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## Do it yourself ... or not?



Voice of  
 Sharon Inglis,  
 VP of Publishing

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### Reminder on assumptions:

- You're creating a print product
- You're writing a book
- You're using MS Word




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### DIY or get help?

Step	You	Someone else*
1 - Write	✓	
2 - Edit your manuscript	✓	✓
3 - Select illustrations	✓	
4 - Scan, crop, and edit images	✓	✓
5 - Design and lay out pages	✓	✓
6 - Proofread pages	✓	✓
7 - Create front matter	✓	✓
8 - Design a cover	✓	✓
9 - Index		✓
10 - Print	✓ (booklet/binder)	✓ (book)
11 - Distribute your work	✓	✓

\* Friend or family member, freelance editor or designer, or publishing service

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**Tip**

**No "Aunt Sallys"!**  
 Sarah "Sally" (Smith) Jones  
 Sally Jones  
 Sally

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**DIY or get help?**

Step	You	Someone else*
1 - Write	✓	
2 - Edit your manuscript	✓	✓
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7 - Create front matter	✓	✓
8 - Design a cover	✓	✓
9 - Index		✓
10 - Print	✓ (booklet/binder)	✓ (book)
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### DIY or get help?

Step	You	Someone else*
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2 - Edit your manuscript	✓	✓
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4 - Scan, crop, and edit images	✓	✓
5 - Design and lay out pages	✓	✓
6 - Proofread pages	✓	✓
7 - Create front matter	✓	✓
8 - Design a cover	✓	✓
9 - Index		✓
10 - Print	✓ (booklet/binder)	✓ (book)
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\* Friend or family member, freelance editor or designer, or publishing service

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### DIY or get help?

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1 - Write	✓	
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10 - Print	✓ (booklet/binder)	✓ (book)
11 - Distribute your work	✓	✓

\* Friend or family member, freelance editor or designer, or publishing service

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### Choosing a Publishing Service



- Experience with family histories
- Availability of à-la-carte editorial and design options
- Reasonable pricing structure
- Level of technical skill needed on your part
- Availability of references and samples
- Are they supportive and nice?

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### QUESTIONS?



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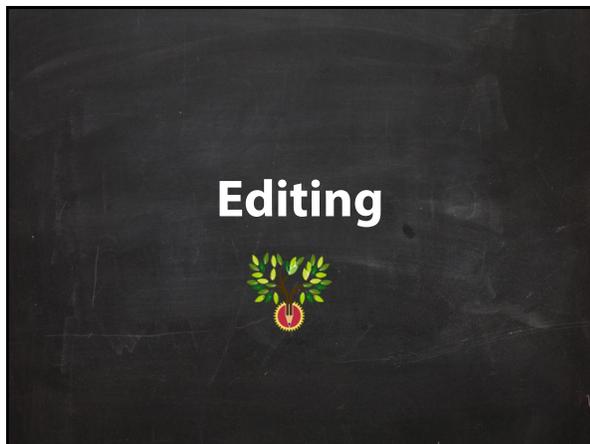
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### Editing



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### Editing: Why, When, Who?

- Why?**
  - Because a spell checker isn't enough.
  - Because accurate names, dates, and numbering really matter in a genealogy.
- When?**
  - Once you have a draft of at least two chapters.
  - If you need a break from writing.
- Who?**
  - You, because you know your content better than anyone else.
  - Someone else, because you are too close to what you've written.

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### Ideas for Better Editing

- Change the font before you read.
- Print out a hard copy to edit.
- Read your printout in a new place.
- Read your text out loud.
- Take a break from writing before you edit.




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### Choosing an Editor

**Where to hire one:**

- Editorial Freelancers Association (EFA)
- Association of Professional Genealogists (APGen)
- Publishing vendors have their own stable of freelancers.

**Traits to look for in a volunteer friend or relative:**

- A good speller and grammarian
- Knowledge of history and/or genealogy

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**Genealogical Content Review**

- Style of **BOLD SMALL CAPS**, **SMALL CAPS**, *italics*, (parentheses), and <sup>superscript</sup>
- Genealogical numbering
- Order and punctuation of vital event data
- Eliminate place name repetition
- Consistent use of abbreviations
- Consistency of names and dates from generation to generation
- Dates that make sense

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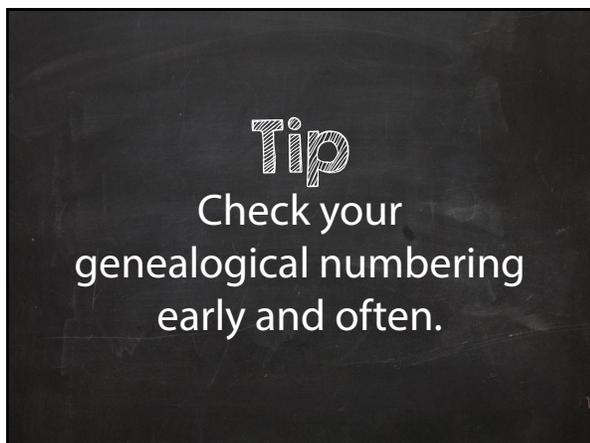
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**Single File or Multiple?**

<p><b>One big file</b></p> <ul style="list-style-type: none"> <li>• You can search the entire document at once</li> <li>• Add section breaks or search on “Chapter” to navigate</li> <li>• Too many images in Word can cause the file to “misbehave”</li> </ul>	<p><b>Separate chapters</b></p> <ul style="list-style-type: none"> <li>• You can open multiple files and compare side by side</li> <li>• You must combine all files at the end to index or make a PDF</li> <li>• Auto-numbering won’t update till you combine into one file</li> </ul>
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**Tip**  
Don't use *Ibid.*

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**Design, Layout,  
and Proofreading**




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**Book Design Basics**

- Make sure your text is edited and in its near final form before you lay out pages.
- Your typeface must be easily readable.
- Use the same typography for all chapter titles.
- Use the same typography for all subheads.
- Make sure your margins are wide enough.




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**Your Book's "Specs"**

- Trim size? (dimensions of the *page*, not the cover if a hardcover)  
Examples: 6 × 9, 7 × 10, 8¼ × 10¼, 8½ × 11
- Paperback or hardcover? If hardcover, do you want a dust jacket?
- Footnotes or endnotes? (endnotes leave more space on the page for illustrations)
- Page numbers at the top or bottom of the page?

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**Choosing Typefaces**

- Limit yourself to two or three typefaces for the whole book.
- Use 11- or 12-point serif type for your main text. **Times New Roman** is a tried-and-true serif typeface.
- A sans serif typeface (**like Arial**) is OK for headings or captions, but difficult to read in long blocks of text.
- If you must, save the **serif** for headers in special sections or your front or end matter.

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## Page Layout Rules 1

- Page size in Word should be the trim size of your book.
- Aim for a 3/4" to 1" gutter (inside) margin. Top, bottom, and outside margins should be at least 1/2".
- Keep line length between 63 and 72 characters; for 8 1/2 x 11 books, consider using two columns.
- Odd-numbered pages are always on the right.
- The first page after the front matter is always Arabic page 1.
- Header/footer: Book title on the left (verso) and chapter title on the right (recto).
- Justified text looks neater than left-aligned (rag right) text.

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## Page Layout Rules 2

### Do...

- place illustrations next to or just after what they relate to.
- be consistent with head and caption style.
- watch that genealogical styles are applied correctly (bold, small caps, italics, etc.).

### Don't...

- allow blank right-hand pages.
- allow "bad breaks" from page to page.




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**Generation One**  
**Edward Small**  
*born in Biddeford, Devon, England, in about 1600*  
*died possibly in Biddeford or in America, probably after 1665*

In the early seventeenth century, men (and sometimes their wives and children) migrated from their English homeland to the New England wilderness seeking economic opportunities and religious freedom. These adventurous individuals clustered in communities with like-minded immigrants hoping to create new lives for themselves.

Members of the Abenaki nation populated Maine's coastline area. Decades before permanent occupation by the English and others, these native peoples shared fishing and hunting grounds with fishermen from several European countries. The visitors brought home stories of their adventures as well as proof of the beautiful resources. The story of the Small family is part of these early settlements in this country.

**FIRST OF THE FAMILY IN MAINE**  
The first men of the family to arrive in what is now known as

21

**Generation One**

Maine were Edward Small and his eldest son, Francis? Edward Small/Smale left the port of Biddeford, Devon, England, sometime in the 1630s for the vast frontier of undeveloped lands of the Piscataqua Plantation in what is now Berwick, Eliot, Kittery, and South Berwick, Maine, on land granted to the English soldier and colonizer Sir Ferdinando Gorges.

A study of immigrant origin suggests most settlers who came to the area were from Devon, and that they arrived seeking economic opportunity, rather than the religious freedom sought by settlers of Massachusetts Bay Colony.<sup>6</sup> According to historian Charles E. Clark, "The stocky, tough men who first settled the craggy islands and the sand and salt marsh harbors hidden among the granite walls of the Maine and New Hampshire coast lived to fish and trade, not to pray."<sup>7</sup>

Biddeford, England, was a busy port. Edward was likely influenced in his decision to emigrate by tales brought back by sailors and laborers who visited his hometown.<sup>8</sup> At least some of the men, possibly even Small, knew of the travels of Captain John Smith and of James Rosier, who published a journal, *A True Relation*, about a 1603 expedition funded by Sir Ferdinando Gorges.

**Children of Edward and Elizabeth Small**  
*Baptized in St. Mary's Parish, Biddeford, and recorded in parish records*

Bad page breaks

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**Proofreading Checklist**

- Are all text and all images present in the pages? Are the illustrations in the right places?
- Are the image captions correct? Are names spelled the same as they are in the text?
- Is the head structure and styling of header text correct?
- Did the genealogical numbering and formatting come through correctly?
- Check that the designer restored any lost italics for book titles, ship names, etc.
- Check for any bad page breaks.
- Check that the running heads or feet are correct.

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**QUESTIONS?**



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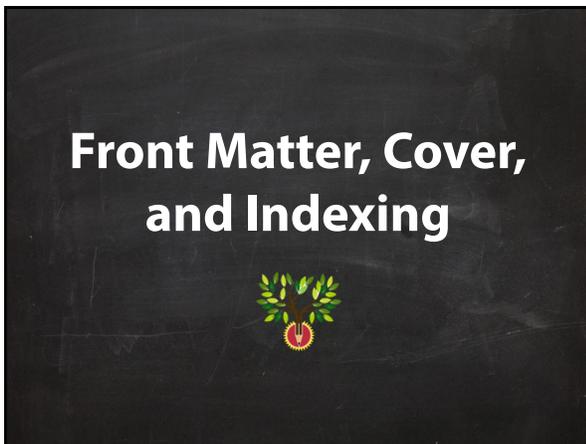
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**Front Matter, Cover,  
and Indexing**



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**Front Matter**

- **Page iii: title page**
- **Page iv: © page**
- **Table of contents**
- Foreword (by someone other than the author)
- Preface (by the author, explains how and why book was written)
- **Acknowledgments**
- List of terms or abbreviations

**Bold items are mandatory.**  
Grey items are optional.

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THE NELSON FAMILY  
of Rowley, Massachusetts

Compiled by  
Christopher Chubbuck Child

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All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage or retrieval system, without permission in writing from the copyright holder, except for the inclusion of brief quotation in a review.

ISBN: 978-0-88082-296-1  
Library of Congress Control Number: 2013948518

Interior layout by Anne Roland.  
Index by Steve Cagle.  
Book design by Meg of Rowley, Massachusetts (see p. 41).

Printed in the United States of America.

New England Historic Genealogical Society  
220 North Street  
Boston, Massachusetts 02114  
www.newenglandhistoricalgenealogy.org

Title page and copyright page

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**End Matter**

- Endnotes (if you didn't use footnotes)
- Appendices
  - Charts
  - Coverage of allied families (related by marriage)
  - Transcriptions of letters, wills, diaries, etc.
  - Interview transcriptions
- The all-important index!
- Text and Illustration Credits (if necessary)

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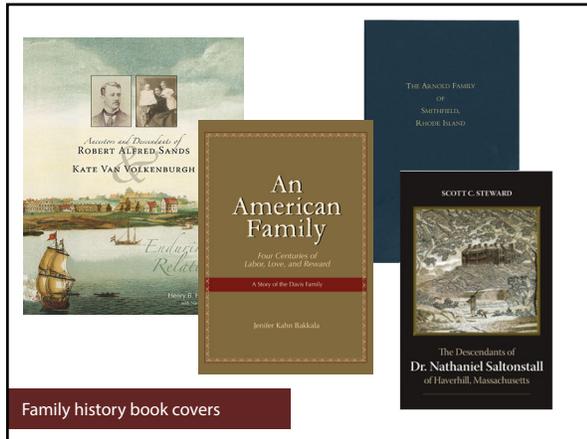
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### You MUST have an index!

**Why do you need an index?**

- Your reader will want to look up names and possibly places or ships.
- It's an opportunity do a last check for errors.

**When should you create the index?**

- Only after pages are laid out and FINAL.
- If problems are found, you can correct them but *only* in a way that doesn't change page breaks.

**Who should create the index?**

- A professional indexer.
- You, if you are a professional indexer.
- A professional indexer.
- See previous bullet.

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### Working with an Indexer

- Where to find a good one?
  - Editorial Freelancers Association
  - American Society for Indexing
  - Association of Professional Genealogists
- What to have them index?
  - Every name in the text and in the captions in all the chapters
  - Optional: places and ships
  - Optional: topics of interest (wars/battles, colleges/universities, historical events)

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### Indexing Women's Names and Unknown Names

- Married women are indexed under *all* the surnames they have ever had:
  - Goodale**  
Elizabeth (Parlett) (Taylor), 4, 7, 13 [2nd marriage]
  - Parlett**  
Elizabeth, 4, 7, 13 [maiden name]
  - Taylor**  
Elizabeth (Parlett), 4, 7, 13 [1st marriage]
- For unknown given or maiden names, use five underscores:
  - Bullard**  
\_\_\_\_\_, 56  
Ann (\_\_\_\_\_), 197
- For unknown surnames, use a separate section at the end of the index:
  - Unknown Surnames**  
Helen, 55  
Jim, 253

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### Places and Ships

**Places**

- Main entry = state or country
- Subentries = counties/provinces or towns/cities

**California**, 29, 70, 83, 97, 106, 107  
Irvine, 23, 67  
Long Beach, 70, 85, 96  
Los Angeles, 85, 114  
Orange County, 83  
San Jose, 77, 117

**France**, 70, 85, 96, 230, 315  
Champagne, 83  
Lyon, 106, 107  
Paris, 70, 85, 96, 115, 289  
Poitou, 56, 164  
Touraine, 189

**Ship** names are always in italics, but the prefix is not: the USS *Constitution*

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Tip

Don't index until  
EVERYTHING  
is final!

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**Final Checklist**

- Page numbers in the TOC are correct
- Chapter/section names in the TOC match what is on the pages of your book
- All verso chapter/section headers/footers are correct
- Book title is the same on half-title, title page, recto running head/foot, cover stamping / dust jacket / cover
- Correct year on copyright page




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**Files to printer!**




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**Choosing a Printer**

- Level of experience
- Quality of work: ask to see samples!
- Array of paper and binding options
- Competitive pricing
- Customer service




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### Printing Decisions

- Print quantity
- Interior paper choices:
  - white or off-white (AKA cream or natural)
  - weight (50#, 55#, 60#, etc.)
  - coated or uncoated
- Paperback cover or dust jacket stock and lamination (matte, gloss, silk, UV varnish)
- Hardcover cloth case and foil stamping colors
- Hardcover binding type (sewn or adhesive)



Cloth book cover color options

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### The Last List

1. Make PDFs following your printer's instructions for the interior text pages and for the cover or dust jacket
2. Check the PDFs before uploading!
3. Complete an online form or email a list of specifications and instructions to printer:
  - ✓ Print quantity
  - ✓ Trim size
  - ✓ Number of total pages, with blanks counted and identified
  - ✓ Paper choice (color, weight, and finish)
  - ✓ Jacket/cover stock and lamination choice
  - ✓ Shipping instructions

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### What are printer proofs?

- “Hard” proofs come as a stack of printed pages with the cover/jacket separate; may take 1-2 weeks.
- Digital “soft” proofs come as a link to the printer's online system; takes 1-2 days.
- A publishing service will usually check printer's proofs for you.
- **Do not read printer proofs word-for-word!**

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**Printer Proof Review**

Do not *read* the proofs. Instead:

1. Check running heads to make sure they align and are not cut off.
2. Check footnotes to make sure they align and are not cut off.
3. Make sure no type is being cut off at the outside edges of the page.
4. Make sure no type is being pulled into the gutter on the inside edges of the page.
5. Make sure all pages are there and are in the correct order.

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**QUESTIONS?**

**Schedule a consultation**  
*consultations@nehgs.org*

**Hire Research Services**  
*research@nehgs.org*

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The screenshot shows the AmericanAncestors.org website. The main heading is "Writing and Publishing Your Family History Dec 2024". Below the heading, there is a thank you message for registration and a "JOIN THE LIVE BROADCAST" section with a Zoom link and dates. At the bottom, there is a "CLASS TOPICS" section with a link to "AmericanAncestors.org/writing-and-publishing-your-family-history-dec-2024".

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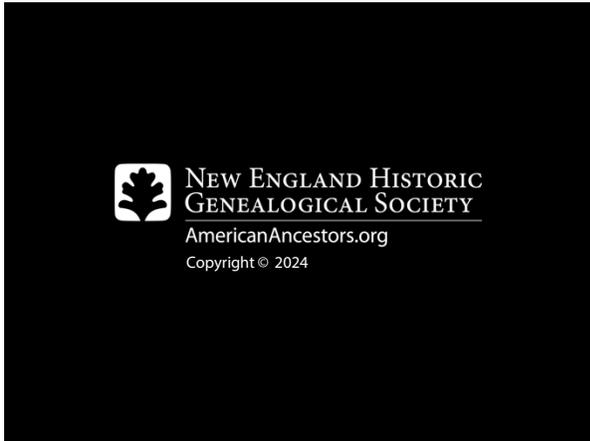
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