



PUBLISHING + DESIGN

Self Publishign FAQ's

1) How do I get started with publishing?

At the Write Place, we typically begin a project by meeting with an author to discuss his or her book and go over our publishing process. Based on the information we learn in the meeting, we put together an estimate of the cost of designing, editing, publishing, and printing the book. Then, if the author chooses to proceed after receiving the estimate, we send them a publishing contract. Once the author signs the contract, we move forward with the project.

2) What is the cost? When/how do I make a payment?

The cost of publishing with the Write Place depends on the length of the book, the complexity of the layout, and the level of editing that the author requests. After the initial meeting between the author and the publisher, the Write Place will provide an estimate of the cost of designing, publishing, and printing the book.

The final contracted cost for editing, designing, publishing, and distributing the book is included in the publishing contract. Our authors pay this cost in two installments. The first half of the contracted amount is due upon the signing of the publishing contract. The second half is due when the author approves the final PDF version of the project, which will be sent to the printer. On both occasions, the Write Place will send the author an invoice. The cost of printing and shipping the book is billed separately. The author is invoiced for printing and shipping after an order is made. Many of our authors pay with checks or with a credit card.

3) Who owns the rights to the book?

According to our publishing contract, the author retains the copyright and grants the Write Place the nonexclusive right to print, publish, distribute, and sell the book. The author also grants the Write Place the right to make excerpts of the book available for viewing on our website.

4) What design/layout services does the Write Place offer?

The Write Place offers both interior layout and cover design services. We custom design every cover and can incorporate photographs and artwork from the author or from an illustrator. The Write Place may also incorporate stock imagery into the book's design.

The Write Place does not provide illustrations. Many of our authors who wish to have their books illustrated find illustrators online or through their own personal network. The Write Place can also provide authors the names and contact information of illustrators we have worked with in the past, though it is up to the author to personally contact the illustrator and create a separate business contract with them.



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5) What editing services does the Write Place offer?

The Write Place also offers a variety of editing services for finished manuscripts. Our editing levels are:

- Basic – This option includes checking for grammar, spelling, and punctuation.
- Basic Plus – This option includes everything in the Basic level, plus clarity and syntax.
- Extensive – This option includes everything in Basic and Basic Plus, as well as structure, characterization, plot, thematic content, and consistency.

The Write Place can provide a free editing sample upon request.

6) How many copies of my book will be printed?

At the Write Place, we publish through a print-on-demand printer. After a book is complete and the final version is uploaded, the author determines how many books to order. The author is invoiced for that cost. Books are shipped directly to the author. Authors can order any number of books they desire, and the typical turnaround is ten days (though that is not guaranteed). The printer also offers discounts for large-quantity orders.

7) Are there any benefits if I publish a series of books?

There is no set discount for publishing books in a series. However, if we have worked with an author before, we expect that the project will take less time. As a result, the cost of publishing may be lower than it was for the first project, depending on the length and complexity of the book itself. A typical decrease in cost for a second-time author is approximately \$250, assuming the book is of similar length and complexity.

8) Can I reorder copies of my book after it has been published?

If you decide to print more books, you just need to contact us and let us know how many more you want to order. We will order them from the printer and have them shipped to you.

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9) How do I promote and distribute published books?

Authors who publish with the Write Place have two options for distributing their books. The first option is full distribution, in which the Write Place purchases an ISBN on the author's behalf. An ISBN allows books to be sold in bookstores or through online retailers like Amazon and BarnesandNoble.com. The book will be available automatically on Amazon and BarnesandNoble.com—when an order is placed on one of those sites, a book is printed and shipped to the buyer, and the author receives his or her royalty. The book is also available for purchase by bookstores and libraries, but the author must market the book to those retailers and convince the retailers to order it.

If the author chooses to forego full distribution (to not secure an ISBN), their book will only be available for printing on their request. This second option reduces the cost of publication by about \$155, but the book will only be available for personal sale or distribution by the author.

After we publish a book, we typically write a press release about the book and send it to various local news outlets. We also promote the book on our website. The Write Place offers additional marketing services, and we are happy to talk about promotional projects with an author and provide a quote for those services. Otherwise, more extensive marketing is the responsibility of the author. Many authors market their books on their own through personal blogs, word-of-mouth, or book signings. Some authors also work with local independent bookstores on promotion and sales.

10) Are there any websites on which my published book will appear?

If an author chooses purchase an ISBN and fully distribute his or her book, it will be made available for sale on sites like Amazon and BarnesandNoble.com.

11) Do major retailers like Amazon and BarnesandNoble.com provide any marketing recommendations?

Authors are encouraged to make contact with the specific online retailer they are wondering about to see what they recommend in regards to marketing. In general, the more people who visit your book's page on a retailer's site, the higher it will rank on that site and the more likely your book will appear for readers conducting related searches. Asking readers to review your book on Amazon, sharing your book's retail page on social media or other websites, and other marketing strategies will increase the chances of your book being found online.