

Purpose of the ISBN

- 1. An ISBN is the *International Standard Book Number*.
- 2. Uniquely identities the book, publisher, and edition.
- 3. Allows for more efficient marketing by booksellers, libraries, universities, wholesalers and distributors.



- 1. "978" or "979" indicates that the numbers that follow constitute an ISBN for a book.
- 2. The next digit identifies a national or geographic grouping of publishers. Here, the 1 indicates the book is part of the English language group of territories: US, UK, CA, AU, NZ.
- 3. The third group of numerals identifies a particular publisher. 940313- is *Inferno Publishing Company*.
- 4. The fourth set of numbers identifies a particular title or edition.
- 5. The single digit at the end of the ISBN is a check digit which validates the ISBN.



Who Needs ISBNs?

You do not need an ISBN if:

You are not trying to place your books in stores, libraries, or with wholesales.

You do need an ISBN if:

You plan to sell your book in bookstores, to libraries, or through online retailers like Amazon.com.

Product	ISBN Required	ISBN Recommended
Paperback	✓	
Hardcover book	✓	
ePub digital book		✓
Kindle digital book (mobi)		?
Audio book	✓	

What are my ISBN Options?

1. Free ISBNs

If you use a free ISBN the publisher of record for your book will be whoever issued the ISBN. That may be Kindle Direct, Lulu, Draft2Digital, or IngramSpark.

2. Custom Universal ISBN (\$99)

This ISBN can be used with any publisher. The author can chose the book's imprint of record and that imprint will be reflected on Amazon.com's websites in the book's detail page.

3. Provide an ISBN Purchased from Bowker.

New editions require new ISBN's.

Having an ISBN with a company listed as the publisher of record—not KDP, Smashwords, or Lulu, gives the book a more professional appearance.

How Many ISBN's Should I Buy and What Do They Cost?

- 1. Every format a book is published in requires a separate ISBN.
- 2. A single ISBN costs \$125, while 10 ISBNs cost \$295, 100 cost \$575 and 1000 cost \$1500.
- 3. Prior to publishing, a book's ISBN needs to be registered with R.R. Bowker as the database of record for the ISBN Agency. After filling out the necessary forms on the **Bowker website** the book will be listed in *Books in Print*.

How to get an ISBN?

Bowker is the company responsible for ISBNs in the United States.

An ISBN publisher prefix helps to identify and circulate books properly in the industry supply chain.

It takes 5 business days for non-priority processing of an ISBN.



BEWARE of offers from other sources to purchase single ISBNs at special prices. Unauthorized re-sellers act in violation of the ISBN standard and industry practice.

Can I get a free ISBN now and upgrade later?

Yes. But, switching ISBNs will impact the book's sales ranking and reviews on the various vendor sites. Because the ISBN is your book, getting a new one after using one provided by a distributor will effectively start your book back at zero.

Assigning an ISBN

After purchasing ISBNs they must be assigned to the books before moving to other steps such as applying for an LCCN, generating a barcode, etc.

To assign then ISBNs you need the following:

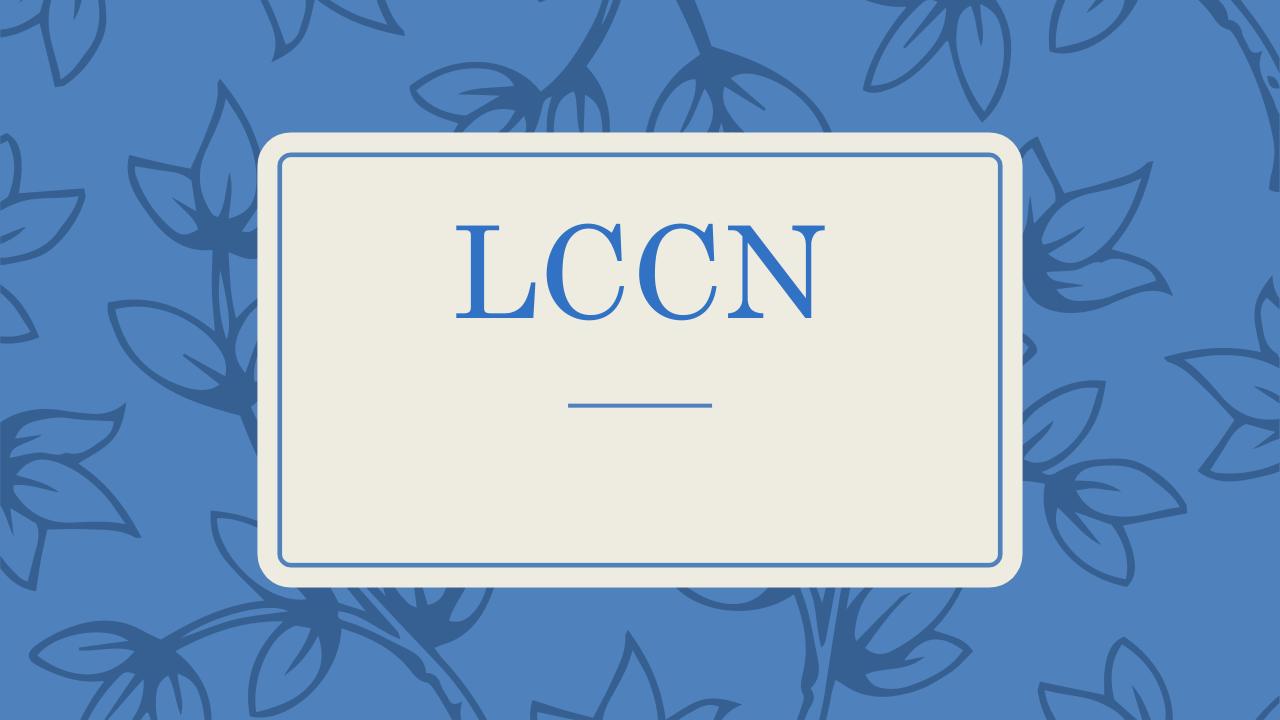
- A digital version of the book's cover.
- Information from all contributors.
- Your book's length and size of font.
- Estimate of publication date.
- The book's Library of Congress Control Number (LCCN) or Preassigned Control Number (PCN.)
- Information on price.

This process can be started and saved for completion later.

Useful Link: ISBNs & Barcodes

To Purchase ISBNs go to: https://www.myidentifiers.com/myid-sign-in

After creating an account, you will be able to purchase both ISBNs and barcodes from this distributor.



Library of Congress Control Number

A LCCN can be requested by U.S. publishers prior to publication.

The publisher must send a copy of the book to the Library of Congress upon publication.

The following types of books are ineligible for a LCCN:

- Previously published books
- eBooks (electronic books)
- Items under 50 pages, with the exception of genealogies and children's literature
- Religious instructional materials
- Expendable educational materials: laboratory manuals, teachers' manuals, programmed instruction test sheets, workbooks, activity books, etc.
- Transitory or consumable materials: trade catalogs, telephone books, calendars, coloring books, comic books, cutout books, etc.
- Translations, except Spanish

How to Apply for a LCCN

- Step 1: Register as a self-publisher with the LOC.
 It usually takes 10 days to receive an email with log-in directions.
- Step 2: Follow directions in the email from LOC to register your work. The process is free, however once started
 you must complete the process without stopping. It may take up to 2 weeks to receive your LCCN.
 - Items you will need:
 A list of all authors, illustrators, and their birthdates.
 - The ISBN's for all formats of the book. (ex. hardcover, paperback, ebook, audiobook, etc.)
 - Number of content pages when formatted as book will be published
 - Estimated publication date. (You cannot publish before this date.)

CreateSpace offered assistance in obtaining a LCCN for a \$25.00 fee. They completed the application on your behalf and submit a copy of the book to the Library of Congress to be considered for cataloging. You must purchase the LCCN Assignment <u>before</u> approving the final proof; after the proof has been approved the book is no longer eligible.

Note: Submission for cataloging does not guarantee acceptance into the Library of Congress. To find out if your book has been cataloged check the Library of Congress Online Catalog.

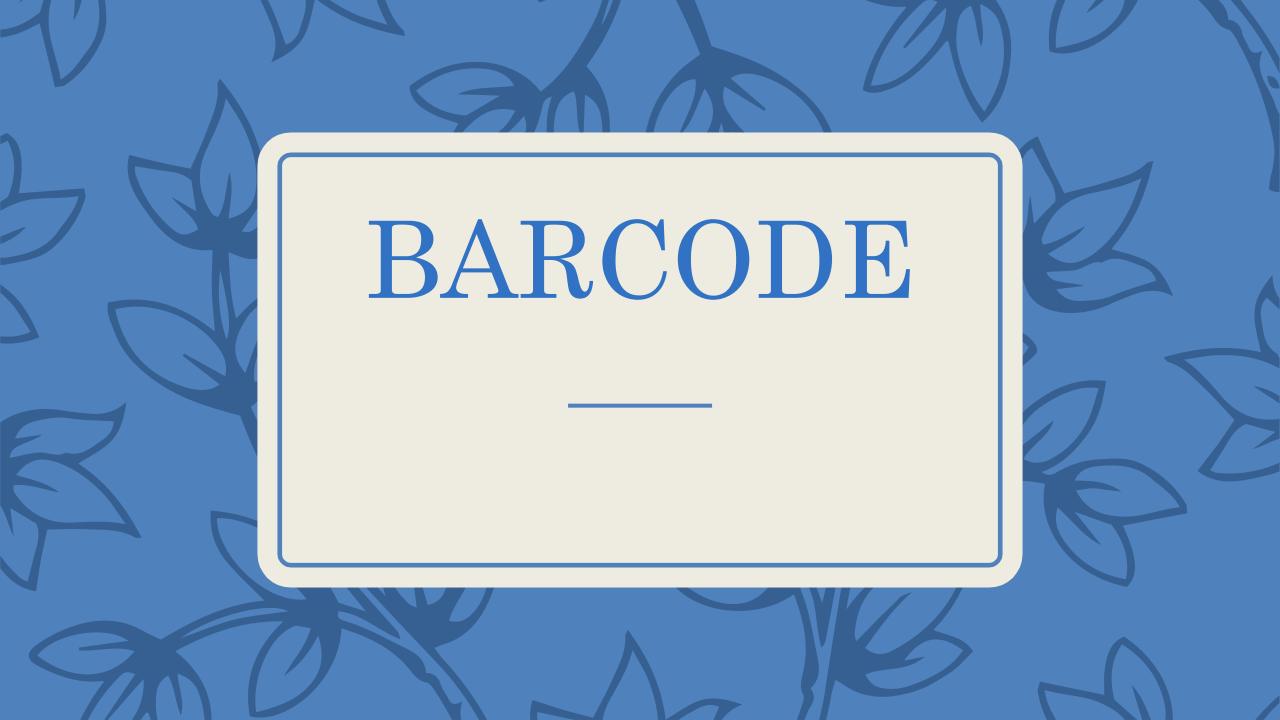
Cataloging-in-Publication Data Block

- A Publisher's Cataloging-in-Publication data
- B Doe, John, 1950–
- Terrific Business: how publishing became the driver of our society / John Doe; with Joan Doe.
- p. cm.
- E Includes index.
- F ISBN 978-0-9999999-0-9
- Business of publishing—Cultural aspects. 2. Entrepreneurship—book publishing. I. Doe, Joan. 1951—. II. Title.
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- B. The author's name.
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- D. Physical description of the book. (Usually blank since many books are not yet published.)
- E. Indicates whether an index or other bibliographical entries are included.
- F. ISBN
- G. Subject headings, conforming to Library of Congress usage. (Note: The subject headings MUST be authorized Library of Congress subject headings or it isn't properly cataloged.)
- H. Indicates other ways the book will be cataloged, here by title as well as by author.
- I. Library of Congress classification number.
- J. Dewey Decimal classification number.
- K. Library of Congress PCN. Note the year the number was issued is in the first four digits.

Useful Link: LCCN

To apply for a LCCN go to: http://www.loc.gov/publish/pcn/about/process.html
 Select the option for "Authors and Self-Publishers."





- 1. A barcode is only necessary if you plan to sell your book in bookstores.
- 2. Barcodes often contain information on the book's price.
- 3. ISBN's can be translated into a worldwide compatible bar code format.
- 4. Publishers who wish to have their ISBNs translated into bar codes can make their request online at www.isbn.org or www.bowkerbarcode.com.



Useful Link: ISBNs & Barcodes

To Purchase ISBNs go to: https://www.myidentifiers.com/myid-sign-in

After creating an account, you will be able to purchase both ISBNs and barcodes from this distributor.



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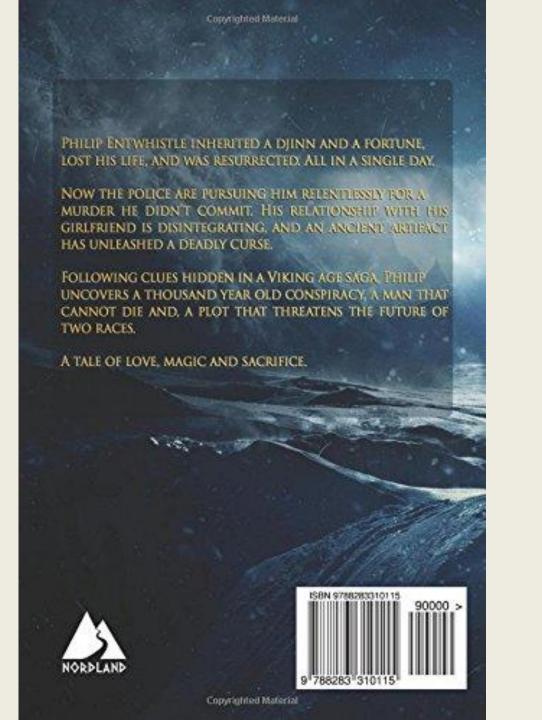
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Placing
Publisher
Information
on the
Copyright
Page.



The Back Cover

ISBN information and the barcode gets placed on the lower portion of the back cover of a book.





A copyright is exclusive legal right to the creator of original works to print, publish, perform, or record literary works.

Obtaining an ISBN does not mean the book is copyrighted.

Obtaining a LCCN does not mean the book is copyrighted.

Work is copyrighted the minute it's created.

To **protect** your copyright, it must be registered with the US Copyright office. There is a \$55 fee to register a single work from an author. Copyright is a separate program administered by the <u>Library of Congress</u> and is an extension of intellectual property law.

Useful Link: Copyright

- It can take up to 7 months to process a web application and up to 18 months to process an application received by mail.
- To register go to:

https://www.copyright.gov/registration/

Select "Literary Works" then "Register a Literary Work."



Steps to Publication

Step 1: Purchase ISBNs and Barcode, then assign ISBN to each form of media.

Step 2: Register with LOC & request LCCN using appropriate ISBNs.

Step 3: Get price estimate from printer, then use that and the LCCN to finish assigning ISBNs.

Step 4: Generate barcode for any print books that will sold in retail outlets.

Step 5: Place all items and information on copyright page and on back cover of book.

Step 6: Publish your book.

Step 7: Once published, register the copyright and mail copies of your books to the Library of Congress.



Useful Links

- Blog with recap of information presented today:
 https://khalielawright.com/isbns-copyrights-and-barcodes-oh-my/
- To Purchase ISBNs and Barcodes:https://www.myidentifiers.com/myid-sign-in-
- To apply for a LCCN:
 http://www.loc.gov/publish/pcn/about/process.html
 Select the option for "Authors and Self-Publishers."
- To register a copyright:

 https://www.copyright.gov/registration/

 Select "Literary Works" then "Register a Literary Work."