2018

Faith Books & MORE Publishing

BOOK PRODUCTION & PUBLISHING GUIDE FOR AUTHORS

A guide to assist authors throughout the book production and publishing process

Dear Author,

Writers all over the globe prepare millions of manuscripts each year that are never published. With high hopes of selling their work to traditional publishers, they submit query letters to agents and publishing houses. Due to the competitive nature of the industry, most them are rejected, leaving writers doubting their abilities and the worthiness of their work. Dreams of becoming a published author fade as dust settles on the manuscripts.

Before seeking publication, a writer needs to answer some basic questions. Who needs this book? Is my purpose to find fame and fortune or to bless others? Am I content to be limited by the decision of an agent or publishing house? Someone is waiting for the information or inspiration in your book. The longer you wait to publish, the longer they are missing what you should offer. We live in a digital world. Writers no longer need to accept rejection letters as the death of their manuscripts. Now you can control your destiny, your dreams, and the publishing process. Give the gift of YOU. Faith Books & MORE Publishing can help you make your vision a reality.

Within three to six months, you can have your book edited and produced with a professional cover, quality layout, and listed on major websites such as Amazon.com and Barnes & Noble.com along with worldwide availability through Ingram, one of the largest distributors in the world. So, what are you waiting for? Do not let a rejection be the death of your vision.

As an author, I searched for a publishing company that could provide me with the services that are unique to my situation and the types of books I write. I wanted a company that would not provide a "canned" response to my questions, but would work with me to develop the best solution to satisfy my needs. I was looking for a company that would play the role of my advocate and not just my publisher. After my search, I realized what I was looking for did not exist. Therefore, I decided to build what I was looking for and act as an *Author Advocate*. As writers, we have an obligation to preserve our thoughts, experiences, creativity, and most importantly faith in print, as well as other forms of media.

At Faith Books & MORE, our book publishing process is **100%** custom. Your involvement as the author is very important because we need your vision for the book captured, so we can bring it to reality. Publishing with the assistance of an author services company can be a smart choice for writers. It is cost-effective, relatively fast, pays much better than standard royalty contracts, and lets you maintain control over the publishing process.

Our book publishing offers various levels of publishing and design support, so authors will always get exactly what they need, without paying for what they do not. Our process is **100%** custom because there are:

- No templates
- No one size fits all approach
- No minimum orders
- No hidden fees

After reviewing this *Publishing Guide*, contact Faith Books & MORE Publishing and an Author Advocate will walk hand-and-hand with you to the publication of your book.

Sincerely,

Nicole Antoinette, Publisher
678.232.6156
publishing@faithbooksandmore.com
faithbooksandmore.com

Contents

Book Production & Publishing Process

The book publishing process typical turn-around time is between 3 to 6 months when following the steps below:

	Step	Author	Author Advocate	Author Coach	Editor	Cover Designer	Interior Designer
1	Review Book Production & Publishing Guide	√					
2	Meet with an Author Advocate to discuss publishing	√	√				
3	Review Publishing Contracts for Authors	√					
4	Select Your Publishing Package	√					
5	Submit Agreement Forms • Author Services Agreement • Beneficiary Form • W-9 Form *(http://www.irs.gov/pub/irs-pdf/fw9.pdf)*	√					
6	Package A - Submit Manuscript with Manuscript Submittal Form Package B - Submit Manuscript for Manuscript Review and Critique Package C - Schedule Meeting with Author Coach	√					
7	Submit Manuscript with Manuscript Submittal Form	√					
8	Review Manuscript and Manuscript Submittal Form		√				
9	Assign ISBN		√				
10	Assign Imprint or Assign Custom Trade Name		√				
11	Edit Manuscript				√		
12	Meet with the Graphic Designer to discuss the Cover Design Information needed when you meet with the Graphic Designer to capture your vision: a) Front cover design ideas b) Back cover design ideas c) Target reader d) Message to be communicated to the target reader	√				√	
13	Meet with the Graphic Designer to discuss the Typesetting & Layout Design *(optional)* Information needed when you meet with the Graphic Designer to capture your vision: a) Page number design ideas b) Header/Footer design ideas c) Transition page design ideas	√					√
14	Review Edited Manuscript	√					
15	Submit Final Manuscript	√					
16	Review Front Cover Design via PDF	√					
17	Submit Email Approval of Front Cover Design or Requested Changes	√					
18	Review Galley via PDF	√					
19	Select Retail Price and Trade Discount	√					
20	Review Book Pricing Agreement	√					
21	Submit Book Pricing Agreement	√					

22	Review Full Cover Design via PDF	√					
23	Submit Changes via the Galley Modification Form *(if applicable)*	√					
24	Submit Changes via the Cover Modification Form *(if applicable)*	√					
25	Submit Galley Sign-Off Form	√					
26	Submit Cover Sign-Off Form	√					
27	Send Proof Copy to Author		√				
28	Review Proof Copy	√					
29	Submit Changes via the Galley Modification Form *(if applicable)*	√					
30	Submit Proof Copy Sign-off Form	√					
31	Send Book to Printer for Publication		√				
32	Submit Copyright Registration *(optional)*	√					
33	Pay final invoice	√					
34	Create Marketing Starter Kit		√				
35	Create Author Webpage		√				

Note: This process represents an all-inclusive package for books that do not require illustrations. For illustrated books, Faith Books & MORE recommends editing prior to illustrating to ensure the text and the illustrations are accurate.

Distribution & Fulfillment

The power of on-demand printing and on-demand distribution can make your book available for unlimited wholesale availability via sales channels and automatically available through I-Page, the book ordering system available at over 25,000 bookstores and retail chains.

Faith Books & MORE will print and fulfill an unlimited amount of orders originating from sales channels, without any additional out-of-pocket printing costs for you, ever. You only pay for books you order yourself (and you do not have to order any unless you want to). Your distribution-on-demand sales channels can include (but not limited to):

U.S. Distribution	U.K. Distribution	Channel Partners
Ingram Book Group	dlibris.com	Amazon
	Amazon.co.uk	Barnes & Noble
	Bertrams	
	Blackwell	
	Book Depository	
	Coutts	
	Gardners	
	Mallory International	
	Paperback Shop	
	Eden Interactive Ltd.	
	Aphrohead	

Publishing Packages

Package A: Book Production & Publishing - $2,499.00

Ideal for authors who have a complete manuscript and ready for professional book production.

- 5 Copies of Published Title
- Author Advocate
- Author Maintains All Rights
- Author Sets the Retail Price
- Author Sets the Royalty
- Black/White or Full-Color Interior Printing
- Book Size Options
- Copyright Ownership
- Custom Cover Design
- Custom Interior Design
- Custom Trade Name *(optional)*
- Electronic Galley Proof
- ISBN
- Paperback or Hardcover Format
- Professional Book Editing
- Proof Copy
- Return Policy
- U.S. Wholesale Distribution
- Unlimited Interior Images
- Wholesale Volume Discounts
- Worldwide Wholesale Distribution

Package B: Manuscript Review + Book Production & Publishing - $3,499.00

Ideal for authors who have a complete manuscript and want a professional to read and provide suggestions.

A review of your partial or complete manuscript is necessary to ensure your writing is clear and concise. With this service, our reviewer will read your fiction or nonfiction manuscript and offer feedback, recommendations, and corrections. The review addresses theme, structure, plot, scene, motivation, conflict, character development, narrative voice, dialogue, concept development and clarity, consistency, and story flow. Up to 200 typed 12-point size, double-spaced pages in MS Word with 1" margins. The reviewer does not correct grammar, name spelling, punctuation, figures/formulas, captions, footnotes, and back matter (indexing, bibliography, endnotes, source notes). The package includes:

- Package A
- Review manuscript and recommend changes for improvement or enhancement
- Review proof copy for interior design consistency, page formatting, and organization

Note: The author will receive comments for improvements. This does not include any coaching or ongoing contact with the author.

Package C: Author Coach Services + Book Production & Publishing - $4,999.00

Ideal for authors who need help organizing and outlining their book idea along with accountability to get the manuscript written and finished by a certain date. It includes review of the manuscript.

A dedicated publishing professional assists authors with the development and organization of their book content, outlining, and formation of story structure, theme, characters, and concepts. Through regular coaching sessions, the author's coach and author work together to determine the ideal reader *(target audience)* for the book, timeline for completion, discuss marketing and promotional strategies, consider social media and public relations tactics, and determine the overall objective of the book project for the author. The author's coach provides support, encouragement, accountability, and industry insight, as well as review of manuscript prior to submission to the copy editor. The package includes:

- Package A and Package B
- Define target audience, benefits of book, author goals
- Create book theme, book description, outline, and content
- Develop project timeline

Note: Includes ten 60-minute Author Coaching Sessions and up to fifteen chapters for manuscript review.

Package D: 2nd Book Publishing - $999.00

When an Author publishes a book in one format (e.g., paperback), he/she may elect to publish the same book in a different format (e.g., hardcover). The 2nd book with the same title will receive all the same services as the first book published in Package A, except a separate Marketing Starter Kit.

Payment Terms:

Faith Books & MORE offers several publishing packages to fit an author's need with two payment terms.
- ➢ Pay in Full - Save $300 off packages A, B, and C
- ➢ 2 Payments - 50% deposit to start the book project and the balance is due when you approve your book for publishing

Writing Services

Ghost Writing Services – *(pricing provided after consultation)*

A ghostwriter empowers you to enhance your career by helping you become a published author. If you have a story you want to write but do not have the time or the writing experience to get it done, a ghostwriter can get your story on the page for you. If you have a unique experience, lesson, or message to share, this is your opportunity to reach a wide audience.

Our ghostwriter is committed to tell your story, the way you want it told, while maintaining your voice. The ghostwriter will work with you to understand who you are and what you want to communicate.

Marketing Starter Kit Services

Marketing Starter Kit Services – *($399.00)*

Marketing Starter Kit includes the design and printing of
- 500 Bookmarks
- 500 Postcards, and
- 500 Business Cards of published title.

APPENDIX

Book Pricing Agreement Sample

Dear Author,

Congratulations! Your book is now ready for your review. It is time to choose a discount percentage, price, and royalty payment for your book. Please note that if you are publishing both a soft cover and a hard cover edition of your book, you must select a price and royalty for each on separate agreement forms. If you have questions regarding this form, please contact your Author Advocate and they will work with you to understand the agreement and answer any of your questions.

Sincerely,
The Faith Books & MORE Book Production Team

BOOK DETAILS

Book Title:	
Book Format:	
Book Size:	
Page Count:	
Paper:	

PRICING AGREEMENT OPTIONS

	OPTION ONE	OPTION TWO
Discount Percentage:	20%	55%
Retail Price:		
Channel Price:		
Wholesale Cost:		
Royalty:		

Read the following statement and then sign and return this form to Faith Books & MORE.

I agree to the pricing agreement options and selection **OPTION _____** for my book. Faith Books & MORE reserves the right to modify the price of my book as costs and/or market conditions warrant, but guarantees they cannot decrease my royalty amount without my prior approval.

Signature   _____

Printed Name _____

Date   _____

Book Pricing Agreement Overview

Generally, the discount range offered by an author is 20% - 55%. A bookstore or retailer (not online retailer) typically will purchase a book at a 40% discount off the *Retail Price*, thus becoming the *Channel Price*. An online retailer typically will accept no less than a 20% discount, thus becoming the *Channel Price*. Since the online retailer is dealing with electronic data (i.e., the ordering process), they can accept a lower discount because they cut out the intermediary; the distributor. However, a bookstore or retailer purchase through a distributor, so the distributor will purchase the book at a 55% discount and resell to the bookstore or retailer at 40% discount.

Here is another way to explained:

20% Discount Explained

If you have plans to market your book through online retailers, this is the best option for you. It enables you to receive the maximum royalty.

55% Discount Explained

If you have plans to market your book through bookstores and retailers, this is the best option for you. It enables you to position yourself to approach any major bookstore, independent bookstore, or retailer for consideration to stock your book in the stores. However, you will receive a lower royalty. Here is an example how it works:

The distributor resells the books to the bookstores and/or retailers. If you offer the distributor a 55% discount, bookstores will purchase from them at a 40% discount. If you offer the distributor a 40% discount, bookstores will purchase from them at a 20% discount. Most the bookstores and retailers purchase at a 40% discount for placement in its stores. So, if you choose to market to bookstores and retailers, the 55% discount would be recommended.

Some other distributors, wholesalers, and bookstores want to purchase books at a 50% discount, therefore, you will have already considered that market.

Discount Percentage
Offered to bookstores, retailers, and online retailers for inclusion of your book in its catalog for sale.

Retail Price
When someone orders your book through a bookstore, retailer, or online retailer (e.g., Amazon.com), they will be charged your book's Retail Price.

Channel Price
When a distributor, bookstore, retailer, or online retailer (e.g., Amazon.com) order your book, they your book's Channel Price.

Wholesale Cost
As an author, you will be able to purchase single copies of your book at the wholesale cost.

Royalty
Your royalty amount as the author for a single copy of your book.

Royalty Schedule

Month of Sales	Payment Release Date	Royalty Check Date
January	April 30	May 31
February	May 31	June 30
March	June 30	July 31
April	July 31	August 31
May	August 31	September 30
June	September 30	October 31
July	October 31	November 30
August	November 30	December 31
September	December 31	January 31
October	January 31	February 28/29
November	February 28/29	March 31
December	March 31	April 30

Artwork Submission Standards

- Artwork must be drawn on white paper

- Artwork must be drawn no larger than 8.5 x 11 or to size, for example, if the book is 6 x 9 then the artwork can be 6 x 9.

- Artwork must be drawn with dimension; length, width, and depth.

- Artwork is, where possible, correctly sized and proportioned to the chosen book size.

- Standard fonts are used (where applicable)

- Your labeling is well sized (8/10pt is adequate)

- Charts, graphs and illustrations have been converted to encapsulated PostScript (preferred) or 600 dpi bitmaps (the latter at their intended print size)

- Photographs (continuous tone) with no labeling have been supplied as TIFFs at 300 dpi at their intended print size

- Annotated/combination figures have been created using correctly sized TIFFs at 300 dpi

- You have restored the size of TIFFs embedded in PowerPoint presentations

- Annotated/combination figures have been converted to encapsulated PostScript (preferred) or 600 dpi TIFFs at their intended print size

- Black and white TIFFs (either alone in annotated form) are saved in grayscale mode

- Color TIFFs (either alone or in annotated form) are, where possible, in CMYK mode

- You have not supplied JPEG or GIF   files or converted these files to TIFF or EPS

- Figure files have been clearly named with a correct PC suffix (even Mac users!)   .eps for encapsulated PostScript .tif for TIFF   are clearly named, e.g. not Fig1.eps (these are easily lost!)

- All multipart figures have been saved as clearly named separate files or have been embedded into a single figure

- You have submitted adequate hard copies for comparison if color critical

- Accompanying figure legends have been included in the manuscript text submission

- You have not repeated information in a key in the legend (either one or the other is best, not both, and over complex keys should be avoided for clarity)

- Figures have been cited in the text in numerical order

Preferred Formats

We have three preferred formats for electronic art that mirror the standards of the publishing industry.

TIFF (Tagged Image File Format) – A format that breaks an image down into little blocks, called pixels (from 'picture element'). Each pixel has a precise position and color. If there are enough pixels, then the image is very sharp and we say that it is of 'high resolution'.

> **File extension:** .tif
> **Recommended for:** photographic images

EPS (Encapsulated PostScript) – This keeps text and lines sharp at all sizes. It can also contain photographic images. Please make sure that any embedded images are of high resolution and ideally are in TIFF format.

> **File extension:** .eps
> **Recommended for:** line art and combinations of photographs and labeling

PDF (Portable Document Format) – This is a format that is similar in many ways to EPS. Great care must be taken that embedded images are not reduced in quality when creating a PDF. You can visually check this by zooming in on the created PDF.

> **File extension:** .pdf
> **Recommended for:** line art and combinations of photographs and labeling

These three standard formats are independent of any particular operating system or computer program. While we may be able to use other formats, it is best that you supply figures as TIFF, EPS or PDF. Most graphics programs will 'Save' or 'Export' files as TIFF or EPS, and you can create EPS or PDF from any program using a PostScript printer driver or PDF creation software, which is becoming increasingly common.

Color Modes – Monochrome, Grayscale, RGB (online) and CMYK (print)

- Monochrome art (black on white) should be in 'bitmap' mode (also called 1-bit).
- Greyscale art should be in 'grayscale' mode, a palette of colors that has 256 shades ranging from white to black (also called 8-bit).
- Color art destined for print publication should be in CMYK mode. CMYK stands for Cyan, Magenta, Yellow and Black – these are the base colors used in the printing process.
- Color art destined for online publication should be in RGB mode. RGB stands for Red, Green and Blue – these are the colors that are displayed by computer monitors.

Good Practice

- Use standard fonts that are legible and of an appropriate size. We recommend the following fonts: Times, Times New Roman, Arial and Helvetica.
- Make sure that any labeling is readable against the background, and that lines are of a suitable thickness. Also, check that images are sharp and contain a large number of pixels – zoom in on the image to check its quality (try zooming in on the wolf images to the left).
- Please use standard formats, and do not supply files in a format native to a program or operating system.
- As the range of colors available in RGB is slightly different from CMYK, please create your files in the appropriate color mode (i.e. RGB if intended for online publication or CMYK if intended for print).

Glossary

Acceptable formats - Our preferred formats for electronic art are:
- EPS or PDF for line art or combination images
- TIFF at 300 dpi for photographic images

Acceptable resolutions - The resolutions recommend are as follows:
- Photographic images should be at a resolution of 300 dpi at final size (whether a complete image or embedded in a combination figure).
- Line art or combination images should be saved at 600 dpi.

Bitmap - An image stored in a pixel-by-pixel fashion. Continuous tone images are stored in this format. Sometimes used to denote an image composed solely of black and white, in which each pixel is either on or off (each pixel being represented by 0 or 1, in computer terms a bit).

BMP - Windows bitmap. Common forms of bitmap file in Microsoft Windows. Poorly supported by other operating systems and with limited support for color. Should be avoided for print and web. PC suffix .bmp

CMYK - Cyan, magenta, yellow, black. A color model used to represent color in print. Known as subtractive color model. Color is reproduced by the reflection of light off pigments. Although the full color gamut can be represented in CMY, true black cannot be made owing to impurities in the actual inks. Black (K) is added to counter this.

Combination figure/image - Artwork that contains both vector/text and continuous tone elements, e.g. an annotated photograph.

Compression - Making an image or file size smaller using a computer program or numerical method, e.g. Zipping a file or using LZW compression.

Compuserve GIF - Graphical interchange format, not suitable for print. A compressed file format that uses run-length encoding (LZW) to make smaller files. This type of compression is only useful for images with flat areas of colors and can only store up to 256 colors/greys. It is a very useful format for the web but with its very limited range of colors should not be used for print. PC suffix .gif

Continuous tone - An image composed of a range of tones, e.g. a photograph. These images cannot be described mathematically and are instead described pixel-by-pixel in a bitmap. TIFF is an example of a bitmap format.

Digital camera - Digital cameras can create high-quality original electronic images. Use a good quality camera with a resolution of greater than 3 megapixels, and ideally greater than 5 megapixels. Please save the image as a TIFF and avoid the RAW format.

Dot gain - On printing halftone ink dots spread on the paper causing colors that are too dark or strong.
CMYK Cyan, magenta, yellow and black

Downsampling - The removal of pixel data from an image to save file size in exchange for less detail, e.g. when embedded images are lowered in quality when making a PDF for the web.

DPI - Dots per inch. The unit of measurement for output resolution of a printed image. Often used to mean 'pixels per inch' to describe the resolution of an image.

Encapsulated PostScript (EPS) - PostScript is a page description language developed by Adobe. It encodes vector artwork as a series of mathematic descriptions, allowing vector artwork and text to be stored and resized irrespective of resolution. Bitmaps can also be embedded in PostScript files, making this a useful format for both line art and combination figures. EPS files can be placed in larger PostScript publications. This format is recommended for vector and combination of vector and bitmapped images. PC suffix .eps.

File naming convention - A logical approach to file naming. Filenames should combine a manuscript identification number, the figure number and part, and a suffix representing the file type, e.g. <author name>_<figure number>.<suffix>

Fonts - See Standard fonts.

FTP - File Transfer Protocol. A method for transferring files over the Internet.

GIF - See Compuserve GIF.

Grayscale/Greyscale - An image composed of black, white and intermediate shades of grey. Although greyscale can be represented in color, file sizes are larger because of unused data. There are normally 256 shades of grey in a greyscale image.

Halftone - A method of reproducing continuous tone artwork in print by screening an image to break it down into a series of dots of varying size (which can be reproduced by spots of ink). The size of each dot represents the ink density. Color halftones are reproduced as a series of CMYK dots laid down in rosette patterns. Halftones are used as printing presses cannot print the fine graduations of ink required for continuous tone.

JPEG - A type of compressed file (strictly a type of compression) particularly suited for storing continuous tone bitmap data (such as photographs), not suitable for print. It achieves a high level of compression by discarding some of the data in an image. JPEG compression can result in artifacts such as areas of blocky appearance and auras around sharp edges and text. Consequently, it should not be used for print but is suited to the web. PC suffix .jpg/.jpe/.jpeg

Line art - Any image composed of lines and text, such as graphs, charts and illustrations. Best saved in vector formats (such as EPS).

Lossy - Any type of compression that loses portions of data to lower file size, e.g. JPEG.
LZW Lempel, Ziv, Welch compression. A form of run-length encoding that compresses some bitmap images. Compression is carried out by an algorithm that looks for areas of a single color or patterns and replaces the repeating pixel data with the equivalent of 'the next x pixels are...' Of little use for compressing continuous tone bitmaps and may in fact enlarge them, but effective on monochrome images with repeating patterns.

Monochrome - A 1-bit black and white image saved as bitmap mode.

PDF - Portable document format. A derivative of PostScript, also able to store both vector and bitmap data. Whilst this format can be used for encoding individual images, it is more often used to store documents in a 'print on screen' format that can be viewed with Adobe's free Acrobat reader software on a wide range of computer operating systems. PC suffix .pdf

PICT - A primarily Macintosh format, often used for graphic file interchange between Macintosh applications but less support exists on other systems. PC suffix .pic/.pict

Pixel - Picture Element. Each pixel is given a position and color value. A grid of pixels makes up a bitmap image.

PPD - PostScript Printer Description. A file that contains printer specific information for PostScript printer drivers. Required when installing a PostScript driver, even when you do not have a printer.

Raster image - Also sometimes called a bitmap, an image made up of a grid of pixels.

RAW format - This is a format that digital cameras can save in. This is to be avoided. Publishers prefer TIFF.

RGB - Red, green, blue. A color model used to represent color on screen. Known as an additive color model. Colors are reproduced by additive amounts of light passing through a range of pigments.

Standard fonts - Common fonts that are available and easily substituted for in all computer operating systems. For maximum clarity use sans serif fonts (Arial/Helvetica) for labeling figures, and Symbol for Greek and other characters. Unusual fonts may not be supported on all systems and may be lost on conversion.

TAC - Total Area Coverage. This is the total combined value of CMYK for the darkest area of an image. It is often specified as 300% for CMYK process printing.

TIFF - Tagged image format files. A widely supported standard for saving bitmap images (continuous tone). It can store images in color (RGB or CMYK) and greyscale and supports LZW compression. A recommended format for storing continuous tone images. Line art must be saved as high resolution TIFF (600 dpi). PC suffix .tif

Vector art - An image that can be described mathematically as a series of coordinates, lines and shapes. EPS is an example of a vector format. Vector artwork may include text, graphs or illustrations.

Web optimization - A process where images are lowered in quality so that the overall size of a PDF or image is smaller. This makes them appropriate for viewing on screen and easier to download via the web. Files destined for print publication should not be web optimized.

WMF - Windows metafile. A Microsoft Windows format, usually used for interchange of image data between Windows software, and rarely used as an end format. PC suffix .wmf

Zip - Another derivative of the LZW compression. Commonly used for compressing and archiving files in Microsoft Windows environments.

Contact us today to start the book production and publishing process!
Nicole Antoinette
publishing@faithbooksandmore.com
678.232.6156