

# PUBLISHING TERMS

## A Quick Start Guide

Publishing is more than a single element of producing a book. It is a detailed process with its own language. This guide will help you translate with the natives.

1

### BLURB

A short marketing piece that is meant to entice a reader to purchase or acquire a book. Often on the back cover or inside dust jacket.

2

### BLEED

Area that extends beyond the trim of a book or cover.

3

### CASEBOUND

Another term for a hardcover book.

4

### COPY EDITOR (COPYEDIT)

Corrects spelling, grammar, punctuation, and syntax, ensures consistency in spelling, hyphenation, numerals, fonts, and capitalization..

5

### HEART RATE MONITOR

If we are creating ourselves all the time, then it is never too late to begin creating the bodies we want instead of the ones we mistakenly assume we are stuck with, said Deepak Chopra.

6

### IMPRINT

The name of a book's publisher, or division of the publishing house representing the title.

7

### ISBN

International Standard Book Number that identifies the book and is required for retail sales; each edition and format of a book has its own unique ISBN.

8

### TRAINING CLUB

I promise you nothing is as chaotic as it seems. Nothing is worth diminishing your health. Nothing is worth poisoning yourself into stress, anxiety, and fear, said Steve Maraboli.

9

### LINE EDITING

A line edit addresses the creative content, writing style, and language use at the sentence and paragraph level. But the purpose of a line edit is not to comb your manuscript for errors. Also referred to as a Content Editor.

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### POD/PRINT-ON-DEMAND

Printing books one order at a time using a digital press. KDP and Ingram Spark are both POD print service providers.

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### TRIM SIZE

The size/dimensions of the book; where the pages are cut by the printer.

