



Give Stanley a call for your next project at 770.998.3504 or email him at [stanley@stanleyleary.com](mailto:stanley@stanleyleary.com).



My Lab

## PUBLISHING YOUR OWN BOOK



The latest *Star Trek: The Next Generation* has Jean-Luc Picard reading a book. Books are something we will always cherish as a society.

Now you can publish your own photo book. It is an excellent way to tell your family story, remember your last vacation or preserve family recipes along with photos of the person who originated it. It's a perfect way to create a Family Tree including all those old family photos along with current pictures of the family.

Blurb.com has a web site where you can produce your own photo books. You may incorporate as many as 440 photographs on the eight by ten pages in your book.

What is great about *books* is that you don't need any technology to view them, no internet access, no computers - just open the book and enjoy the pictures.

**Create a Photo Folder:** I found the best way to begin working on the book is to create a folder with all the photos you plan to use. This could include scans of recipes, hand written letters, old maps, land grants, etc.



**Create a Text Folder:** Next you need to have all the text written and stored in another folder. You'll need an introduction, a dedication, perhaps a bio and antidotes about some of the people in the pictures.

The software can help you to spell check and pick different fonts, but it will not catch grammatical mistakes.

**Create a Master Folder:** After you have the images and text ready then download the software. You'll be prompted to name your book and save it somewhere on your computer. I suggest having a master folder containing the image folder, the text documents and the book project itself.

## Client List

American Die Technology  
American Power Conversion  
AmeriGlo  
Annie E Casey Foundation  
Associated Builders Contractors of Georgia  
Athlon Sports  
Atlanta Regional Commission  
Baptist Press  
Bank of America  
British Broadcasting Company  
Black Star Publishing  
Blessed Trinity High School  
Burke County Public Library, Inc.  
Burmeister Group  
Calvin Center  
Catholic News Service  
Celebrate Life International, Inc  
Chiropractic Economics  
Clayton State University  
Cooperative Baptist Fellowship  
Corporate Legal Times  
Country Magazine  
Creative Publishing International  
Defenderworx LLC  
Delta Airlines  
Design Directions Inc.  
Discovery Channel  
Drug Store News  
East Carolina University  
Enzymatic Deinking Technologies  
ESPN.COM

Faith And The City  
 Florida Baptist Convention  
 Florida State University  
 Fordham University  
 fTRANS  
 Fulcrum Construction  
 Galloway School  
 Georgia Council of Chiropractic  
 Georgia Southern University  
 Georgia State University  
 Georgia Tech  
 Georgia Trial Lawyers Association  
 GTP Enterprises Inc  
 Hollywood Reporter  
 Home Channel News  
 International Mission Board, SBC  
 It's for Vets  
 Journal of Accountancy  
 J. M. Huber Corporation  
 Kennesaw State University  
 Kenyon College  
 Ladder to the Moon  
 Landmark Christian School  
 Lifeway Christian Resources  
 Lind-Bergeron  
 Marist Catholic School  
 Media2K  
 Medical Association of Atlanta  
 Medical Economics Magazine  
 Merial Ltd.  
 Merchandise Mart  
 Mississippi State University  
 Molloy Communications  
 Morning Glory Farms  
 MSI International  
 National Education Association  
 National Basketball Association  
 North American Mission Board  
 North Carolina State University  
 Old Dominion University  
 Ohio State University  
 Presbyterian Today  
 Princeton University  
 Reinhardt College  
 Robert Rytter & Associates  
 Roni Hicks & Associates  
 Sears & Roebuck  
 St. John & Partners  
 St. Joseph Catholic School  
 Southern Catholic College  
 Southern Methodist University  
 Southern Seminary  
 Southwestern Baptist Theological Seminary  
 SouthTrust Bank  
 Sports Illustrated  
 Stetson University  
 Summit National Bank  
 Sunny Crest Publishing  
 SYNC Magazine  
 The Community Institute, Inc.  
 The Foundation Center  
 The Georgia Bulletin  
 The Saint Joseph's Mercy Foundation  
 Thione International, Inc  
 Travel Weekly Magazine  
 Union University  
 United Methodist News Service  
 University Of Alabama Birmingham  
 University of Maryland  
 University Of Michigan  
 University of Nations, Kona, Hawaii  
 University Of Tennessee At Martin  
 University of Virginia  
 Upper Deck  
 Vindiqo  
 Virginia Commonwealth University  
 Volleyball Magazine  
 Wake Forest University  
 WireImage  
 Woodward Academy  
 World Council Of Churches  
 World Journalism Institute  
 Yamacraw



Executives of nonprofits are using these when they go to dinner with potential donors. It is so much easier to bring this out at a restaurant than to setup a computer to show a PowerPoint presentation. If the potential donor has a lot of potential you can just leave the book with them while they consider (and discuss) your project.

Once you have created a book it's easy to make copies for family, clients and friends.

The quality of these books and the ease of producing them make the whole experience a pleasure. The folks at [Blurb.com](http://Blurb.com) have software for you to download (PC or Mac) which guides you step by step through the process of producing your book.

In the past I have completed books that required a real-time production with an internet connection. If many other people are accessing the same website while you are working on your book it can create delays or errors. With the software on *your* computer you can work on your book off-line and whenever you're ready.

You can print the book yourself, but I recommend using their

After you have saved the work the first time on the [Blurb.com](http://Blurb.com) software it automatically saves itself from then on.


I suggest for your first project to print only one copy. Your project is saved on *your* computer. If you want more copies just open software and order more. With the completed book in your hands you may discover some changes you want to make. This is quite common even for the big publishing houses. It is common to find a mistake or just a style change they would have made if they could have caught it.



Check out [Blurb.com](http://Blurb.com). I believe you like the price and the quality is excellent.

This Christmas you can give a gift from the heart, a personal story published in a book for your loved one. Get busy and start collecting the images and text right now.

*I found [Blurb.com](http://Blurb.com) through my lab [MyPhotoPipe.com](http://MyPhotoPipe.com). They have a link to [Blurb.com](http://Blurb.com) for you.*



service. They use digital printing devices which mimic offset lithography. You can expect your books to last and resist fading much like other "coffee-table" style book.