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Self Publishing

- **Why should I self publish?**

More and more authors are looking to publish their books with indie publishers. The reasons for this vary widely, but the answer is almost always that self publishers can provide greater flexibility for the author. It is the author, not the publisher, that is in control.

If you have a specific market for your book, such as a club or organisation, then self publishing is the route you should take. If you are comfortable with social media and have a wide circle of contacts, this is another good reason to consider self publishing, since you should be able to make use of these resources to sell books yourself.

Another incentive to self publish is the fact that - rather than receiving a royalty of approximately 8-10% of the book's price from a traditional publisher - you will receive the balance that remains after you deduct your expenses from the price you receive. The difference can be substantial, but, again, you must also be willing to put the time and energy into selling and properly marketing your book.

Authors might also chose to self publish because they know the market interest in their book is very small or they want to produce something that they can share with family and friends.

- **What can I expect in terms of timing?**

There's no easy way to answer this, as there are so many factors that effect the timing of the book. The length of time it takes the author to work through the design and editorial process, size of the print run, country of origin, destination, holidays etc. Your editor or designer will set up a publication schedule for you to work to

achieve your goal. Before you begin you will have a good idea of when you will have your book ready to sell and share with the world.

- **How do I make secure payments?**

At the moment, we only accept secure bank transfers from your bank of choice to our account with Barclays of London. This eliminates any risk to you and Tryptic. We accept payments in almost any currency but often quote in USD.

- **In which ways can I have my book printed?**

Every which way! Hardbound, softbound, cloth, leather, slipcased, novelty designs, foils, laminations, coatings... Tryptic Books doesn't use standard formats or limited design options. If you can dream it, we can create it!

This is where the fun really begins in the design process, and your designer can suggest all sorts of options with you. Extras are not always necessary, but they can add increased perceived value and grab the attention of the reader.

- **What trim size should I use?**

Trim size relates to the subject matter and perceived value. We don't use standardised formats, so we can offer you the freedom to choose the best trim size for your work. Often an author will come to us with a trim size they would like to use, and we can find the closest, most cost effective alternative. Just a few mm can make a large difference to the price. If an author has no ideas about the trim size, their designer can make a recommendation that will work well.

- **What do you mean by "rights"?**

As the author, you own all rights to your book. If you enter into a contract with a book publisher, you are usually required to grant some of those rights to the publisher — usually the right "to print, publish and sell the work in book form". Subsidiary or secondary

rights are often shared by the author and publisher. These rights comprise every other form of publication — electronic, translations, audio, film and television, merchandise, etc. A grant of rights may cease after a book is considered out of print or at the end of an agreed fixed term.

- **Who owns the copyright to my book once it is printed?**

You do. Forever. Once you create something original and tangible, copyright covers your creation even for a period of time after it is out of print. You do not need to apply for copyright; the copyright page of your book asserts your rights.

- **Do I need a Library of Congress Catalog Number (LCCN) for US publication?**

No, it is not necessary. However, a LCCN contains meta data and has other advantages, including being a mark of professionalism. It is not legally required on a self published book, and there is no cost for the application. This number is included on the copyright page of the book.

The purpose of a LCCN is to alert libraries to your book so they can order copies for their library collections. And, while this doesn't mean an more sales, it does mean more readers (who aren't buying the book). For some it is a dream to have their book found on the library shelves, while others prefer to make the most of their sales by trying to reach the buying reader.

It is worth noting that as the increased demand for search ability plays a role in our lives on the Internet, there may be future advantages to having your book listed with the Library of Congress.

You must complete the Preassigned Control Number (PCN) application for a LCCN before you publish your book. The process can take several weeks, so if you would like this included with your book, please advise us as quickly as possible to ensure there are no delays.

One follow up step after you have successfully completed the application process is that you must send a (good quality) copy of the book to the Library of Congress. Sending this copy is exclusive of the two copies you are obligated to submit.

Library of Congress
US & Publisher Liaison Division
Cataloging in Publication Program
101 Independence Avenue, S.E.
Washington, DC
20540 - 4283

- **Do I need to ask permission to use trademarked material?**

Absolutely. This can be a very tricky thing, since it is often unclear who controls the rights. Unless you can obtain written legal permission from the owner of the rights, we strongly suggest you stay away from anything questionable. Lyrics from songs, quotes from other books and trademarked characters are a few examples.

- **What makes Tryptic unique?**

It's true that there are numerous self publishing companies available online. Unlike most others, we offer you a choice of two ways to publish your book - Self Publishing and Hybrid Publishing. For both of these methods, we bring a unique perspective with our extensive experience working in the traditional publishing industry and bring back many now out of date practices, like proper author care, to the self published author. We love books, but we also have a deep appreciation for the artists who bring them to life. Over the years we've selected some of the best and brightest minds in publishing to form a creative collective.

- **Where are you located?**

We have offices in Manhattan, SE London and Oxford, UK, but we also work with publishing professionals around the world. Once we

assess your needs, we are happy to provide you with direct contact information and we can speak by telephone or video conference.

- **How many books should I print?**

This is probably the most frequently asked question at Tryptic. And whilst we are happy to print large orders, we also don't want an author to be unhappy if they are sitting on lots of unsold copies.

Be realistic. If your main goal in publishing is simply to be published, and you don't intend to put a lot of effort into selling books, buy a hundred or two. You'll have plenty for your friends and family. For little investment you can even be listed on all the large websites, such as Amazon and BarnesandNoble.com. You can always come back to us for a reprint if you run out of copies.

With that said, if you only print a couple hundred at a time, you will not be able to sell through most wholesale channels and see large returns, as the unit cost is higher for smaller print runs. If you believe your book has wider sales potential and you are willing to put time into sales, we might suggest 500 – 1000 copies to start. Once you have sold your first edition, you can assess how many copies you need for the reprint.

Rarely would we suggest that anyone print over 3,000 copies on their first printing. A good example of an exception to this rule is books that are produced for a large charitable association with a built in market for sales.

- **What if an agent or a publisher wants to pick up my title?**

Many large traditional publishing houses and agents now scour the shelves and the Internet for self-published titles that fit their publishing program. If you choose to use our Self Publishing service, the agreement is non-exclusive and you are free to enter other contracts. If you choose our Hybrid Publishing method, we will represent your interests with all third parties.

- **Will my local bookstore carry my book?**

Yes, it is possible to have your book available in your local book store. Often having a local author can help sales. You may want to approach the store manager with the idea of a book signing. If the manager can see the potential for sales, they may carry your book. If the manager is unwilling to take a risk, you can always offer to leave the books there on a consignment basis.

If your book is being published under our Hybrid Publishing method, we will present the book to your local shop, but it is still a good idea for you to make a personal approach as well.

- **Can I sell my book on Amazon's International sites?**

Yes, you retain the foreign language rights and it's a good idea to list your book on as many platforms as possible to maximise your presence in Amazon Kindle stores. We suggest that you list your book in the language in which it is written so there is no confusion. You don't want to send anyone a book that they've ordered and can't read.

We also suggest that you not limit your sales to Amazon's websites. Companies like Apple and Kobo are aggressively pushing into overseas markets.

- **What will the retail price be on my book?**

If you choose our Self Publishing model, you set the retail price. We will suggest a retail price based on several factors, but the final decision will be yours. Things to consider include the price of similar books and how much profit will be left for you after you deduct your expenses and the discounts you will have to offer to retailers. If you are using our Hybrid method, we will set the retail price for you.

- **What is the difference between your two self publishing options?**

The Self Publishing service option allows you to choose whichever of our services suit your needs. The finished book is delivered to you, and it is your responsibility to handle all sales.

With the Hybrid Publishing service option, you are still free to choose the services you need. The difference between this and the a la carte plan is that, if your book is accepted to be included in one of our imprints, Tryptic will handle all storage, sales and distribution.

- **If my book is not accepted for full service publishing, does that mean it's not good?**

Absolutely not! There are many benefits to both. We select books for one of our imprints based on the likelihood that they will appeal to a wide audience that can best be reached by a multitude of retail outlets.

- **In what bookstores and retail outlets will my book appear if I am published under one of your imprints?**

We have relationships with all of the major online and brick and mortar bookstores, as well as with outlets such as Costco, Walmart, BJ's, Sam's Club and small independent retailers. We cannot guarantee that your book will appear in all of these places, but they will be shown to everyone with the hope that they will be included in their selection.

eBooks

- **Does an eBook have a different format?**

Yes, the format for eBooks will change, as it's not the same as the printed version. Differences in the book are to be expected, such as fonts that are not recognisable on eBook readers. Our designers are well prepared to help you format your eBook and offer alternatives that will help maintain the integrity of the printed version.

- **Do I need a separate ISBN for my eBook edition?**

Yes, you will need a separate ISBN for your eBook. An ISBN is linked to a specific product, so, although the content is similar, the two formats are completely different products.

- **What are the eBook platforms?**

The most common and requested formats are .epub and .obi/.prc. An .epub is the official International Digital Forum (IDPF) specification and the most popular e-book format because it can be viewed on a wide variety of devices.

.mobi / .prc is based on the Open eBook standard that uses XHTML, Javascript, and frames. The Mobipocket e-Book format can be enjoyed on many devices, including the Amazon Kindle e-reader.

Tryptic eBooks are supported and compatible with most eBook readers and platforms. This includes iPad, iPhone, Blackberry, Amazon's Kindle and Barnes & Noble's Nook, among others.

- **Is my work digitally protected?**

An eBook or a digital work is protected by the same laws that extend to your printed books. Additional digital rights management and protection of your e-book is provided for by our vendors.

- **What are the duties, taxes and import fees?**

Tryptic does not collect duties or taxes for your manufactured product at the time your order is placed, and it is likely your local jurisdiction will require customs to be paid for your shipment.

All international shipments ship Delivery Duty Unpaid (DDU). Consignees are responsible for all applicable duties, taxes and import charges at the time of delivery.

Please consult your local customs office for more information on these costs.

- **What is the sales tax in the US?**

Depending on the state, authors who sell their own books directly to readers may be obligated to collect and remit sales taxes to their state tax authority and perhaps out-of-state authorities as well, depending on where you do business.

- **What are the VAT charges in the EU?**

Tax laws are constantly changing, so this is something we are always keeping a close eye on for our authors. Book sales are subject to the VAT rate in the country in which the book is purchased. This can vary widely, as the UK Vat rate is 20% on eBooks vs 3% in Luxembourg. We suggest you contact your accountant if you have any questions and for the latest information on tax laws.

- **What is the Goods and Services Tax (GST) in Australia?**

The GST is a value added tax of 10% on most goods and services sales. While it is levied on most transactions in the production process, it is refunded to all parties in the chain, except the final customer.

- **What is an ABN and EIN in Australia and why might I need them?**

An Australian Business Number (ABN) is a unique 11 digit number used for identification purposes. It is used for various other business practices but does not replace your tax number.

For more information on registering for an ABN, see <https://www.business.gov.au/info/plan-and-start/start-your-business/business-and-company-registration/register-for-an-australian-business-number-abn>

An Employer Identification Number (EIN), is a free 9 digit number issued by the Internal Revenue Service for banking, tax filing and other business purposes. An EIN can be obtained online by filling out a form.

- **From outside the US, how can I reclaim US tax on indie author royalties?**

The Amazon tax form is now filled online and very user-friendly, requiring only an e-signature. The entire process now takes about five minutes compared to the frustrating process in the past. Hooray!

You will need an International Tax Identification Number (ITIN) or local tax number for non-US, personal tax number for sole traders or Corporation Tax Number for those authors who have a company. i.e. You only have to provide your local tax file number.

For more information, see *The Self Publishing Advice Center* at <https://selfpublishingadvice.org/tax-on-usa-author-royalties/>

- **What kind of cover can I use on my eBook?**

It's important that the cover match the interiors and reflect the content of the book. In the case of novels, it is the only visual representation of what the book is about. eBooks are seen as

thumbnails so we look to use bold images and large type. Small type and detail will be lost.

Editorial

- **What happens once my editor has responded with suggested changes?**

That's entirely up to you as you have control over your book throughout the process. You do not have to take all of the editor's comments on board. We understand that it can be hard to make cuts or changes to something on which you have worked so hard, but, it's important to keep an open mind, as a good editor can really strengthen a book.

- **What can I expect from my editor?**

Editors are professionals that are accustomed to interacting with authors in a mutually respectful and positive working relationship. Authors of every calibre rely on their editors to be their sounding board, represent the eye and ear of an outside reader and introduce unconsidered viewpoints. You become a team and work together to make the very most of your words while being sensitive to your voice. Think of your editor as a mentor, an advisor and a colleague. Your editor will always know that, when decisions have to be made, the person that makes them will be you.

- **What information is included on the 'Title' page?**

The title page of a book includes the title, subtitle (if there is one), author, publisher, publisher location, year of publication or descriptive text about the content of the book. Other information that might be found on a title page includes the editor's name, number of the edition (if revised) and/or a series notice (if the book is a part of the series). More than that, the title page is an opportunity to convey the aesthetic and set the tone of the book through design, illustrations, graphics or backgrounds. Don't dismiss this page; be creative!

- **What is the 'Acknowledgements' page?**

The Acknowledgement page is a single page usually found at the back of the book. This is the opportunity for an author to express their gratitude for help from others in the creation of the book. If you have a Preface page that includes acknowledgements, then you do not need a separate Acknowledgements page.

- **Where does the copyright page appear?**

The copyright page is on the reverse of the Title page and contains the copyright notice, publisher information, the ISBN number, Library of Congress number, and printing information. Legal notices, credits for illustrations, editorial assistance or cover design are also commonly listed on the page.

- **How do I get my work copyrighted?**

Copyright is a form of protection for intellectual property and by law grants protection for original works fixed in any tangible medium of expression. Copyright covers both published and unpublished works.

You do not have to apply for copyright from any authority. Governments do not issue copyright. The law of copyright provides protection from others who might claim your work as their own, or seek to profit from your work without your permission.

When you create something original and fix it in some form that others can experience, your work is under copyright protection from the moment it is created. In the case of publishing, this includes things like writing a book that others can read, or painting a picture that others can view but it is also true for original computer software, architecture, movies, songs, etc.

Copyright doesn't protect facts, ideas, systems, or methods of operations, but it will protect a book or operating manual that explains these ideas, systems or methods.

It's important to note that you cannot copyright the title of your book. There are many books that have the same title but very different subject matter. If a title could be considered a trademark, you can use the trademark system to attempt to protect your title. However, it is an expensive, lengthy and uncertain process, and you may well be denied trademark protection in the end.

- **What type of word processing program should I use send my text?**

You can send documents done in Word or Pages. If you are using a different program, be sure to export it as a Word file. If this is not an option, export it as "Rich Text Format" (.rtf). This will ensure that formatting, such as italics, bold, paragraph breaks, etc., do not get lost.

Graphic Design

- **Should I have my have my book professionally designed?**

Some authors want to hire the best designer they can afford, happy to leave all the details that go into creating a professional-looking book to someone else. They want a book that will gain the respect of book buyers and distributors and sell against books from traditional publishers.

Others decide that, since they are independent publishers doing marketing, distribution, and file conversions, they might as well design their own books or simply want to face the challenge. Commonplace tools, usually a word processor or a complex layout software comes with its own learning curve.

The most common concerns when trying to make this decision include budget, skill, time and control. Talk to us about your project and we can discuss the best way forward.

- **What types of originals are used for the illustrations?**

Artists work in numerous mediums such as oil, watercolour, collage, digital art, photography, etc. If Tryptic is working with you to find an artist to bring your works to life, we will suggest a style that will be most sympathetic to your words.

- **What margins do you recommend?**

There's no standard format that we follow, so we will advise you about recommended margins once we agree on a format.

- **What type of paper should I use for my book?**

There are so many different types of paper from which to choose. The main things to consider are the weight, colour and texture.

Generally speaking, text without illustrations or graphics works best on uncoated paper. Images are best reproduced on a coated paper.

Illustration & Photography

- **Where can I find photos to use in my book?**

There are a number of sites that offer copyrighted images for sale and images that don't require any attribution. Be sure the images you use are free of copyright or you have the rights to use the images in your book.

- **How do you chose an illustrator for my work?**

As we read the text, our visual senses light up our brains. Words come to life with visions of illustrations that are best suited for your book. Of course, we welcome your preferences and suggestions and we're happy to be accommodating, but you may be surprised by a visual style or medium that you hadn't considered. Your designer will work with you to find the right artist.

- **What style of illustration is right for my book?**

This is very subjective and it very much depends on the subject matter. We understand that you may have a very specific idea of how you think the book should look in the end. We will do our very best to meet all of your needs, and you will have approval of the artist before moving forward.

- **Can I hire a professional photographer for my book?**

Yes. You are welcome to use your own photographer as long as they assign you the rights or you credit them in the book. We can also commission a photographer for you if you need one. A photographer is not just someone who takes pictures with a camera. They are an artist, and their work should be sensitive to illustrating your words.

- **Am I able to talk to my illustrator or photographer?**

We can arrange contact between you and the artist prior to beginning work on your book. We allow the artist to select their own preferred method of communication and some do prefer the telephone. We kindly ask our authors to be sensitive to our artists and limit their questions and suggestions within reason.

- **How long will it take for the artist to complete the work?**

This largely depends on the artist's schedule, the time the art takes and the extent of the illustrations. Prior to beginning work, your artist will give you a deadline to which they will be working.

ISBN

- **What is an ISBN?**

An ISBN is essentially a product identifier used by publishers, booksellers, libraries, internet retailers and other supply chain participants for ordering, listing, sales records and stock control purposes.

- **What information is associated with my ISBN?**

The ISBN identifies the registrant as well as the specific title, edition and format. As an identifier, it does not convey any form of legal or copyright protection. However, in some countries the use of ISBN to identify publications has been made into a legal requirement.

- **Do I really need an ISBN?**

If you plan to sell your book in bookstores, to libraries, or through online retailers like amazon.com, BarnesandNoble.com, Apple's iTunes bookstore, you will need an ISBN. If you are limiting your sales or giving away copies to family and friends without a proper sales platform, this may not be necessary.

- **Can someone assign me an ISBN?**

An unused ISBN can be reassigned to new ownership. However, if you use your own ISBN, you then become author and publisher. As such, you must register the title, author, and other metadata information with the agency from which you obtained the ISBN. You also will not have access to our sales channels.

- **Where is the ISBN used?**

The ISBN must appear on the published work on the copyright page, the lower section of the outside back cover and on the foot of the back dust jacket or wrapper. However, if the book has a jacket, it

is not required to have an ISBN on the back of the book itself. For eBooks, the ISBN must be contained with the copyright information.

- **Where can I acquire an ISBN outside the US?**

ISBNs are internationally recognised and, therefore, not country specific. We can supply you with an ISBN for a competitive fee or you can use your own. Please note: if you supply the ISBN, you are then considered the publisher, not Tryptic Books or one of our imprints. As such, you will not have access to our sales channels as your own indie publisher.

- **What is a Consumer Product Safety Improvement Act (CPSIA) line found in children's books?**

The CPSIA includes provisions addressing lead, phthalates, toy safety, durable infant or toddler products, third-party testing and certification, tracking labels, imports, ATVs, civil and criminal penalties and SaferProducts.gov, a publicly-searchable database of reports of harm. Federal Law requires products intended for children 12 years of age or younger to include a label within the book documenting where it was manufactured, a tracking number and date.

Tryptic requires our vendors and suppliers of ink, adhesives, cover stock, laminates, varnish (coating), cloth, foils, thread, headbands and back lining provide a General Conformity Certification indicating the product supplier is in compliance to the Consumer Product Safety Improvement Act of 2008. The full legislative requirements of the CPSIA are listed on the Consumer Product Safety Commission Website at <http://www.cpsc.gov/about/cpsia/cpsia.html#signup>.

- **What is the difference between a barcode and an ISBN?**

The ISBN identifies the registrant as well as the specific title, edition and format. A barcode contains the digital information retailers need to charge for your book. If you plan to sell your book through commercial platforms, you will need both an ISBN and a barcode.

- **Do I need a barcode and an ISBN?**

Only if you plan to sell your book in bookstores. If you only plan to sell online, or privately (like at speaking engagements), you don't need a bar code. Many publishers put them on their books anyway.

- **Do I need more than one ISBN?**

You will need a separate ISBN for each format of your book. For example, if you are printing your book in hardback, paperback, board book and e-publishing editions, you would need four ISBN, one for each.

- **When do I need to change my ISBN?**

You will need a new ISBN if you decide to publish your book on an additional platform, such as print and e-publishing or if you issue a new edition with substantial revisions to the original design or text.

- **Can I reuse an existing ISBN?**

Unless you are using it to reprint your book with no major changes, no, once a title is published with an ISBN on it, the ISBN can never be used again. Even if a title goes out of print, the ISBN cannot be reused for a different book since the title continues to be catalogued by libraries and traded by used booksellers.

- **If my book has an ISBN, does it appear in *Books in Print*?**

Once you have an ISBN you can go to [BowkerLink](#) to fill out the forms necessary for your book to be listed in *Books in Print*.

- **Do I need a separate ISBN for the eBook and print editions?**

This is an ongoing debate as electronic formats become more widely used but, at the moment, yes, you do need a separate ISBN for both formats. We are keeping a close eye on developments and will update the site if new information becomes available.

Production

- **What kind of proofs will I receive?**

When your design is complete, you will receive an email containing a link to review and approve your PDF proofs online. It is important to understand that computer monitors and home printers vary greatly, so PDF proofs are used to check text, layout and overall appearance of your book. This proof is not for making any type of editorial changes.

- **Can I make changes to the proofs?**

Changes after the proof stage are very difficult and costly. While it is possible to fix a spelling error, it is not the time to reconsider the design or illustrations. Changes also slow down publication, so it is important to have everything right before this stage.

- **Do I have to pay for print overruns?**

Yes, this is standard with any publishing house. Overruns will not be higher than 10% above your requested number of copies. Your final invoice will reflect the actual number of copies you receive.

- **How much are shipping costs?**

Shipping costs widely vary depending on the destination, number of copies, weight, pallet size, etc. Once we receive all of your information about your project, we will be able to properly estimate the shipping costs.

- **What is the difference between black and white and full colour printing?**

Full colour printing uses CMYK (cyan, magenta, yellow and black - also known as key) to create millions of colours. Black and white printing uses only key and is the most cost-effective, since it

requires less set up. However, it is important to consider that the black produced will not be as Rich Black, which is produced using all four colours of CMYK.

- **Can I revise my book once it is published?**

You can make as many changes as you like if you are reprinting your book. If the changes are dramatically different though, you may have to issue a new edition which requires a new ISBN.

- **How long does it take to print my book?**

Our printers are the best. Seriously, they rock. Rarely have we been let down by one of our printers, and they are used to working to a tight deadline. With so many variables, your designer will work out a schedule with you and you will know exactly how long printing will take before starting.

Marketing

- **How do I arrange book signings?**

One of the best ways to promote your book is to arrange a book signing. Consider the best place to host your signing and it may not be in a bookstore. For example, if you've written a cookbook, consider hosting it a restaurant, garden market or kitchen supply store. Think about where your readers shop and the best possible venue to reach them. Stores are open to the idea of signings by self published authors because they increase sales traffic. Most signings last a couple of hours and include a reading from the book.

Begin by gathering reviews and reader comments so you can show there is interest in your book and capture the interest of store managers. Then get to work on your research on possible venues in your area. Don't limit yourself to just a couple of stores, cast as wide a net as possible. We suggest that you reach out to the store manager in person or by telephone. You can follow up with an email but in our experience, it is best to make a direct approach. When you speak to the manager, tell them the title of the book, your ISBN and give them a brief synopsis.

After your event, be sure to follow up with the store manager and ask how many copies of the book they plan to order for the store. If your signing goes well, you will not only make sales during the event but also find an additional distributor of your books.

- **How do I market my book?**

If you choose our Hybrid Publishing method, we will handle the marketing for you, but you should still be prepared to do everything you can to spread the word to your friends and colleagues through such methods as social media. A website devoted to the book is also a good marketing tool. You should also make an effort to arrange book signings with your local bookshops.

Our Self Publishing authors will receive a marketing package of suggestions. You must be prepared to put time and energy into marketing and selling your book. Yes, book signings are great, but there are many ways to capture your target audience. There is no shame in self-promotion. Be proud of your work and share it with as many people as you can to maximize your sales!

We also have relationships with many PR agents, and we can put you in touch with someone that can put together a detailed marketing strategy for you. They can also list your book on a multitude of websites and get your book into the hands of influential reviewers. Not every book needs this service, but they can really make a huge difference to your sales.

Agents can design a package that works with your budget and helps you target the right audience. Generally, packages can be put together for a few hundred dollars with no limit upwards. Authors using our Hybrid method might also want to employ one of these PR agents to enhance your marketing efforts.

- **How do I get my book listed on search engines such as Google?**

These links will help you list you book on Google eBooks, promote your book and website on Google:

<https://support.google.com/webmasters/answer/6259634?hl=en>

https://support.google.com/books/partner/answer/3324395?visit_id=0-636377171189798485-1397355998&rd=1

- **Can I sell directly to bookstores?**

Yes, it is possible to sell your book to independent book sellers and, if you are publishing with our Self Publishing service, we encourage you to do so. Many indie retailers are most receptive if you are willing to leave your book with them on a consignment basis. When you make your approach in person, be prepared to leave up to five copies of the book, a written brief synopsis of your book, any

reviews that you have received, links to your website (if you have one) and your social media profiles. Booksellers are more willing to take on your book if they can see that you have a following.

Don't be discouraged if a bookstore turns you down. Look forward and get your book into as many retail outlets as possible. If the book is a success in other places, you can always make another approach when you have a proven track record with your sales.

- **How do I get my book carried by retail bookstore chains?**

If you are publishing your book with our Hybrid Publishing service under an imprint, our commissioned sales reps will show your book to all major retailers.

If you are Self Publishing your book, it is difficult, but certainly not impossible to convince a bookstore chain to stock your book. If the chain has a store near where you live, it is best to start there. Make an appointment to see the store's manager or buyer. When you meet with them, stress the fact that you are a local author. Make certain to take with you any reviews of your book and evidence that the book is selling well in other outlets in your area. Be willing to offer to leave your book with them on a consignment basis or to take back any unsold books.

If the book sells well in your local store, then you should see the manager again and ask them how you might go about getting others of their stores to stock the book as well.

If you don't have a branch of the chain near you, then you need to contact the relevant buyer at their head office. In order to convince them to consider your book, you will need to be armed with as much evidence as possible that the book has been successful elsewhere. If you can show that one of their competitors is stocking the book, this will definitely increase your chances of getting them to take the book as well.

- **Should I try to get a trade book distributor?**

If your book is being published under one of our imprints, we will take care of the distribution for you. Otherwise, it is certainly worth trying to find a distributor yourself, but do remember that finding a distributor is no guarantee of sales; it only guarantees additional exposure. Under no circumstances should you choose a distributor if they ask you to pay money to them upfront. Their only source of income should be the percentage they take from the sales of your book before passing along the balance to you.

Online Retail

- **How do I find my book listed on Amazon?**

Simply searching Amazon using the author's name or the title of the book will direct you to your listing.

- **How do I list my book on sites like Amazon and other online book retailers?**

All online book retailers will be willing to list your book for sale. Each retailer's website will provide you with the information you need to get your book listed.

- **What are the fees charged by retailers to list my book on their retail platforms?**

All online retailers pay a royalty to the author on each book sold. The royalty rate varies from site to site. Amazon pays a royalty of 35% of the sale price on books that sell for \$2.99 or less. For books above \$2.99, the rate is 70%. They do charge a distribution fee for each book, and the amount of the fee depends upon the size of the book.

Details of the royalty rates paid and fees charged by all online retailers can be found on their websites.

Web Design

- **Do I need a website to sell my book?**

Websites can be a useful tool in helping you sell your book. They also allow you to achieve the highest profit margins, as the money goes directly to you. While we offer website design, many authors chose to create their own websites using a template web service. These are great and the low fees for the service make it an attractive option. Still, they do require what turns into a great deal of time and do have design limitations.

- **What is the fee for web design?**

This largely depends on the kind of website you are looking to achieve. Your web designer will give you a quote based on your needs. They will deliver a working website that will allow you to promote your book and sell copies online. Additional services that go above and beyond your initial agreement will be billed accordingly. You will agree to an hourly rate with the designer before beginning, and they will advise you prior to starting any work that is not covered so there are no hidden or unexpected fees.

- **What support can I expect with the website?**

You will have direct contact with your web designer. Your contract will stipulate how much time they are able to provide you with in answering your questions and concerns. Time that goes beyond this would be billed by the hour and agreed upon in advance.

- **Can I make changes to the content or design of the website?**

Yes. You would be charged by the hour to make adjustments to your website. It's best to save all your changes and have them done all at once for this reason.

- **Can I accept credit cards on my website?**

Yes, your web designer will set up a shopping cart for you to sell your book. Money is paid directly to you and you fulfil the shipping to the customer.

Glossary of Publishing Terms

- **What is a bleed?**

A bleed is used for printing artwork and backgrounds that go beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper and any design inconsistencies. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

Bleeds in the US generally are 1/8", while in the UK and Europe, bleeds are generally 3 to 5 mm from where the cut is to be made.

- **What is a trim size?**

The trim size is the final size of a printed page after excess edges have been cut off. Commercial printing companies often print several copies of one document on the same large sheet of paper. This reduces press time, eliminates waste and often saves on paper cost. Then the company trims the large sheet down to the finished size of the printed piece—the trim size. Crop marks indicating where to cut are printed at the edges of the large sheet of paper as guides, and they are trimmed off the final piece. For example, four 8.5 x 11 inch brochures can be printed on one 17.5 x 22.5 inch press sheet with room for the press gripper, colour bars and trim marks.

In page layout software, the trim size is the same as the document size in the software, unless you have ganged several pieces in one digital file. Any bleed allowance, colour bars or crop marks lie outside the trim size. They print on the large sheet of paper, but are cut off before the product is delivered.

- **What is a four colour process?**

Four colour process printing is a system where a colour image is separated into 4 different colour values by the use of filters and screens. Historically, this was done with photographic film on a graphic arts camera, but is usually done digitally now. The result is a colour separation of four images that, when transferred to printing plates and sequentially printed on a printing press with the CMYK coloured inks (cyan, magenta, yellow and black), reproduces the original colour image. Most of the entire spectrum or gamut of colours are reproduced with just the four process ink colours.

- **What is e-publishing?**

Electronic publishing (also referred to as e-publishing or digital publishing or online publishing) includes the digital publication of e-books, digital magazines, and the development of digital libraries and catalogues. It is common to distribute books, magazines, and newspapers to consumers through tablet reading devices, a market that is growing by millions each year. e-publishing sales platforms include online vendors such as Apple's iTunes bookstore, Amazon's bookstore for Kindle, and books in the Google Play Bookstore. Currently more than half of all magazine and newspaper circulation is distributed via digital delivery.

- **What type of files must be supplied to e-publish?**

All e-published files must be created with InDesign. PDFs cannot be used to publish e-books.

- **What is a cover?**

A book cover is the protective covering over a book used to bind it together. These are available in a variety of mediums and are designed to entice a reader into selecting your book. A well designed cover will not only grab your attention; it will also reflect the content of the book.

- **What is a jacket?**

The dust jacket, also known as a book jacket, dust wrapper or dust cover, of a book is the detachable outer cover, usually made of paper and printed with text and illustrations. This outer cover has folded flaps that hold it to the front and back book covers.

- **What is a case-wrap?**

The case refers to the entirety of the cover, which consists of three pieces of book board — a type of cardboard — glued and wrapped in a cover material. Case wrapped books give you the most design options for a hardcover, as the cover is printed before it is applied to the book.

- **What's the difference between a new edition and a reprint?**

A reprint is another printing of more copies of the book with no substantial changes. Perhaps a few typos are being fixed or simple spacing adjustments are made. A new edition is another printing of the book when there is substantial change to the content. New editions have been altered in a way that might make a customer complain that this was not the product that was expected. Books that fall into this category have text that has been changed to add a new feature (such as a preface or appendix or additional content), content has been revised or the book has been redesigned.

- **What is a scan?**

A scanner acts and functions much like a copier. It transmits the scanned object (such as a photograph, original artwork, etc) into your computer and allows you to alter it digitally. In that respect, a scanner can far surpass the average office copier. Still, you may not get the same quality and detail as the original as you might expect.

A crucial part of any scan is determining the proper resolution, or DPI setting. Most scanning software allows you to select from a range of settings, usually between 75 - 6000 DPI. Generally, the greater the DPI, the better quality scan, but it also means that you've created a larger file. A typical 400 DPI colour scan can be as

large as two megabytes, whereas a 100 DPI black and white scan is somewhere between 50-100 kilobytes. There is also a major difference in the smoothness of colour shading. The edges of the scanned picture become more jagged and irregular when using a lower resolution setting.

The advantage to scanning in pictures at a lower resolution is that the files are not as large, and can be easily attached to an e-mail. A 400 DPI file takes a long time to transfer on a slower machine, and is too large to fit on only a single disk. The disadvantage, however, is that the lower resolution creates a lower quality picture. Photo images found on the Web are usually scanned at 72 DPI. While they look great on your screen, these photos will not print on a colour printer very clearly.

We suggest scans that are 300 DPI or larger.

- **What are end papers?**

Also known as endsheets, end papers are the pages that consist of a double-size sheet folded, with one half pasted against an inside cover (the pastedown), and the other serving as the first free page (the flyleaf). Thus, the front endpapers precede the title page and the text, whereas the back endpapers follow the text. These sheets can be unprinted solid colours or illustrated. Booksellers sometimes refer to the front endpaper as FEP.

- **What is a spine?**

A spine, also known as the back, is the outer portion of a book which covers the actual binding. The spine usually faces outward when a book is placed on a shelf. Information on the spine typically includes the title of the book, the author's name and the publisher's imprint. Artwork may wrap over this area from the cover or may be specifically set in this area as well to maximise appeal.

- **What does "pleasing colour" mean?**

The term “pleasing colour” is used when describing the reproduction of the artwork when it is unable to be compared with the original artwork. For example, a work would be described as such if the sky is blue, the grass is green the sun is yellow, skin tones are believable, etc.

- **What is saddle stitching?**

Saddle Stitching refers to a book binding method in which folded sheets are gathered together one inside the other and then stapled through the fold line with wire staples. The staples pass through the folded crease from the outside and are clinched between the centre-most pages.

- **What is perfect binding?**

Perfect binding is commonly used for catalogs, directories and paperback books that have a higher page count. Pages are glued together at the spine with a strong, flexible glue. The cover is wrapped around the glued pages, and the brochure or catalog is then trimmed to its finished size.

- **What is paper stock and card stock?**

Paper stock refers to the thickness of the paper. The weight of the paper is expressed in grams per square metre (gsm). When card stock is labelled as cover stock it often has a coated finish on one side or both sides (*C1S* or *C2S*, for "coated: one side" or "coated: two sides") to produce a glossy look and smooth texture. Typically, card stock is used for the printing of business cards and book covers.

- **What is the difference between gloss and matte finish?**

Gloss paper is shinier—this makes the colour in your images “pop” on the sheet. The extra shine works well on print files with heavy colour coverage, especially photographs and big graphics. This effect also makes the colour on the prints look like they have higher

contrast. Matte paper has a more muted feel to it. There are advantages to both, so your designer will be able to help you make a decision about the best way to print your work.

- **In printing, is white considered a colour?**

Well, yes and no. Because white is the default colour of paper, it is simply recognised as the absence of any ink. However, when using coloured paper, white ink may be used if any text or graphic requires it.

- **What is an overrun and an underrun?**

As a standard printing trade custom, all orders are subject to a 10% overrun or underrun and are shipped and billed accordingly. The printer must compensate for estimated spoilage so the specific quantity ordered can be delivered. If more than 10% are lost in spoilage, your order may be short some books. If spoilage does not occur, you could receive up to 10% over the original quantity ordered. As a result, you will be charged for the number of books you receive, which may not be the exact number you ordered, but the excess will never exceed 10%.

- **What is a galley?**

Galleys, or Advanced Reader Copies (ARCs), are printed versions of your book. Essentially, a galley is an uncorrected product sample that is typically used to send to reviewers and bloggers, retail buyers and other industry contacts. Authors do not charge for these books, as they are promotional tools used to get the books into the right hands prior to proper publication. Traditional publishers typically distribute these six to eight months in advance of a book release.

- **What exactly is Hybrid Publishing?**

Hybrid Publishing is an emerging area in the industry that occupies the middle ground between traditional and self-publishing. Anything

that is not self-publishing or traditional publishing is generally referred to as such. It offers the authors the ability to take advantage of the best aspects of both methods.

Other terms that describe this type of publishing include author-assisted publishing, independent publishing, partnership publishing, co-publishing and entrepreneurial publishing.

- **What is PPI?**

PPI is an acronym for Pages Per Inch. The spine bulk of a book is calculated by taking the total page count and dividing it by the Pages Per Inch.

- **What are F&Gs?**

Closely related to a "non-approval proof", F&G stands for "folded and gathered." This is a complete printed book (a stack of signatures) that has not yet been trimmed to size and has not been trimmed or bound into the hard-cover casing.

- **What is the difference between cover coatings; Lamination, UV Coating, and Varnish?**

Lamination is a durable film that is applied to covers and dust jackets to prevent ink from scuffing and creates a clean, finished look. Lamination is applied using heat and pressure and is available in gloss and matte finish.

UV Coating is a liquid coating process. Unlike lamination, UV Coating has the potential to scuff more easily and is therefore more commonly used to highlight key areas (such as lettering or certain design elements) against a matte laminated background, rather than coating for the entire cover.

Varnish is an inexpensive coating that is applied mainly to seal ink and expedite the drying process of a printed press sheets.