Welcome to the Write Publish Market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided — that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20-year veteran of the book publishing industry. On the Write Publish Market podcast, in addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of writing, publishing, and marketing a book that will help your business grow in ways you might not even have dreamed up yet.

Welcome to today's episode, author-entrepreneurs. This is the bookend episode to last week, where we talked about book frontmatter. Today we're talking about book backmatter. Just to give you the big-picture view, as we discussed last week, these are the bookends for your book. Your book is basically three sections: the frontmatter, the text itself (the body of the book), and the backmatter. The backmatter is all related to the book, whereas some of the frontmatter can be lifted out without the text/body of the book being affected. That's not as much the case with backmatter.

When I'm talking about backmatter, what am I talking about? First of all, I'm talking about things at the back of the book. That's how backmatter got its name — not too complex of a concept there. We're talking about all of those things that follow after the text itself. Now, your book might have some of these. Your book might not have some, or you might have a combination of these things. DO you have endnotes — chapter notes — in your book? Do you have a bibliography that you're providing for readers? Do you have a resources section that you're providing for readers, or a references section? A lot of this is a little bit loosey-goosey, because anything goes as you're putting together a resources section. Most prescriptive nonfiction books used to have a resources section; I would say 90% of them did. Today, sometimes you'll find that within the book, but a lot of times you will find a reference or a note to the reader saying, "Resources are available on my website at this address or on my book website at this address." It's www.xyz.com/bookresources, or www.xyzbook.com/resources, and then everything is listed there. The reason for that is obviously smart and simple: It's a lot easier to update a resources list on a website than it is to reprint a book. It's just a way to keep things current. If you do it that way, you have a virtual online resources page, and you just make a monthly task for yourself to check that page and make sure everything's up to date. Is there anything that needs to be deleted from that page? Is there anything that needs to be added to that page, maybe a new resource that you found? That's a really cool improvement to the book publishing world.

You also have, in the backmatter, appendices, if you have any appendicies for your book. Appendices get talked about a lot, because a lot of times people don't know whether something should be an appendix or if it should be a piece of the text. Sometimes things like swipe copy will be put in an appendix — sample emails you could send to pitch a podcast host, or something like that. One of the ways we in the publishing world look at text for an appendix is this: Is this something that is useful for the book, but couldn't be lifted out? So take that swipe copy, for example. The author probably has in the text "This is what you want to put in a pitch to a podcast host" or "This is what you want to put in an email to request permissions for your

book." Is it great to have an example in there? Absolutely. It is. But is it necessary? No, not really. It's a nice "extra" for the reader. In that case, I would say if you have a few of those, pull them out of the text and put them in the appendix. That way, the reader is still getting them, but you're not breaking up the flow of the text. They can be lifted out without changing the text proper. That's one way to look at appendices. A lot of books have multiple appendices. A lot of books have no appendices. It just depends on your book topic — whether it lends itself to having an appendix or appendices.

Nonfiction book indexes is huge, huge topic, especially in the self-publishing world, because a lot of self publishing authors think, "Oh, of course I want an index. Nonfiction books have indexes. Fiction books do not." And then they realize how difficult it is to actually put a book index together. This is why people specialize in indexing. It iis a very specific skill. There are software programs dedicated to this, and there are humans dedicated to this. It's not as easy to throw a book index together as one might initially think, so then they end up in not having a book index. That's something you want to think about. Look at the other books in your genre. If you did a [book positioning study](#), you know about breaking down the components of a book to see what readers of your type of book are looking for. The book positioning study is a really useful exercise, especially for self-publishing authors. It's useful for anyone writing a book, but it's especially useful for self-publishing authors, because it gives you a lot of data about what readers of your type of book are expecting. If you look at 10 books, and nine of them have indexes, or 10 of them have indexes, then your book should have an index — because people who are reading books about your topic are used to seeing a book index. And, as we've talked about before, you want your book as a self-publishing author — as an author-entrepreneur — to conform to the standards of book publishing. You don't want your book to look and feel any different from a book in your topic published by a publisher, whether it's one of the top five, whether it's a smaller niche publisher, or whatever the case may be. You want your book to look and feel the same. One of the ways to do that is for it to have the components that other books in your genre have. So check out that book positioning study and see if an index makes sense for your type of book.

Also, at the back of the book you have an about the author section, which is your chance to give yourself a plug, talk about other places you've been published or featured, a little bit about you as a person, and your accomplishments. This is a page where you can tout your accomplishments and give yourself an extra boost of credibility. That's one of the places to do it.

If you listened to the episode on [frontmatter](#), you heard me talking about acknowledgements. Acknowledgments used to always appear in the front of the book, in the frontmatter following the dedication. It's becoming standard practice — slowly, but we're getting there — that acknowledgments appear in the back of the book, in the backmatter. So think about, if you're including an acknowledgements section, where you're going to include it within the book. If you include it in the frontmatter, fine. If you want to include in the backmatter, that's fine, too. That is definitely the trend in the industry and the way things are moving. Again, check that book positioning study. What are books in your genre doing?

Last but not least, especially for the ebook edition of your book, is your freebie, a link to your website, or something like that, to go on that very last right-hand page. That is prime real estate, in your print book and in your ebook, for you to get people to sign up for your email list. Get them your freebie, and get them into your ecosystem beyond the book. Especially if they've purchased that book from Amazon, you're not going to know who they are. So you have to find ways to draw them in away from Amazon and onto your own site. If you've sold the book from your website, that's a different story. You already have their information. But if you're selling on Amazon in addition to on your own site, or solely on Amazon, or somebody else other than you doing this distribution, you want to have a mechanism in place for capturing information about those people. And your freebie in the back of the book is one way to do that.

Just like we talked about with the [frontmatter episode](#), regarding page numbers, you know that anything before the table of contents does not have a page number, and anything after the table of contents does have a page number of some sort. So we are past the preface, introduction, and those pieces that may have Roman numeral page numbers. We're past the body of the book where we're using regular numbers for page numbers. That's the case for the backmatter as well. The only thing in the backmatter that will not have a page number is that freebie page, if you include that in your book. Everything else will have page numbers: notes, references, resources, index — all of those things will be listed on the table of contents and will have a page number attached to them. You want to make sure that you're following that norm with that.

That is backmatter. Like I said earlier, that is the other bookend to your book. Just like a story that you write, as we learned in English in elementary school, has an introduction, body, and conclusion, a book itself has the frontmatter, the text/body, and then the backmatter. Frontmatter and backmatter are the bookends to the body of your book. After the about that author, or the freebie if you're doing something like that, you're going to close that book. That is the end of the book.

I hope you found this episode helpful. If you have questions, please reach out. I would love to hear from you. And until next time, keep on writing.

Thanks for listening to this episode of the Write Publish Market podcast. I know just how busy entrepreneurs' schedules are. I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you enjoyed this episode, take a quick screenshot and share on social to let others know you're listening. Use the hashtag #writepublishmarket to spread the love. Until next time, friends, happy writing.