



## **FREQUENTLY ASKED QUESTIONS**

### **HOW DO I GET AN ISBN?**

An International Standard Book Number (ISBN) is required if you intend to sell your books online with Amazon or through almost every bookstore. If you are unable to obtain one yourself, we will provide one free as part of your publishing package.

### **CAN I INCLUDE PHOTOS AND ILLUSTRATIONS IN MY BOOK?**

Yes. We allow you to include up to 35 photos or illustrations as part of your publishing package. (However, there is a surcharge if you need more than 35.)

### **CAN I INCLUDE COLOR PHOTOS IN MY BOOK?**

Yes. However, color interiors will significantly increase your final cost per copy price.

### **DO I GET A DISCOUNT IF I PROVIDE MY OWN COVER ART?**

No. Although an original cover design is included in our package price, if you provide the cover artwork, we still need to format the front, spine and back of the book in all formats to precise specifications.

### **HOW MUCH DOES AN ILLUSTRATOR COST? HOW DO I FIND ONE?**

We work with a number of local illustrators and may be able to contract someone on your behalf. Costs are wide-ranging (from a few hundred to a few thousand dollars) based on the artist's experience, the complexity of the project, and the quantity of illustrations needed.

### **CAN I JUST USE THESE PHOTOS AND ILLUSTRATIONS I FIND ONLINE?**

No. Most photos you see online (such as on Google Images) are copyright protected. However, we have access to databases that include several hundred thousand royalty-free photos and graphics we can access and use to illustrate your book.

### **DO YOU OFFER EDITING SERVICES?**

Yes, we offer different kinds of editing services. Inquire about current rates. We will not publish a book that has known errors.

**COMPREHENSIVE (DEVELOPMENTAL) EDITING** – A thorough, line-by-line analysis of the work to ensure that the tone, technical elements, flow and organization of the entire work meet the author's objectives.

**COPY EDITING** – A complete review to repair all spelling errors, grammar mistakes, homophones, punctuation, and to achieve stylistic consistency.

**PROOF READING** – A final review the proof and/or electronic files to correct any errors in production, layout, design, text or art.

**WHEN WILL I RECEIVE MY ROYALTY CHECKS?**

We will mail you a check for 100% of all royalties earned as we receive them from the retailers, once each month. Your first check typically arrives about 90 days after your book's initial release.

**HOW MUCH SHOULD I CHARGE FOR MY BOOK?**

You can charge any price you like. We suggest pricing your book at 3 to 4 times your per book cost. This will leave you with sufficient "margin" to consign or sell books to retailers on your own if you choose to do so. We also suggest visiting local bookstores to see how similar books in your genre are priced.

**WILL YOU WHOLESALE MY BOOK FOR ME?**

In most cases (and for a small fee) we will be able to list your book with major book wholesalers including Ingram that will make your book available to stores all over the country. We will also be able to fulfill orders ourselves on your behalf for shops and accounts who need to order directly from a publisher.

**DO I NEED A U.S. COPYRIGHT?**

We believe it is a good idea. However, under current U.S. copyright law, your original work is protected the moment you create it. A formal copyright filing is not necessary in many cases. Since every work is different, it is wise to consult a qualified attorney for specific guidance.

**WILL YOU FILE FOR THE COPYRIGHT ON MY BEHALF?**

Yes. We can file all the appropriate copyright documents on your behalf. It currently takes 6 to 9 months before the certificate is mailed from the U.S. Copyright Office to you.

**WHAT IS A "CIP" AND DO I NEED IT?**

Cataloging in Publication (CIP) data is a bibliographic record for a book that has not yet been published. When the book is published, the publisher includes the CIP data on the copyright page thereby facilitating book processing for libraries and book dealers. CIP is not required, but is especially recommended if the topic of your book is complex, unusual, confusing, or covers multiple genres.

**WHAT IS AN LCCN?**

A Library of Congress Catalog Number (LCCN) is a unique identification number that the Library of Congress assigns to titles prior to publication. The LCCN is not the same as a copyright registration.

**WILL YOU MARKET MY BOOK FOR ME?**

While we will make every effort to promote and sell your works through our website, social media, our bricks-and-mortar bookstore, and at live shows, the primary responsibility for marketing the book lies with the author. We also offer several tools and services (websites, press releases, business cards, etc.) to help you facilitate those efforts.

**DO I NEED TO CHARGE SALES TAX WHEN I SELL A BOOK MYSELF?**

Yes... in most cases, though tax laws vary from state to state. In Rhode Island, a tax permit can be obtained from the State Division of Taxation for \$10 per year that will allow you to make your own sales at retail. The RI State Council on the Arts (RISCA) offers exemptions from this requirement for qualifying artists and writers of fiction, non-fiction, and poetry. Please consult a qualified CPA or tax attorney for guidance.

**SOMEONE ELSE WANTS TO PUBLISH MY BOOK. CAN I CANCEL MY AGREEMENT WITH YOU?**

Yes. You may cancel your agreement with us at any time. However, it can take 2-3 months for all online retailers to amend their listings once they are notified. Keep in mind that if you choose to list the book with us again later, the project will be priced as if it is a new book.

**SHOULD I ALSO SELL MY BOOK AS AN E-BOOK?**

We highly recommend it, although your genre will have a lot to do with how well your e-books sell. We are able to format and upload your e-books for sale in Kindle, Nook, and Apple formats.

### **WHAT SHOULD I INCLUDE IN MY AUTHOR BIO?**

An author bio explains who you are and why you are qualified to write your book. Include your hometown, degrees earned, awards and other writing achievements. Remember that your author biography is also a marketing tool that will be distributed online to help book buyers make decisions.

### **HOW MANY PROOFS WILL I RECEIVE?**

You will receive one proof, and one opportunity to correct any stray error or typo. Please plan to take the time to review your proof carefully and avoid the emotional “rush” to publication. Remember – the proof review is not the time to re-write or edit your manuscript.

### **WHAT IF I FIND AN ERROR AFTER I APPROVE MY PROOF?**

Mistakes happen at every level of both traditional and self-publishing. If the error is deemed to be ours, the error will be corrected at no charge otherwise an editing fee will be assessed.

### **I'M NOT SURE WHAT MARKETING COLLATERAL I WANT YET. CAN I ADD OTHER THINGS LATER?**

Yes. The package prices remain in effect for six months following publication to allow you the time to decide which, if any, marketing collateral you might need. However, if you want your collateral to be ready when the book is released, it must be ordered at the time the book is contracted. Bear in mind that some items (like the LCCN) must be contracted pre-publication.

### **HOW DO I MAKE MONEY SELLING MY BOOK?**

The demand for every book is unique and different. There are no guarantees. However, you do have the ability to control your retail price and therefore your royalty rate. For example:

- If your retail price is **\$20.00** and your cost per book is **\$5.00**, you will profit **\$15.00** for every copy you sell yourself. You will make **\$1,500** by selling just **100** books!
- If sold on Amazon, your royalty could be as high as **\$10.00** per copy sold.
- If sold on Kindle, Nook or Apple, royalty rates are as high as **70%** of the retail price you select.

### **HOW ARE YOU DIFFERENT?**

There are three areas that set us apart from nearly every other self-publishing service:

1. There is NEVER a minimum or maximum book purchase. Order what you need only when you need it.
2. You receive 100% of ALL ROYALTIES earned through the various sales channels. We don't retain any percentage.
3. We are here to answer your questions whenever you have them. And if you are local, we can even meet you here at our bookstore.

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