or reviewers prior to its publication.

compare: proof

Adobe InDesign

Popular professional book formatting and design software.

affiliate

To officially attach or connect to an organization.

affiliate marketing

A marketing arrangement popular with authors and self-publishing services by which an online retailer pays commission to an external website for traffic or sales generated from its referrals.

afterword

Closing remarks on the topic of the book or the process of writing the book. Can be written by someone other than the author.

aggregator

see: e-book aggregator

algorithm

A formula or procedure for solving a problem or carrying out a task. An algorithm is a set of rules and steps in a very specific order, such as a mathematical formula or the instructions in a computer program. Online book retailers, self-publishing services, and social media sites all use algorithms to calculate display of media and author and book rankings.

Anglo-American Cataloguing Rules (AACR)

A data content standard for describing bibliographic materials.

ALLi associate membership

Membership program for authors preparing their first book for self-publication. Also students of creative writing, multimedia, or publishing with an interest in author-publishing.

ALLi author membership

Membership program for authors who have published one or more books of 50,000+ words in length or equivalent, e.g. a number/series of shorter books, or children's books.

ALLi authorpreneur member

Membership program for authors earning their living from self-publishing and associated business. This membership is assessed—authors need to show evidence of 50,000 book sales in the past two years and/or KU or business equivalent.

ALLi organization member

Membership program for other author organizations who want to avail of ALLi's expertise in self-publishing.

ALLi partner member

Membership program for self-publishing services that agree to a code of standards and to being vetted for approval.

ALLi watchdog desk

ALLi service that monitors the practices of companies and individuals in the self-publishing services sector.

Amazon

American multinational conglomerate technology company that revolutionized publishing with the trio of e-reader, online retail store, and self-publishing technology for e-books and audiobooks.

see: KDP, Kindle

Amazon Author Central

A free Amazon service that allows authors to create author pages, promote their books, and monitor their sales ranking and reviews.

Amazon Marketing Services (AMS)

An Amazon program that allows sellers to bid on advertisements displayed alongside search results, product listings, and customer review pages.

Amazon Prime

A subscription service for Amazon customers that offers discounted shipping, access to free entertainment, and other benefits for authors, most notably the subscription reading service Kindle Unlimited.

Amazon Standard Identification Number (ASIN)

A unique ten-character identifier for an Amazon product.

Android

Mobile operating system designed primarily for touchscreen mobile devices such as smartphones and tablets. Developed by a consortium with the main contributor and commercial marketer being Google.

see: Google, Microsoft

app

see: application

appendix

Supplementary information that can follow a chapter or, far more commonly, at the end of a book, such as tables, source material, or statistics.

Apple Books

An e-reading, publishing, and retailing platform that makes books available for sale in 52 countries to be read on Apple Inc. devices like iPad and iPhone. One of the Big Five self-publishing technology companies,

Apple Inc.

American multinational technology **company** that designs, develops, and sells consumer electronics, **computer** software, and online services including the Apple Books e-reading and publishing platform.

also: Amazon, Google, Microsoft

application

A software program designed to accomplish a task for an end user (e.g. word processing or project management), as distinguished from the operating system that runs the computer itself.

application profile

Set of metadata elements, policies, and guidelines defined for a particular application or community.

ARC

see: advance review copy

artificial intelligence (AI)

Technology that replicates human behaviors and abilities conventionally seen as “intelligent.” Used in publishing to underpin services like voice recognition, translation software, search, and sales engines.

see: voice recognition

AskALLi

ALLi campaign that pledges to answer any self-publishing question that any individual or organization may have. Includes a podcast, email service, blog, and this book. See resources list for more.

social media: #askalli

assisted publishing/assisted self-publishing

Umbrella term for all companies that provide personalized publishing services to authors for a fee. Some of these services bundle the seven

processes of publishing into packages. Some offer hybrid publishing arrangements that adopt some of the practices of trade-publishing, including curation and physical bookstore distribution. Authors shopping in this sector need to exercise caution.

includes: hybrid publishing, partnership publishing, subsidized publishing

compare: author-publishing, indie author

Audible

An Amazon company that distributes audiobooks via a subscription model.

audiobook

A recording of a book being read aloud by the author or other narrator.

abbreviation: a-book

author bio

A brief biography that may include a summary of books written, interests, and achievements.

author brand

A consistent message and representation of identity and image that helps readers to connect with authors and their books.

see: book brand

author collaboration

Authors formally working together, under a contract, to mutual benefit. Authors have always collaborated to write but author collaboration is a new and growing movement in publishing.

also: joint venture

author comps

see: comparables

author cooperative/collective

A group of authors who work together to leverage the skills of the group in order to advance members' publishing efforts.

author platform

A structure that gives leverage and visibility to an author and their books. An author platform gives the ability to sell books and allows the right readers, and others, to discover and understand what the author does and what to expect from their books. An author platform has three components: who the author is, what they say, and who they can reach.

autoresponder

An email service that sends an automatic response to incoming emails, which helps to reduce the amount of manual replies required.

authorpreneur

Entrepreneurial author-publisher who runs a successful business, by globally exploiting their own rights through a variety of formats and platforms.

author-publisher

An author who self-publishes for profit. May also publish other authors.

also: independent author, indie author, micro-publishers

author-publishing

Another term for independent self-publishing by authors.

Author Solutions, Inc. (ASI)

A vanity press operating under a variety of imprints and that warrants caution.

B

Babelcube

Company that connects authors with translators and internationally distributes translated books.

back cover

see: full cover

backlist title

Trade-publishing term for a print book that has been published in the past but is still in print.

back matter

The sections of a book following the last chapter. Back matter can include an afterword, an appendix, a bibliography, a glossary, acknowledgments, an index.

also: end matter

compare: front matter

back-of-the-room sales

Sales made by an author or publisher from a book table or booth at a live event. Widely used by nonfiction authors who are also speakers.

barcode

see: EAN barcode

Bertrams

The second-largest book wholesaler in the UK.

bestseller rank

see: sales rank

beta reader

A person who provides early feedback or a critique of a book prior to professional editing.

big data

An enormous supply of data, and often the analysis of such data.

bibliographic data

Specific information about a book including title, author, publication date, and price.

see: metadata

Big Six: self-publishing

The six largest providers of self-published books, e-readers, and self-publishing production technology.

see: Amazon, Apple, Ingram Spark, Google Play, Kobo, Nook

Big Five: trade-publishing

The five largest, global traditional publishers: Hachette, HarperCollins, Macmillan, Penguin Random House, and Simon & Schuster. Formerly the “Big 6,” until the merger of Penguin and Random House in 2013. Corporate publishing houses have been merging to preserve economies of scale.

BISAC

An acronym for Book Industry Standards and Communications, which is maintained and developed in the US by the Book Industry Study Group (BISG). Bookstores and libraries in the US may require publishers to provide a precategorization with BISAC when submitting data throughout the book supply chain.

BISAC codes

The BISAC subject headings list; a standard used to categorize books based on topical content.

bitcoin

The most popular cryptocurrency, generally deemed the first of its kind. The open source software comes with an elusive and mysterious history. Satoshi Nakamoto is the name used by the unknown person or persons who designed the bitcoin, but no one is really sure who made it. Now being used to buy books on blockchain.

see: blockchain

BitTorrent

The most popular method of downloading files using a distributed peer-to-peer file sharing system. Controversial in publishing as some authors and publishers use the platform to spread their digital content throughout the internet and others see it as a threat to copyright.

bleed

Excess printed area that is trimmed after printing. Having bleed in your files ensures that full-page images take up the entire page and pages are not left with a fine white edge after trimming.

blockchain

Technology that facilitates a public, verified digital ledger and records transactions as a chain (string) of data, stored on a decentralized network. Information no longer needs intermediaries to facilitate trust as date, once entered, cannot be altered and is publicly verifiable. Blockchain enables smart contracts, digital assets records, and micropayment splits, all of which could benefit author-publishing.

see: Self-publishing 3.0 Campaign

blog

A regularly updated section on a website; a useful way to help establish subject matter expertise and connect with readers.

blog hop

A list of web links that appears on multiple blogs, allowing readers to hop from one blog to the next in the series.

also: blog link-up

blog tour

A series of pre-arranged blog posts, usually scheduled during the months just before and after a book launch.

blurb (1)

see: book blurb

blurb (2)

see: endorsements

Blurb (3)

Self-publishing service, particularly popular for illustrated books.

body copy

The text of the book that appears between the front and back matter.

Book2Look

A widget offering samples from a book alongside social links.

BookBaby

A popular self-publishing service that provides a wide range of services.

book block

PDF files that comprise all book content except the cover.

also: interior

book blurb

Quote or paragraph of text on the back of a book, giving the reader a flavor of what the book is about, as well as information or quotes from other authors and celebrities, or media mentions.

also: **cover copy**

compare: **book description, endorsements**

book brand

Identity and image of a book represented by the cover, copy, and blurb that indicate the book's promise to the reader.

see: **author brand, brand book**

BookBub

An e-book discovery service featuring a free daily email that notifies readers of discounted e-books. Indie authors can submit their books for approval for deal offerings and advertise on the platform.

book categories

see: **BISAC**

book chainstores

Book outlets that share a brand and central management, usually with standardized business methods and practices, and spread nationwide or worldwide.

book comps

see: **comparables**

book description

Description of a book on online book retailers like Amazon, iBooks, and Kobo that enables readers to determine whether they want to buy a book. Typically longer and more targeted to purchase behavior than book blurb.

compare: book blurb

Book distribution

see: distribution, aggregators, distributors, wholesalers

book doctoring

see: content editing

Book Espresso machine

A machine that can print and bind any book as print-on-demand within five minutes.

book fair

A physical exhibition and convention for publishers, authors, and booksellers.

book marketing

Ongoing, repeatable activity which generates awareness of a book and its author among book distributors, retailers and readers.

compare: book promotion

book production

see: production, publishing

book promotion

Concentrated sales-driven activity behind a particular book for a particular period of time.

compare: book marketing

book review

Published opinion of a book. Book reviews appear in a variety of places and may be posted by professional reviewers or readers in a variety of outlets, including book review publications and retailer websites.

see: customer review, editorial review

Books In Print

A catalogue, usually in digital format, primarily for use by bookstores and libraries, containing listings of millions of books with ISBNs; published by Bowker.

book trailer

A video advertisement for a book, much the same as a film trailer.

bound proof

Proof copy that looks like a finished “real” book, with cover attached and pages to final trim size. Used as ARCs.

see: advance review copy

Bowker

A for-profit corporation that is the sole provider of and registrar for ISBNs in the US.

brand book

Official document explaining a brand's identity and presenting a particular brand's standards, visual identity, font, grammar and punctuation choices, etc.

also: brand guide, brand manual, style guide

bricks-and-mortar (brick) bookstore

Used to distinguish a physical bookstore from online book retailers.

browsing

The process whereby a user of a system or website visually scans and maneuvers through navigation lists, results lists, hierarchical displays, or other content in order to make a selection, as contrasted to the user entering a search term in a search box.

see: search, web browser

business model

Replicable model for the successful operation of a business, identifying sources of revenue, intended customer base, products, and financing details. The ALLi posits ten possible business models for self-publishing authors, based on profit income.

see: product mix, profit income, multiple income streams

C

call to action (CTA)

The part of a marketing message that attempts to persuade a person to perform a desired action.

Calibre

E-book file creation and management software.

case bound

A type of binding and the industry term for a book in hardcover format. The cardboard cover can either be wrapped with printed paper (printed case wrap) or a solid material such as colored paper (which can be textured to look like linen) or leatherette. Solid color case wraps are typically foil stamped on the spine with the author's name and book title.

chainstore

Large company that owns many bookstores under the same name. The biggest chain in the US is Barnes & Nobles, and in the UK it is Waterstones.

CIEP Directory

Chartered Institute of Editing and Proofreading member directory of vetted editors, proofreaders and other editorial professionals. Freely searchable.

click-through

The process of clicking on a hyperlink or online advertisement to the target destination.

click-through open rate (CTOR)

Metrics used to measure the effectiveness of email marketing campaigns.

click-through rate (CTR)

The average number of click-throughs per hundred ad impressions, expressed as a percentage.

CMYK

A color model for print books, using cyan (C), magenta (M), yellow (Y), and black (K).

see: RGB, greyscale

codex

The form of a physical book, which may be constructed of vellum, papyrus, or similar materials and handwritten, but most commonly now produced on paper and printed.

colophon (1)

Book production information, often including typeface details and information related to the artwork.

colophon (2)

The device or logo of the book's publisher or author.

commission (1)

A percentage of book sales paid to an author by a self-publishing service or retailer. Often confused with royalty payments.

see: profit income, royalties

commission (2)

To order or authorize the production of publications, services, or materials.

comparables

Similar authors and their books.

comps

abbreviation: comparables

content editing

Editing with a focus on broad textual issues such as structure, pacing, character development, veracity, and relevance.

also: structural editing, developmental editing, book doctoring, manuscript appraisal

content editor

The person who conducts a content edit.

content marketing

The creation and sharing of useful material and media like videos, blogs, and social media posts to generate leads for a book or other author products or services.

conversion

The process of putting a manuscript into a digital format suitable for use by a publisher, such as converting a Word document into an EPUB file.

co-op advertising

Advertising whose cost is shared between or among different companies. In publishing this is when the publisher pays for print materials for customers, ads in the retailer's magazine, and store display, for example.

copyediting

Editing with a focus on the detail at the line level: syntax, grammar, verb tense, word usage, punctuation, and consistency. It is the copyeditor's job to ensure that the text, and any illustrative material, is expressed clearly and accurately. The copyeditor may also check basic

facts such as dates, spellings of names, and arithmetic. In fiction, a copyeditor will look out for issues such as continuity and plot errors.

also: line editing

compare: proofreading

copyeditor

The person who conducts a copyedit of book copy (manuscript material).

copyright

The exclusive, legally secured right to reproduce and distribute works of original expression. Copyright is one of the main types of intellectual property and allows the copyright owner to protect against others copying or reproducing their work. Copyright affords an author the exclusive legal right to publish, perform, or record a literary work, to profit from it, and to authorize others to do the same. Works that fall outside of copyright are said to be in the public domain.

see: publishing rights, piracy

Copyright Bill of Rights for Authors

An ALLi campaign booklet that sets out eight fundamental rights that self-publishing authors need to be aware of in a globalized, digitized marketplace. Its aim is to ensure that copyright law remains robust and flexible enough to offer the incentive, protection, and reward it promises for authors who self-publish and license only some publishing rights to trade-publishers and other rights buyers. It aims to help self-publishers understand how to best avail of their economic and moral rights in today's rapidly changing digital publishing environment.

copyright page

The page traditionally in the front matter, but now sometimes found in back matter, that indicates the copyright status of a book. May also include cataloguing data.

CoreSource

Ingram Content Group's e-book distribution platform.

cost per click (CPC)

Internet advertising model used to direct traffic to websites, in which an advertiser pays a website owner when their advertisement is clicked. Also used to refer to the cost charged for each click-through from the ad to the product.

also: **pay per click**

compare: **cost per impression (CPI), cost per mille (CPM)**

cost per impression (CPI)

Also known as pay per impression. Internet advertising model, in which advertisers pay for the number of times an ad is shown on a website, regardless of whether or not it is clicked.

also: **pay per impression**

compare: **cost per click (CPC), cost per mille (CPM)**

Cost per mille (CPM)

1. An internet advertising model in which the advertiser pays each time the ad is displayed.
2. The cost to display an ad to 1,000 viewers.

compare: **cost per click (CPC), cost per impression (CPI)**

co-venture

Undertaking whose costs and responsibilities are shared by more than one company or publisher.

see: partnership publishing, joint venture

cover design

Aesthetic layout on the covers of a book, usually intended to be attractive or alluring to the eye.

cover spread

The entire cover of a physical book, from the front, including the spine, to the back.

crawler

see: web crawler

CreateSpace

Now defunct Amazon-owned publisher and distributor of self-published print books. Replaced by KDP Print.

see: KDP, Kindle Direct Publishing

Creative Commons

A nonprofit organization dedicated to building a globally accessible public commons of knowledge and “a more equitable, accessible, and innovative world culture” by helping people and organizations share knowledge and creativity more easily. Promotes the power of open licensing and global access.

Creative Commons license

A free, simple, and standardized way to grant copyright permissions, ensuring proper attribution while allowing others to copy, distribute, and make use of those works. An alternative to copyright notices that makes it easier for authors and others to share creative and academic work, as well as to access and build on the work of others.

creative self-publishing

An approach to author-publishing that emphasizes the unique qualities of an author and book in its particular marketplace. Creative self-publishing begins in the first (developmental editing) process of publishing and carries across all seven processes.

see: publishing

credit line

Line of text that assigns credit to the owner of the copyright of the material it refers to.

crossover fiction

A young adult book that has potential for an adult readership, or vice versa.

crowdfunding

Funding a project by raising small donations from many contributors. Generally used in publishing as a step before a book is published. Many author-publishers run a crowdfunder as a preorder campaign for an upcoming title.

see: crowdsourcing

crowdsourcing

Gathering information, feedback, or work on a project by requesting input from a large number of contributors. Crowdsourcing powers many digital publishing platforms, including crowdfunding platforms that raise money for book production or promotion. The book design and developmental editing processes can be crowdsourced, and publishers, including author-publishers, can use crowdsourcing to pitch ideas to readers, encourage reader feedback on a book, build a fan base, and incentivize readers to promote a book on social media.

also: crowdfunding

cryptocurrency

Any digital currency, operating independently of a central bank, using encryption techniques to regulate the generation, verification, and transfer of funds. Using cryptography for regulation and security allows a decentralized system, meaning no central repository or administrator oversees the processes. Instead, it uses a blockchain. There are several kinds of cryptocurrency; three of the best known to date are bitcoin, ethereum, and ripple.

customer acquisition cost (CAC)

Measuring how much money a new customer has cost.

also: reader acquisition cost (RAC)

customization

Modifying a book or other product or service using pre-established templates and scripts so that it fits a reader's unique preferences.

see: personalization, segmentation, targeting

D

dashboard

An interface, usually web-based, that organizes and displays information on a single screen.

data (1)

Facts or numbers in a general sense.

data (2)

In computer science, information that exists in a form that may be used by a computer, excluding the program code.

database

A program used to store, query, and retrieve information.

dedication

Part of the front matter. Author's statement of appreciation or compliments to a specific person or group of people—or sometimes a place or thing.

demy octavo

A very popular book format, which measures 216 x 138mm.

design

The second process in the seven processes of publishing in which the book cover and interior text are configured. Book design consolidates the content, style, format, and sequence of the various components and elements of a book into a single coherent unit.

see: publishing

developmental editing

see: content editing

developmental editor

Person who deals with the overall organization of a manuscript rather than with detailed changes such as spelling and punctuation.

also: editorial, content editing

digital printing

A method of mass-production printing using toners on a press that prints directly from a digital-based image. More suitable for shorter runs and most often used for print-on-demand books.

compare: offset printing

digital rights management (DRM)

Systematic approach to copyright protection for digital media, including books. The purpose of DRM is to prevent unauthorized redistribution of digital media and restrict the ways consumers can copy content they have purchased. In practice in publishing, difficult to enforce and an irritation to readers.

see: encryption

digital signatures

A form of electronic authentication of a digital document. Digital signatures are created and verified using public key cryptography that ties the document being signed to the signer.

digital wallet

Any electronic device or application that allows electronic transactions, using cryptocurrency or government-based currencies.

direct-to-reader sales page

Page where readers can order books directly from the author, resulting in higher net profit.

Distributor

Company that warehouses, catalogues, markets, and sells books to bookstores, libraries, and wholesalers on behalf of a publisher.

discounts

There are two kinds of discounts in publishing: a retail discount, when books are offered at a reduced sale price to the reader; and a publisher's discount, offered to wholesalers, distributors, and retailers.

discoverability

The process of making a book visible and accessible to readers. In digital book publishing, the process of having good metadata, SEO, and publicity, so books show at the top of relevant reader searches and are recommended by search engines.

see: marketing, metadata, SEO

disintermediation

The removal of intermediaries from a supply chain or transaction sequence. In self-publishing, the removal of agents, publishers, wholesalers, and others from writer-to-reader supply and transaction.

distribution

The fourth process in the seven processes of publishing, in which the book is made available to readers for purchase.

see: distributors, wholesalers, retailers

distributed ledger

A distributed ledger (also called shared ledger) is a consensus of replicated, shared, and synchronized digital data geographically spread across multiple sites, countries, or institutions where there is no central administrator or centralized data storage. Facilitated by blockchain technology.

see: blockchain

distributor

A company that works for publishers, supplying books to retailers (bricks-and-mortar or online), taking a fee and a percentage. May also provide other billable services.

compare: **e-book aggregator, wholesaler**

DOC, DOCX

Microsoft Word file types.

domain name

A registered alias for an IP address; the most basic URL of a website; e.g. selfpublishingadvice.org.

do not compete clause

Clause found in publishing contracts that bars author from publishing additional work that might compete with the book licensed to the publisher. Indie authors need to check the implications for such a clause on their self-published work.

download

see: **load**

DPI (dots per inch)

A measure of the resolution of a graphic file, a computer monitor, or potential printing density.

Draft2Digital

A popular e-book aggregator and publishing service.

dust jacket

A detachable outer cover that protects the book, printed with the cover design and wrapped around the case wrap, but not permanently attached. Usually for hardcover books.

E

EAN barcode

Barcode with the ISBN transferred into machine-readable form. The electronic scanning lines printed on the back cover or book jacket are encoded with information about the book, such as the title, publisher, and price.

see: ISBN

e-book

Abbreviation of electronic book. Can be read on dedicated readers or on devices like phones, tablets, or computers.

e-book aggregator

An e-book distribution service that circulates e-books to a number of retailers and other distributors, e.g. Draft2Digital, PublishDrive, StreetLib.

compare: distributor, wholesaler

economy of scale

Savings in per-unit cost achieved by mass production.

editorial

The first process in the seven processes of publishing, in which the words and subject matter of a manuscript are revised, amended, improved, and rearranged for clarity, simplicity, brevity, and artistic effect.

see: publishing

editorial review

A professional critic's opinion of a book published online or in a periodical.

also: review

e-ID/electronic identity

Identity in a digital format. Often involves an identity card with embedded chip, certification, and separate signatures for authentication and verification. e-ID is legally binding and used to sign smart contracts in a number of countries.

email marketing

The promotion of products or services to list subscribers via email.

embossing

Special treatment used to raise a portion of a book cover, often the title. Can only be applied to paperback books or dust jackets.

encryption

Encoding mechanism used to prevent unauthorized users from reading digital information and also for user and document authentication. Only designated users or recipients have the capability to decode encrypted materials. Encryption is vital to fintech, the blockchain, and anything else that needs to be secure. Data, like names and numbers, is turned into a code using algorithms (mathematical formulas). A key is required to turn that code back into useful data.

see: digital rights management

encumber

To create restrictions on how publishing rights may be used.

endorsements

Short reviews of a book written by a well-known author, professional, or personality in a genre/niche. Endorsements can be placed on the front or back cover, or in the introductory pages of the book, and used for promotional purposes.

compare: blurb

end matter

see: back matter

endsheet

Paper glued to the inside of a hardcover case, which also becomes the first (unprinted) interior page of the book. Standard endsheets are white, but they can be colored or printed.

endorsement quotes

Short reviews of a book written by a well-known author, professional, or personality in the author's niche.

epilogue

A section or chapter at the end of a book that comments on or draws conclusions about what has happened or been explained within the text.

EPUB

A common e-book file format.

e-publishing

The publication of digital works such as e-books.

e-reader

A handheld device on which electronic versions of books, newspapers, magazines, etc. can be read.

e-tailer

An online retailer.

ether

The native cryptocurrency of the Ethereum platform, used to pay for computational services there.

Ethereum

A blockchain-based cryptocurrency platform that runs smart contracts, already in use by writers and artists.

Ethical Author

ALLi campaign.

see: Ethical Self-Publishing

Ethical Self-Publishing

ALLi campaign encouraging and educating about best practices in self-publishing. Includes a code of standards for indie authors and self-publishing services, showing their support for the principle of putting readers first. Authors display a website badge “I am an ethical author” and services agree to being vetted by the ALLi watchdog desk.

exclusivity

A publishing contract that binds an author solely to one self-publishing service, trade publisher, or retailer.

compare: go wide

F

Facebook

The largest online social media and social networking service, allowing users, who sign up for free profiles, to connect with friends, work colleagues, customers, or people they don't know. This is the flagship brand service of the namesake company, which also owns Instagram, WhatsApp, Oculus VR, and many other apps, brands, and services.

Facebook advertising

Advertising via Facebook that allows a choice of target audience based on demographics, behavior, or contact information.

fintech

Financial technology that is allowing the disruption of traditional financial networks, facilitating innovation and the possibility of an author-centric financial model.

first rights

The exclusive right to publish a work for the first time.

Fiverr

Budget marketplace of freelancers offering digital services in 250+ categories.

fixed web design

Outmoded website design where images and text always remain the same size, rendering it unreadable on some devices.

font

A specific typeface of a certain size and style.

compare: typeface

footnotes

Reference citations and supplementary information at the bottom of a page.

foreword

An introduction to a book, usually written by someone other than the author.

format

The size, type, and binding of a book; e.g. e-book, paperback, hardback, large print.

formatting

The process of designing a book for electronic distribution, with the desired layout, fonts, and appearance.

compare: **typesetting**

formatting tag

Written tag inserted into a manuscript to alert a formatter.

forum

An online place where people with common interests or backgrounds come together to find and share information and discuss topics of interest.

front list

Traditional term for books in their first year of publication.

front list title

A book published recently, usually in the current year.

front matter

The sections of a book preceding the first chapter. Can include acknowledgments, copyright page, contents page, dedication, foreword, preface, and other publishing information. Since the advent of digital publishing, much of this information has been moved to the back of the book, to maximize the benefit of “Look Inside” functions on Amazon and other retailers.

also: **prelims**

compare: **back matter**

full cover

Single image file containing a back cover, front cover, and spine.

also: back cover

full-service distribution

Wholesalers and distributors who perform a broad range of services, such as stocking inventories, operating warehouses, supplying credit, and employing salespeople, as well as delivering goods.

G

galley copy

see: **proof**

genre

A general category for a creative work, such as romance, science fiction, mystery. The three macro genres are fiction, nonfiction, and poetry. Within these there are other large genre categories (e.g. children's books) and subgenre categories (e.g. children's books aged 4 to 7). Knowing a genre, subgenre, and niche is essential for effective book marketing.

see: **niche**

ghostwriting

Writing all or part of a book on behalf of a collaborator whose name will be listed as the author.

glindex

Combined book glossary and index.

go direct

To publish books to a retailer without the use of an intermediary service like an aggregator or distributor.

Goodreads

A social media site owned by Amazon, which is just for books. Readers connect with friends, get book recommendations, write reviews, and make reading lists.

Goodreads advertising

Pay-per-click advertising on Goodreads.

Goodreads giveaway

An online book giveaway that any Goodreads member can enter.

Google

American multinational technology company that specializes in internet-related services and products, including online advertising technologies, a search engine, cloud computing, software, and hardware products, all used extensively by self-publishing authors.

Google Adwords

Text-based ads that show up next to Google search results, graphic display ads that show up on websites or apps, or YouTube video ads that show up during videos.

Google Play

Digital distribution service for books and other content, operated and developed by Google. One of the “Big Six” self-publishing platforms.

Google Play Books

Google Play Books Partner Center is where authors and publishers submit their books, so that readers can search for and preview these books on Google Books and, in a growing number of countries, buy the e-book on Google Play.

Google Preview

Google Play’s interface for viewing excerpts of an e-book before purchase.

compare: **Look Inside the Book**

go wide

To publish or sell books through a variety of services and retailers.

compare: **exclusivity**

greyscale

A color model that uses only shades of black.

see: **CMYK, RGB**

guest blogging

Writing a post or short article for someone else’s blog.

H

halftone

A method of representing an image with dots of varying sizes.

hardback/hardcover

A book with a hard cover, rather than a paper cover; or the cover itself.

hard return

Pressing the enter or return key to force a line break instead of allowing the text to flow naturally.

hashtag

A word or phrase immediately preceded by the # symbol. When you click a hashtag, you see other social media updates containing the same keyword or topic.

headshot

A professional-looking head-and-shoulders photograph used for promotional purposes.

hit

Accessing a web page or a file, image, or script on the page.

house ad

A self-promotional ad run on an author's own website to sell their own products.

HTML

Abbreviation for hypertext markup language, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on website pages.

compare: XHTML, XML

hybrid author

A term sometimes used to describe an author who uses both trade-publishing and self-publishing services.

compare: hybrid publishing, indie author

hybrid publisher/hybrid publishing

A hybrid publisher provides a mix of trade-publishing and self-publishing services in the same contract. Hybrid publishers have very varied business models, methods of working with writers, and approaches to marketing and distribution but all curate the books they help to publish. Many also offer physical bookstore distribution.

ALLIANCE OF INDEPENDENT AUTHORS

Although there are ethical and reputable hybrid publishers, there are many more substandard services that have turned to a hybrid publishing model, sometimes as a means of camouflaging exploitative vanity press operations.

compare: hybrid author, vanity service

I

iBooks

Former trade name for Apple Books.

impression

A single display of an advertisement or web page.

imprint

A name used by a publisher to identify their books. A single publishing entity may have multiple imprints, which are usually genre-specific.

see: publishing houses

inbound marketing

Marketing model that relies on the initiative of customers to find, connect with, and purchase a product, rather than advertising benefits;

e.g. content marketing, social media marketing, search engine optimization.

income streams

Different methods of earning income. Examples include **earned income**, derived from trading time for money; **business income** derived from accumulating assets; and **royalty income** derived from licensing a product or idea.

see: active income, business models, passive income, product mix, royalties

independent (“indie”) bookseller

Retail shop, not owned by an individual, partnership, or small business, selling books to the general reader.

see: book chainstores

independent (“indie”) publisher

Smaller publisher outside of the “Big Five” publishing corporations. Ranging in size from medium enterprises to micro-publishers like individual companies and self-publishing authors.

see: author-publishing, micro-publisher

independent (“indie”) self-publishing services

Companies and freelancers hired by independent, self-publishing “indie” authors who upload their own books directly to self-publishing distributors and operate as the creative director of their book publishing and author business. Services in this sector vary from individual local freelancers to huge, global companies like Amazon KDP and Apple Books.

InDesign

see: Adobe InDesign

index

Quick-reference list found at the back of many nonfiction works, directing readers to specific subject matter in a book and allowing readers to easily find particular information.

indie author

An author who acts as the creative director of their own books, whether through self-publishing, assisted self-publishing, or traditional publishing.

compare: self-publishing, traditional publishing

Indie Author Rights Program

ALLi program that educates and encourages authors to selectively license publishing rights to trade-publishers at home and overseas, TV and film producers, and other rights buyers.

infrastructure as a service (IaaS)

Instant computing infrastructure, provisioned and managed over the internet; e.g. Amazon Web Services (AWS), Google Compute Engine (GCE).

Indiegogo

Popular crowdfunding platform for authors.

Ingram Content Group

American company that manufactures and distributes print-on-demand books. A division of Ingram Industries.

see: IngramSpark, Lightning Source

Ingram ipage

An online books search, order, and account management platform for bookstores.

see: CoreSource

IngramSpark

A large producer and distributor of print-on-demand books and e-books.

initial coin offering (ICO)

An unregulated means of crowdfunding by which money is raised for a new cryptocurrency, selling tokens in the currency to raise money.

Instafreebie

A streamlined way to send book copies to reviewers, beta readers, or bloggers by providing a link for people to download a book for free.

institutional sales

Book sales to schools, libraries, and universities, especially by children's book and textbook publishers.

intellectual property (IP)

Thanks to copyright law, books are protected as intellectual property, a bit like a trademark or patent. Intellectual property rights are the protections granted to the creators of intellectual property (including authors) by the law.

see: Copyright Bill of Rights

interior

All content within a book, except the covers.

compare: book block

internet search engine

see: search engine

iPad

Proprietary tablet computer device designed and marketed by Apple, used to read e-books and consume other digital content. Runs the iOS operating system.

IPR License

Platform for authors, publishers, and agents to list and license publishing rights, providing access to a global marketplace. Owned by Frankfurt Book Fair with the Copyright Clearance Center.

ISBN (international standard book number)

A unique numeric identifier for a particular edition and format of a book. Each version of the book (e.g. paperback, hardback, e-book) will have a different ISBN. The owner of the ISBN is the publisher of record.

J

jacket

Publisher term for a book's front cover. The key internal publishing meeting where decisions are made about a book's cover is called "jackets."

also: dust jacket

joint venture (JV)

A business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task. This can be a new project or any other business activity.

see: partnership publishing, author collaboration

JPEG

A format for compressing image files; the most common image format used by digital cameras.

Jutoh

E-book formatting software compatible with Mac, Windows, and Linux.

K

KDP

see: Kindle Direct Publishing

key phrase

see: keyword

KENP

see: Kindle Edition Normalized Pages

keyword

Any significant word or phrase in the title, subject headings, or text associated with an information object.

Kickstarter

Popular crowdfunding platform for authors.

Kindle

Proprietary e-book reading devices designed and marketed by Amazon. Enable users to browse, buy, download, and read e-books and other digital content via wireless networking to the Kindle Store.

Kindle App

Application providing access to Kindle books right in a web browser, phone, or other device. The app syncs the furthest page read, bookmarks, notes, and highlights between Android, PC, Mac, iPad, and any Kindle device, including Audible audiobooks.

see: Whispersync

Kindle Cloud reader

Web-based version of Kindle that enables the reading of Kindle books on a web browser without a Kindle device and also enables offline reading when not connected to the internet.

Kindle Direct Publishing (KDP)

Publishing and distribution platform for e-books provided by Amazon to authors and publishers.

Kindle Edition Normalized Page Count (KENPC)

Amazon KDP payment method for books enrolled in KU and KOLL, calculated using standard formatting settings of font, line height, and spacing and measuring the number of pages read in a book, starting at the start reading location (SRL). Non-text elements within books including images, charts, and graphs count toward a book's KENPC.

KDP Select

An optional KDP program that requires exclusivity in exchange for promotional tools and subscription.

see: Kindle Unlimited (KU), Kindle Owners' Lending Library (KOLL)

Kindleboards

A popular online discussion forum dedicated to publishing on Amazon.

Kindle Owners' Lending Library (KOLL)

KDP program that allows Amazon Prime subscribers to read one free e-book per month. Enrolment in KOLL is mandatory for KDP Select authors.

see: Kindle Unlimited (KU)

Kindle Scout

An Amazon program in which readers nominate books for publication under the Kindle Press imprint.

Kindle Singles

Amazon's digital, curated imprint for short works, primarily novellas, short fiction, and long-form journalism.

Kindle Store

E-book retail store operated by Amazon as part of its online retail website that can be accessed from any Kindle reader or Kindle mobile app.

Kindle Unlimited (KU)

KDP program that allows subscribers to read e-books in the KU catalogue for free. Enrolment in KU is mandatory for KDP Select authors.

see: Kindle Owners' Lending Library (KOLL)

Kindle Worlds

Amazon's digital publishing platform for fan fiction.

Kobo

A Toronto-based Canadian company that sells e-books, audiobooks, e-readers, and tablet computers. The name Kobo is an anagram of book.

Kobo Writing Life

Digital self-publishing platform that allows authors and publishers to easily create, edit, and upload e-books to Kobo.

L

lamination

Thin coating of plastic over a book cover. Can be gloss (more hardwearing) or matte.

landscape

Term used to describe the orientation of a book, where the book is wider than it is tall.

compare: portrait

launch party

Celebration of the publication of a book. Can be hosted at any location, but popular spots include bookstores, libraries, coffee shops, or the author's home. A virtual book launch can also be hosted online. Launches are less significant for digital publishing (e-book and audiobook) than print sales in bookstores, though a lot of activity in early weeks can establish a book's ranking in online stores.

LCCN (Library of Congress control number)

A unique identifier assigned to books by the US Library of Congress.

lead magnet

A specific deliverable (like a free e-book download or other product) used to entice readers to join an email list.

legacy publishing

A somewhat derogatory term for trade-publishing.

license

Legal permission granted to someone other than the original holder of a right; e.g. permitting a publisher to print a work for which someone else holds the copyright.

compare: copyright

limited edition

A book printed in limited numbers, usually for special editions.

line editing

see: copyediting

Lightning Source

Ingram printer and distributor of print-on-demand books, mainly used by the trade-publishing sector.

Linux

Operating system that powers Android.

list

The books a publisher or imprint has available for purchase or has commissioned.

list price

The recommended retail price of a book as set by the author or publisher.

also: recommended retail price, retail price

literary agent

Person who acts as an intermediary for an author in transactions with trade-publishers and other rights buyers, in return for a percentage of an author's advance, royalty income, and sometimes sales commissions. Literary agents can also manage an author's career or business, from helping to develop book ideas to negotiating book deals with publishers and other rights buyers. Some agents also facilitate the relationship between author and editor.

see: rights licensing

litho printing (lithography)

A method of mass-production printing using wet ink and printing plates. More suitable for longer print runs.

also: offset printing

compare: digital printing

load

The process of moving or transferring files or software from one disk, computer, or server to another. To *upload* means to transfer from a local computer to a remote computer; to *download* means to transfer from a remote computer to a local one.

Look Inside

An Amazon feature that allows customers to view excerpts from an e-book or print book before buying.

see: **Search Inside**

compare: **Google Preview**

M

Mac

Computer hardware developed by Apple Inc. for its Macintosh systems, with original focus on the graphical user interface.

MacOS

Apple-Macintosh operating systems

makeready stage

Point in the printing process when a publication is ready to be printed.

manuscript

Text and images of a book prior to the interior layout process. Electronic text file prepared by the author for editors and designers.

manuscript appraisal

see: content editing

manuscript conversion

see: conversion

marketing

The fifth process in the seven processes of publishing, which generates awareness of a book and its author among book distributors, retailers, and readers. Marketing is ongoing, repeatable activity that positions an author and their books to be discoverable.

see: discoverability, promotion, publishing

marketing plan

Strategic plan that details the documents, activities, and deliverables needed to market an author and their books.

mass-market paperback

Smaller, less expensive version of a book that is usually printed well after the hardcover and trade paperback versions have been made available.

media kit

A package of key information to send to media or journalists, retailers, book bloggers, event planners, editors, or anyone who plans on writing about an author and their book. May include an author photo and bio, a book cover image, a full synopsis, a one-sentence description, book details, frequently asked questions, an excerpt, and reviews or media coverage.

also: press kit

media list

A collection of media outlets and contacts to reach out to in order to increase awareness of a book.

media outlet

Any channel for disseminating news about a book, such as newspapers, magazines, radio shows, TV shows, online news sites, podcasts, or blogs.

metadata

Bibliographic information about a book including title, author's name, book description, ISBN, publisher, genre category, publication date, and price. This automatically feeds into various data systems, including publishing catalogues and stock lists, and is passed on to the rest of the trade including customers. Includes data to optimize discoverability in online search, including keywords—words that someone may type into search engines when looking for a book.

see: bibliographic data, categories, keywords

metadata mining

The automated extraction of metadata from electronic documents.

micropayments

Financial transactions of very small sums of money.

micro-publishers

Small publishing enterprises, including sole trader author-publishing authors. Some micro-publishers provide specialized information by subscription to a niche readership.

micro-publishing

Publishing performed by micro-publishers. Also publishing involving very small print runs or individual volumes printed on demand.

Microsoft

American multinational technology company that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Makes its software services such as Office and Outlook available on all devices, including its own Windows system.

Microsoft Publisher

Desktop publishing software from Microsoft with emphasis on page layout and design. Not widely used by self-publishers as it does not convert to EPUB.

Microsoft Windows

Operating system developed and marketed by Microsoft.

Microsoft Word

Word processing software

MOBI

Amazon's digital format for Kindle e-books.

N

NaNoWriMo

Stands for National Novel Writing Month. A nonprofit program that encourages novelists all over the globe to write a 50,000-word novel in 30 days. NaNoWriMo is both the event and the name of the nonprofit organization that coordinates the event each year.

NaPoWriMo

NaNoWriMo spinoff: National Poetry Writing Month. Like NaNoWriMo, it is an international event.

natural language processing (NLP)

Subfield of linguistics, computer science, information engineering, and artificial intelligence concerned with the interactions between computers and human (natural) languages, in particular how to program computers to process and analyze large amounts of natural language data to produce works like books.

see: artificial intelligence

NCX

Navigation control file for XML applications, used in EPUB documents to define the table of contents.

see: TOC

NetGalley

An online book reviewing site. Book reviewers, librarians, booksellers, educators, and media professionals request complimentary e-books in exchange for reviews.

networking

Using and expanding a social network or sphere of influence to promote a book.

newswire distribution

Circulation of news through a service intended for journalists and media outlets.

niche

A specialized target market characterized by a particular interest, topic, or subject.

see: genre

Nielsen

The sole registrar for ISBNs in the UK and Ireland.

nonexclusive contract

Legal agreement in which the publisher does not exercise exclusive rights over the materials published in a book.

Nook

Barnes & Noble's line of e-readers and its associated retailer.

novel

Long-form fiction, more than 50,000 words in length.

compare: novella, short story

novella

Mid-form piece of fiction from 10,000 to 50,000 words.

compare: novel, short story

O

offset printing

A method of mass-production printing in which the images on metal plates are transferred (offset) onto rubber blankets or rollers and thereby to paper.

compare: **digital printing**

off-the-book attention

Marketing term referring to mention made of a book outside the context of a book review, such as plugging a book on a talk show.

online bookseller/retailer

Internet-based bookstore.

online marketing

Using online methods to advertise, promote, and sell books and other products.

Open Up To Indie Authors (OUTIA) Campaign

ALLi campaign encouraging bookstores, libraries, reviewing bodies, literary events, and prizes to find ways to include self-publishing writers in their programs, events, festivals, prizes, listings, and reviews. The campaign includes an email network, a petition, and a guidebook for organizers and events.

social media: #PublishingOpenUp

operating system

Software that manages the hardware resources of a computer or device. Acts as a mediator between the user and the computing system. A software program runs a computer, as distinguished from an app (application), which is installed into an operating system in order to enable users to perform specific tasks.

abbreviation: OS

see: application, Mac, Microsoft Windows, Linux

OS

Abbreviation of **operating system**.

out of print (OP)

When a distributor has no copies of a print book on hand and future reprints are unplanned or unknown.

out of stock

When the distributor temporarily has no copies of a specific title on hand.

P

P2P lending

P2P means peer-to-peer, or person-to-person, and refers to anything that is decentralized and direct. P2P lending is loaning money to individuals without the systems and processes typically put in place by traditional financial institutions. Instead, the transactions are often handled by digital platforms that use an algorithm to manage transactions between parties.

PageRank™

A proprietary link-analysis algorithm developed by Google to assign a numerical score to each document in a set of hypertext documents based on the number of referring links. The algorithm also takes into account the rank of the referring page; thus a link from a high-ranking page counts more than a link from a low-ranking page.

see: algorithm

Pages

Formerly iPages. Apple Inc.'s word processor marketed as an easy-to-use application that allows users to quickly create documents on Apple devices.

paperback

A book bound in stiff paper or flexible card.

see: mass-market paperback, trade paperback

paper weight

Not the actual weight of the sheet of paper but its thickness and sturdiness; e.g. everyday paper used in most home printers is 20lb (20#) paper weight.

partnership publishing

A publishing arrangement in which the author and the publisher both contribute financially to the book's production, sharing risks and rewards. Sometimes referred to as hybrid publishing and sometimes used as a euphemism for vanity publishing.

also: shared publishing, subsidized publishing

compare: author collaboration, hybrid publishing, joint venture

passive income

Income not directly tied to active work. Typical passive income sources are front-loaded with low-paid or unpaid active work, while the bulk of the income comes later. Interest, dividends, and royalties are prime examples of passive income.

pay per click

see: cost per click

pay per impression

see: cost per impression

p-book

A physical, printed book generally constructed of a number of sheets of paper, bound in cardboard.

see: codex

PDF (portable document format)

A file format popular for its cross-compatibility, particularly in keeping layout and fonts as intended. The preferred file format for print-on-demand and fixed layout e-books.

pen name

A fictitious name, adopted by an author and printed on the title page and by-line of their works in place of their real name. Self-publishers often use different pen names for books they write in different genres.

also: literary double, nom de plume, pseudonym

perfect bound

Standard binding for paperback books that uses glue to hold the text block to the cover.

see: adhesive casebound

permafree

A book permanently available for free from online retailers; a strategy used to increase visibility and gain new readers by giving away a book, often the first in a series. Also used by affiliate marketers or associated product promoters.

permission

Agreement from a copyright holder that permits the reproduction or publication of copyrighted material. Also the process of securing agreements from a copyright holder.

permissioned blockchain

Blockchain with access restricted to a particular group.

personalization

The ability to insert a reader's own content and personal data (e.g. children's names), which intensify the reading experience and supports reader empowerment and agency.

see: customization, segmentation, targeting

PickFu

A service that helps authors carry out split tests on cover designs and book titles.

piracy

Individuals or companies that copy and distribute books for free or for profit, without obtaining permission from the author or publisher. Piracy is an infringement of copyright. In recent years there has been a growth in e-book piracy websites. There is debate about how much

piracy actually costs authors and publishers in lost sales, and some authors have even welcomed piracy as a discoverability tool.

pitch emails

Emails targeting publicity contacts and other influencers to get coverage for a book or author.

plant costs

Initial costs incurred by a traditional printer in preparation for the first printing run of a given title.

platform

The computer hardware or online system used to run a program or digital tool.

platform as a service (PaaS)

Provides a computing **platform** that typically includes operating system, programming language execution environment, database, web server, etc.; e.g. AWS Elastic Beanstalk, Google App Engine, Windows Azure.

plot

Flow or succession of actions in a story.

POD

see: **print-on-demand**

podcast

Online audio broadcast available on a website or as a download.

see: ALLi podcast

portrait

Term used to describe the orientation of a book, where the book is taller than it is wide. Most books are portrait.

compare: landscape

preface

Introductory section of a book, usually written by the author. May contain information on why the book was written or how to use the book.

prelims

see: front matter

compare: back matter

premades

Pre-made book cover design.

preorder

A marketing tactic used by authors to offer readers the opportunity of reserving a copy of a book prior to its official release date.

press-ready files

Generally, two PDF documents of a laid-out interior and full cover.

press release

An official announcement that provides information about an event to reporters, bloggers, and other media outlets, including publication date and endorsements.

Prime Reading

A program that allows Amazon Prime subscribers to read free e-books from a catalogue of approximately 1,000 titles selected by Amazon.

print-on-demand (POD)

Printing books in small quantities, as needed and to order, using digital printing methods.

print ready

Used to describe the final layout file of a book, usually in PDF format, that is ready to go to the printer.

print run

The number of copies printed in a single order.

printing signatures

In offset printing, interior pages are printed on large sheets of paper that are then folded into a group, called a “signature,” typically in groups of 16 or 32. Minimum signature size is 4 pages. For books with a page count that cannot be easily divided, additional blank pages are used to complete printing signatures.

production

The third process in the seven processes of publishing, in which the book is constructed, in audio, electronic, or print format.

see: publishing

product mix

The total range of products and services offered by an independent author.

see: business models, multiple income streams

profit income

Profit income is derived by selling a product (e.g. a book) for a higher price than it costs to make. Profit income is the main source of income for self-publishing authors, the amount left over after the costs of the seven processes of publishing a book, or the costs of producing another product, project or service, have been covered.

see: business models, royalties, commissions

promotion

The sixth process in the seven processes of publishing, being concentrated sales-driven activity behind a particular book for a particular period of time. Promotion takes one book and brings it to its target readers, with enticement to buy.

see: marketing, publishing

proof

A copy of a book printed for final inspection and correction of errors. Publishers also use proofs to get people excited about a book in advance of publication, and they are sent to journalists and bloggers to

review, as well as to retailers. Proofs can be very simple with blank covers but closer to publication look more like the finished book.

also: galley copy

compare: advance review copy (ARC)

proofreading

The final editorial stage after the book is formatted and typeset, to pick up remaining essential text errors and check the layout: e.g. misspellings/typos, accuracy of captions, headings, page numbers.

Pseudonym

see: pen name

public domain

Books outside of copyright protection are said to be in the public domain, which means anyone may reproduce, sell, or otherwise use any part of them, without having to obtain permission.

publication date (pub date)

Official date when a book is released to the public for sale. In bookstore distribution of print books, pub date is set for some days after the book's arrival in stores to synch with marketing and publicity.

publicist

Professional or press agent who promotes a book, often by generating free advertising.

publicity tour

Public circuit an author makes to publicize a book, either prior to or soon after the publication date.

publishing

The procedure that turns an author's manuscript into a book to be sold and/or licensed at a profit. Publishing comprises seven processes: editorial, design, production, distribution, marketing, promotion, and rights licensing.

compare: book production

publishing house

Corporate publishers are made up of smaller companies that operate independently called "houses"; e.g. Penguin Random House is made up of nine publishing houses. Each house is in turn made up of several publishing imprints.

see: imprints

publishing rights

The right to exploit an author's intellectual property by publishing a book, or producing associated publications and formats, e.g. TV show, film, and translation. Self-publishing authors retain all rights, aside from those selectively licensed to publishers and other rights buyers in a particular marketplace or format. Publishing rights are generally granted to a rights buyer by license, in return for a royalty (i.e. percentage of sales income). Flat-fee payment offers for publishing rights should generally be rejected.

see: subsidiary rights

PubMatch

Rights management platform that allows authors and publishers to trade publishing rights and permissions with publishers, agents, and other rights buyers. Owned by the London Book Fair.

purchasing recency, frequency, and monetary

see: **RFM**

Q

QR code

Quick response code. A machine-readable code that consists of black and white squares and is typically used for storing URLs. Essentially a variation of a barcode, QR codes are now readable by smartphones and publishers use them to draw readers from print content to an online purchase page, supplementary digital content, or social media pages.

Query letter/email

A one-page communication sent to influencers, literary agents, publishers, and other rights buyers, in an effort to get them excited about a book or other project proposal.

R

Reader acquisition cost (RAC)

Measuring how much money a new reader has cost to acquire.

also: customer acquisition cost (CAC)

recency

see: RFM

Reedsy.com

Online marketplace for indie authors to hire vetted designers, editors, and marketers with proven publishing experience.

see: CIEP Directory of Editors

region

A geographical area served by a publisher or retailer. For example, Amazon operates separate regional websites for the US, Canada,

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Mexico, the UK, India, France, Germany, China, Japan, Italy, Spain, the Netherlands, Australia, and Brazil. Publishers and other rights buyers may license rights in specific territories.

also: territory

remainder

A book returned to the publisher after not having sold, often offered for later sale at a discounted price.

residuals

Royalties paid to a writer for a repeat of a play or television show.

responsive web design

Web design that resizes a website to fit any screen on any device: desktop, mobile, or tablet. All author websites should be responsive as increasing numbers of people read e-books on phones and other small devices.

compare: fixed web design

returns

Books returned from book retailers to the publisher and refunded after failing to sell.

reversion

The process of reclaiming rights licensed to a publisher.

reversion of rights clause

Clause found in many publishing contracts that outlines the conditions under which rights will revert to the author.

review

see: book review

RFM

Digital book marketing principle standing for purchasing recency, frequency, and monetary. **Recency** asks, how recently did the reader purchase? **Frequency** asks, how often does the reader purchase? **Monetary** asks, how much has the reader spent? High RFM means high ranking on online store algorithms.

RGB

A color model for digital and online use, using red, green, and blue.

see: CMYK, greyscale

rich black

Range of deeper black hues made up of all four colors of ink and sometimes called 4-color black. Should be used for large areas of black in books printed in color.

see: 100% black

right readers

The specific readers that are most likely to buy a book, based on demographic information and areas of interest.

rights

see: publishing rights, subsidiary rights

rights licensing

Assigning the right to publish, produce, or otherwise exploit a book's content or characters in exchange for royalties (a percentage of sales revenue), or (less often, and less desirable) a flat fee.

see: selective rights licensing

ROI

abbreviation: return on investment

The amount earned from a book, product, or project versus the amount of money it cost (fixed costs and associated costs) to produce.

royalties

Payment in return for the right to license a copyright, usually expressed as a percentage of the book price. The main source of author income in trade-publishing. Often confused with sales commissions paid by self-publishing services.

see: profit income, commissions

S

SaaS

see: software as a service

saddlestitch binding

Pages are bound in the gutter with two staples around which the book folds. Used for booklets.

sales funnel

A process that converts a website and social media visitors into paying readers by convincing them to purchase books.

sales handle

A one-sentence call to purchase found on the back of a book and in its advertising.

sales rank

A ranking calculated by Amazon on the basis of daily sales and downloads of a book.

also: **bestseller rank**

sans-serif font

A font without serifs. Popular sans-serif fonts include Helvetica, Arial, and Avenir.

compare: **serif font**

Scrivener

Popular editing and organizational software designed specifically for self-publishing authors.

search engine

Software program that collects data taken from the content of files available on the web and puts them in an index or database that web users can search in a variety of ways. The search results provide links back to the pages matching the user's search in their original location.

Search Inside

see: **Look Inside**

secondary rights

The right to resell a work after its first publication.

segmentation

A marketing strategy that breaks a target market and breaks it into smaller groups based on their interests, common needs, or priorities.

see: customization, personalization, targeting

selective rights licensing

Assigning the right to publish, produce, or otherwise exploit a book's content or characters on a nonexclusive basis, carefully limiting format, territory, and term.

see: rights licensing

SelfPubCon

Online author conference run twice yearly, in association with ALLi.

self-publishing

A form of publishing in which the author oversees the publishing process, retains control over creative decisions and disposition of publishing rights, and bears the costs of production.

self-publishing 3.0 (1: concept)

The concept of self-publishing 3.0 is that digital technology gives any author (who has acquired the necessary writing and publishing skills) the means to increase their income through building a sustainable and scalable author business.

Self-Publishing 3.0 (2: Campaign)

ALLi's Self-Publishing 3.0 campaign aims to raise the average income for authors and poets through enterprise education and author empowerment. The campaign lobbies the literary and creative

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industries in seven global territories and advocates for a truly independent self-publishing sector.

The Self-Publishing Advice Center

Popular outreach service from ALLi offering a blog, podcast, books, ratings charts, and other resources. SelfPublishingAdvice.org

The Self-Publishing Advice Podcast

Advice and author interview podcast from ALLi, broadcasting twice weekly.

self-publishing service

A company or freelancer commissioned by an author to provide any of the seven processes involved in publishing a book: editorial, design, production, distribution, marketing, promotion, or rights service. Some companies offer full-service and multi-service packages.

compare: assisted publishing, hybrid publishing, partnership publishing

sell sheet

see: advance information sheet

SEO (search engine optimization)

The process of making a web page more easily findable and indexed by search engines; or more relevant to particular topics in order to attract more visitors.

serialization

A subsidiary publishing right by which extracts from a book may be published by a newspaper or magazine.

serif font

Font with a small line attached to the end of each stroke. Popular serif fonts include Garamond, Baskerville, Minion Pro, and Times New Roman.

service marks

Trademarks used to identify services are usually called service marks.

see: trademarks

shared publishing

Another term for partnership or hybrid publishing.

shelf life

The time an unsold book remains on the shelf of a retail store before being replaced by fresh or better-selling stock.

short discount

Smaller-than-typical discount on books purchased by retailers and wholesalers.

short-run print

Printing of a limited number of copies of a book in a single print run. Can now be as low as 300–400 copies. For fewer copies, digital printing is generally a better option.

short story

Short-form piece of fiction under 10,000 words.

compare: novel, novella

Shutterstock

Popular crowdsourced provider of high-quality licensed images, videos, and music.

side-sewn

Special binding method used for hardcover books with low page counts (fewer than 64 pages). Printing signatures (see below) are stacked on top of one another and then sewn together as one before being glued into the hardcover case. Side-sewn bindings require special file preparation for books with crossover images.

see: printing signatures

slush pile

Derogatory term for the unread, unsolicited manuscripts submitted by authors to traditional publishers for consideration.

small press

Smaller publishing house that releases books often intended for specialized audiences.

smart contracts

Computer programs that automatically execute legally binding contracts. These automated and often blockchain-based computer protocols facilitate, verify, or enforce digital agreements, saving time and reducing costs in common legal and financial transactions and potentially replacing lawyers and banks.

Smashwords

A popular e-book retailer and aggregator.

Smyth-sewn

A special binding method used for hardcover books. Each printing signature is sewn individually before all signatures are sewn together and then glued into the hardcover case. This binding affords maximum durability.

see: printing signature

social media

Websites and applications that enable users to create, publish, and share content and participate in online networking. One of the main methods by which authors connect with potential readers.

social media handle

The name, always preceded by @, that is used on various social media platforms including Instagram and Twitter.

social media marketing

Use of social media platforms to connect with customers to build a brand, increase sales, and drive website traffic. Social media vary in popularity across time but some major platforms that have held popularity for more than a decade are Facebook, Instagram, Twitter, LinkedIn, Pinterest, and YouTube. All of these are used effectively by authors to build readership and drive sales.

software as a service (SaaS)

One of the three main categories of cloud computing, SaaS is a method of software delivery and licensing in which software is accessed online via a subscription, rather than being bought and installed on individual computers. The software is licensed on a subscription basis and is centrally hosted; e.g. Asana, Convertkit, Dropbox, Google Apps, Slack, ZenDesk.

also: on-demand software, software plus services

compare: infrastructure as a service (IaaS), platform as a service (PaaS)

spam

Unsolicited email, often with product information or a sales pitch.

speaker recognition

see: voice recognition

special sales

Book sales through non-bookstore outlets such as restaurants, gift stores, and health spas.

spine

The edge of the book's binding. The spine connects the front and back covers and faces outward on a bookshelf.

spine width

Calculation for the width of a book's spine in the cover file, based on the page count, including any additional blank pages needed to complete printing signatures, and on the weight of the paper stock used.

spiral bound

A method of binding in which wire or plastic is wound through holes punched along the side of a book.

split A/B test

Comparing two versions of something to see which performs better (sometimes called split testing).

start reading location (SRL)

Amazon KDP term that identifies the location where a book begins, used for determining pages read under the KENPC payment method. Set generally at the first page of chapter one.

see: KENPC

structural edit

see: developmental editing

style (1)

Author's personal way of writing, which can include word choices, punctuation preferences, and formatting choices.

style (2)

Specific layout of a text, or a variation of the presentation of a word (such as page headers or the use of a specific font).

style guide

Detailed listing of an author's preferences in spelling usages, character names, grammar, dialogue, and punctuation idiosyncrasies. Many authors develop these on their own and send them to their editors as a guide, but an editor may create one during the copyediting process. Many editors use a generally accepted guide for the book's genre, e.g. *The Chicago Manual of Style*.

also: style sheet

subscript

A character (number, letter, or symbol) that is set slightly below the normal line of type. It is usually smaller than the rest of the text.

subsidiary rights

In a publishing contract, the rights that are kept separate from the core publishing license between publisher and author and governed by other (sublicensing) arrangements. They include the right to publish a work based on the original material but in a different format; e.g. serialization rights in newspapers or magazines, translation rights, film or TV rights, merchandising rights, or print rights in a different country (territorial rights). Digital publishing has seen rights that were traditionally subsidiary become core, most notably audiobook rights.

Self-publishers generally retain digital rights and selectively license subrights, limiting the format, term, and territory as much as possible.

also: **subrights**

see: **publishing rights**

subsidized publishing

Another term for publishing services offered to authors by companies on a fee-based or hybrid publishing model.

see: **assisted publishing, partnership publishing, hybrid publishing**

superscript

A character (number, letter, or symbol) that is set slightly above the normal line of type. It is usually smaller than the rest of the text.

subtitle

Subordinate title of a book giving additional information about its content. Most typically used in nonfiction to demonstrate value.

swipe copy

Copy-and-paste text that can be used by others for ease. Widely used in affiliate marketing to make promoting an offer more convenient for affiliates.

synopsis

Overview of what the book is about and what makes it special. A synopsis will be sent to editors, publicists, sales teams, retailers, journalists, reviewers, and others. A synopsis should be longer than the cover blurb and should include a tantalizing summary of theme, structure, or plot, a hint of the conclusion (fiction and nonfiction) and style (literary work and poetry), and the most noteworthy features of the book and/or author.

T

table of contents

A list, usually in the front matter, of the book's chapters or main sections and their opening page numbers.

tagline

A catchphrase or slogan, especially as used in advertising. Typically used in fiction to attract potential readers to the story concept.

target audience, target market

see: right readers, targeting

targeting

Devising a promotional campaign to appeal to a segment of readers based on their particular genre, niche, or interests.

see: customization, personalization, segmentation

template

Document that includes a default set of objects like headings, fonts, and images, used as a starting point when creating other documents. Useful when similar publications have to be frequently created.

term

A fixed period applying to a publishing or rights purchase contract. The rights buyer seeks to extend the term, the rights seller to limit it.

terms and conditions

The stipulated or agreed requirements or conditions under which an action is undertaken or agreement reached; e.g. the amount of an advance, the percentage discount awarded by a publisher to a bookseller, the sales commission charged by a self-publishing platform.

termination clause

Section in a contractual agreement that specifies particular behavior, actions, or events that would result in nullification of the contract.

territory

see: region

thumbnail

A small representation of a larger image, intended as a preview.

TOC

see: table of contents

token

A type of security issued in digital form. For example, a READ token gives the owner the right to read an e-book.

Track Changes

Feature of Microsoft Word and Apple Pages that allows authors and editors to collaborate on a manuscript while giving the opportunity to accept or reject each other's alterations.

trade bookseller

Any company that distributes books to the general public, including superstores, chain stores, independent booksellers, and online retailers.

trade paperback

A book bound with a paper or heavy stock cover, usually with a larger trim size than that of a mass-market paperback.

trade (traditional) publisher

A company that invests in publishing a manuscript, submitted to them by an author, and controls most creative and marketing decisions. Trade publishers bear the cost of production and promotion in exchange for a sizable percentage (typically 90%+) of the receipts from a book.

trademark

A type of intellectual property consisting of a recognizable sign, design, or expression that identifies products or services of a particular source from those of others. These badges of origin can take many forms; e.g. words, slogans, logos, shapes, colors, and even sounds. Trademarks can be registered.

see: **service marks**

traditional distribution

Where books are printed ahead of time and stored at a warehouse from whence book wholesalers and distributors fulfill orders.

trim size

The dimensions of a print book, specifically the page size, expressed always as width first, then height.

Tweeps

Users of the social media platform Twitter.

typeface

A set of letters, numbers, and characters that are all in the same style and that are used in printing.

compare: **font**

typesetting

Professional preparation of a book for print with the desired layout, fonts, and appearance. *compare:* **formatting**

U

Ulysses

Popular “distraction free” writing software targeted at authors who want to focus on the content of their words.

unbound proof

Proof with interior pages not bound together, which means pages may not be trimmed to the final book size, and the color and quality of the ink may also be different.

unit cost

The production or base cost of printing and putting together a book.

unique visitor (unique)

An individual who accesses a website.

compare: hit

universal link

A link that simplifies the process of author discoverability by directing book customers to one link that allows them to choose their preferred online retailer.

university press

Publishing house owned and operated by a university. Such presses typically issue academic material, often including works by their own academics.

unsolicited manuscript

Manuscript sent by an author to a publisher who did not request it. Most publishers say they do not read unsolicited submissions.

Unsplash

Popular crowdsourced provider of free imagery and pictures.

upload

see: load

Upwork

An online marketplace connecting businesses and skilled professionals.

URL (uniform resource locator)

The address of a web page.

UX

What a user of a particular product (e.g. e-book, e-reader, author website) experiences when using that product.

V

vanity publishing (press)

Traditionally, any publishing service that charged a fee. Now the term for an exploitative service that trades on authors' dreams of publication, with excessively high fees, substandard service, and often the pretense that they are trade-publishing houses.

compare: partnership publishing, assisted publishing, hybrid publishing

virtual book tour (VBT)

Advertisement strategy centered on publicizing a book on the internet, including ads on websites that the target audience frequents and book giveaways.

vlog

A blog that contains video content. This growing segment of the blogosphere is sometimes referred to as the vlogosphere.

voice recognition

The ability of a machine or program to receive and interpret human voice dictation, or to understand and carry out spoken commands. Voice recognition has gained prominence and increased use with the rise of AI and intelligent assistants, such as Amazon's Alexa, Apple's Siri, and Microsoft's Cortana.

W

watchdog

Person or group monitoring the practices of companies providing a particular service or in a particular sector.

see: ALLi watchdog desk

Whispersync

Amazon's technology that syncs furthest page read, bookmarks, notes, and highlights between any Kindle app or reader and Android, PC, Mac, iPad, and other devices using the Kindle app. Also allows a reader to switch back and forth between a Kindle e-book and Audible audiobook.

web browser

Software application that enables users to view and interact with information and media files on the web. Mozilla Firefox, Google Chrome, and Apple Safari are examples of web browsers.

see: browser

web crawler

Software program that systematically traverses the web, either for the purpose of generating a searchable index of web content or to gather statistics.

website

Collection of related electronic pages (web pages), generally formatted in HTML and found at a single address where the server computer is identified by a given host name.

wiki

Collaborative website that contains pages that any authorized user can edit. Wikis typically retain all former versions of each page, allowing the revision history of a page to be tracked and for unwanted revisions to be reversed.

Wikipedia

A free, collaborative, volunteer-driven, web-based encyclopedia that utilizes wiki software to allow anyone to edit articles. en.wikipedia.org/wiki/

Windows

see: Microsoft Windows

wholesaler

A company that works for bookstores, libraries, and other book outlets. They buy books in large quantities from publishers at high discounts and sell them to bookstores and libraries at a mid-level discount.

see: distributor

word of mouth

Publicity through recommendations from friends, family, and associates. The most effective form of book promotion.

Word

see: Microsoft Word

World Wide Web

Vast, distributed wide-area client-server architecture for retrieving hypermedia documents over the internet.

World Wide Web Consortium (W3C)

Main international standards organization for the World Wide Web.

X

XHTML

Abbreviation for extensible hypertext markup language, a hybrid of HTML and XML.

compare: **html, xml**

x-height

The height of a lower-case x, considered characteristic of a given typeface or script.

XML

A computer meta-language that allows users to define their own customized markup languages, especially in order to display documents on the internet.

compare: **html**

Y

YA

Young adult fiction.

YouTube

A free video-sharing website that makes it easy to watch online videos. Authors can create and upload their own videos to share with others.

Z

zero rating

British and Commonwealth tax term denoting goods or services that are taxable for VAT (value added tax), but with a tax rate of zero.

THE END

MORE ADVICE & FEEDBACK

SELF-PUBLISHING ADVICE CENTER

The Self-publishing Advice Center is ALLi's outreach service to the wider indie author community. It includes a daily blog, weekly podcast, ratings of self-publishing services, awards and competitions—and you can also buy our other guidebooks there. We'd love to send you a weekly roundup of self-publishing advice from our award-winning blog.



Sign up here for the best tips and tools from
the Alliance of Independent Authors

SelfPublishingAdvice.org/roundup

REVIEW REQUEST

If you enjoyed this book, would you consider leaving a brief review online on your favorite online bookstore that takes reviews (see below)? A good review is very important to authors these days as it helps other readers know this is a book worth their time.

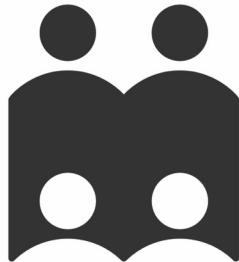
It doesn't have to be long or detailed. Just a sentence saying what you enjoyed and a star-rating is all that's needed. Many thanks.

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ABOUT ALLI



Alliance of Independent Authors

ALLi, the Alliance of Independent Authors is the global association for self-publishing indie authors.

Join us for reliable advice and advocacy, discounts, free guidebooks and resources, member forums, contract review, motivation, education and support from a wonderful indie author community.

AllianceIndependentAuthors.org

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FOR ORNA ROSS FICTION & POETRY
AND
ALLIANCE OF INDEPENDENT AUTHORS
PUBLISHING GUIDES FOR AUTHORS & POETS

ALL FONT BOOKS—FICTION, NON-FICTION AND POETRY—HAVE THE SAME INTENTION AT
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