

***Make Your Book* by Aronis Alexis:**

A detailed workbook essential for new and experienced author/publishers

As a fellow author and 20-year-veteran of the book industry, I've written, edited, formatted, designed, and marketed well over 50 books. And books, especially traditional print books, are changing dramatically in our increasingly online, connected world. I know how to write, publish, and sell a traditional book, but understanding the new, ever-changing world of e-books and print-on-demand publishing can be daunting. Thankfully, author Alexis Aronis provides real, research-driven answers in his latest book, *Make Your Book: The Author's and Writer's Workbook*.

Aronis shows you how to use CreateSpace to craft your best possible book, from selecting trim sizes and using templates to the full revision and review process. The best part is Aronis doesn't just shoot from the hip — he uses, and cites, real-world information, research, and resources to backup his claims.

Make Your Book's strengths lie in its methodical approach to understanding and explaining the important concepts behind the various choices an author faces. Even a new author can use the steps and visuals presented by Aronis. Reading the book, I am immediately struck by the plethora of visual aids. Helpful graphics that are both effective in illustrating concepts and pleasing to the eye are used throughout the book. Aronis organizes his book into five parts:

- Part I: Trim Size and Mobile Strategy
- Part II: Book Reviews: Significance, Writing, and Receiving
- Part III: Basic Concepts, Rules, and Prototypes
- Part IV: Designing Interior of the Book
- Part V: Endnotes and Remarks

Each chapter begins with a comprehensive overview and ends with key takeaways and summaries. Aronis also offers clear goals and summaries, with both self-knowledge tests and worksheets to help authors hone in on their targets, making this truly a workbook that you can use. The amount of detail packed into in this book is astounding.

I was most impressed by the research Aronis did in determining the magic trim size that is ideal for both print and mobile solutions. He looked at actual bestselling books and their trim sizes. For nearly 20 years I have been using a

trim size of 5.5" x 9" for my bestselling print books and 5'5" x 8.5" for my e-books, which is exactly inside the "bestselling zone" of 5" x 8" ~ 6" x 9", based on Aronis' research. So there's more real-world proof that *Make Your Book* is right on the mark!

Aronis also does an excellent job at demystifying CreateSpace, which can be a real boon for authors who need a helping hand. He effectively walks the reader through the best ways to use themes and templates, create sections and section breaks, collaborate with others, and mark entries for indexing.

One thing that really stands out in *Make Your Book* is the superb attention to detail. Aronis leaves no stone unturned in exploring and explaining the benefits of his approach. Unsurprisingly, this results in a lengthy book. While the book is well organized, I think it could be more concise. It weighs in at 408 pages, which is rather hefty. I think the same information could be conveyed with significantly less ink. That said, I think Aronis' book would be at home in a personal library as well as an academic setting, thanks to his careful attention to structure and organization.

Based on my experience as a bestselling author, *Make Your Book* offers both the new and established author/publisher a hands-on, technical guide to creating a book that will actually sell. Aronis' research-based workbook reveals the technical secrets necessary to stand out amidst the sea of books and really shine!

I would recommend *Make Your Book* to all authors and publishers for its organized approach, research-based solutions, and real-world examples. You will be blown away by the attention to detail and infographics. This practical, hands-on workbook can take you from "I want to write a book" to "I published a book!"

Jennifer Marx is the co-owner of MediaMarx, Inc, a publishing company with print and online media. She is also the author of the bestselling book, PassPorter's Walt Disney World: The unique travel guide, planner, organizer, journal, and keepsake!, among many other titles in both print and electronic formats. Jennifer is a recipient of the Benjamin Franklin Best New Publisher Award. As the web developer of a new online-based book and information delivery system Jennifer calls "LIVE Guides," she's always on the lookout for innovative ways to effectively publish and market information.