

# How to Reach Your Publishing Goals



# authorHOUSE®

## Publishing Guide

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# Congratulations, your publishing goals are within reach!

Now that you've decided to publish your book, AuthorHouse is ready to help you reach your goal. With AuthorHouse, you don't need to hire an agent, spend months or years shopping your manuscript, or deal with stacks of rejection letters. Instead, we offer you personal attention, creative control, and our publishing expertise to help you publish, promote and sell your book.



# All the Support You Want

With AuthorHouse, you're in control of the publishing process, but you have constant personal support when you need it. With guidance from our team of publishing professionals, you can:



Provide input on the design and layout of your book



Use add-on services to polish your work and ready it for publication



Select the promotional tools that best fit your plans

We provide the services, advice, and expertise you need to reach your goals. That means you get the book you want in the market a lot faster than you would with a traditional publisher—and have the potential to earn a greater amount on each copy sold.







“ You can go to the AuthorHouse website and they will tell you everything you need to know, and a whole bunch of stuff you didn't know you need to know. ”

**Bernice & Andy Tate**, Authors  
*How the Dalmation Got Its Spots*

## All the Publishing & Promotional Services You Need

At AuthorHouse, we focus on more than just printing books. We offer the most comprehensive range of services to help writers publish, promote and sell their books. Our Publishing and Marketing Consultants are available to help you select the best services to help reach your goals. You can find the complete list of publishing packages on our website.

## From the World Leader in Supported Self-Publishing

We've published over 96,000 titles in virtually every imaginable genre—poetry, children's, action, self-help, spiritual and history, plus memoirs and almost every other category you would find in a bookstore. When you publish with AuthorHouse, you're working with a company that has more experience helping authors reach their goals than any other company in the world.

# What about DIY?

Thinking about DIY (Do It Yourself) publishing? True, the DIY route offers some of the same benefits and freedoms as publishing through AuthorHouse. But before you take the leap into DIY, consider this: AuthorHouse provides a whole host of services under one roof for your convenience. If you go the DIY route, you'll have to farm each of these tasks out separately—or handle them yourself!

## With AuthorHouse, You Get

- Guidance throughout the entire publishing process
- Professional editing and proofreading services
- Custom-designed book cover and interior
- A full-service, in-house studio for illustrations and artwork
- Marketing, publicity and promotional services via the web, print and radio
- Content review of manuscript
- Paperback, hardcover and e-book formats
- ISBN issuance and US copyright registration
- Book availability through online book retailers worldwide (including Amazon)

While there's nothing wrong with being a self-publishing jack of all trades, many authors would rather be working on their next book. With AuthorHouse, you can focus on what you love—the writing—while maintaining creative control of your book every step of the way!

# What Does It Take to Get Published?

With AuthorHouse, you can make the transition from being a writer to a published author faster and easier than you might think possible. Our process is designed to provide you with expert help at each step and the resources you need to fulfill your vision for your book.

## 1. Talk to Your Publishing Consultant

You'll begin the book publishing process by speaking with a Publishing Consultant to discuss your project goals. From copyediting to promotional press releases, you have the flexibility to create a custom project plan for the submission, production, and promotion of your self-published book.



## 2. Submit Your Materials

Once you have signed an AuthorHouse agreement, you will submit your materials for self-publishing. A Check-in Coordinator (CIC) will contact you two to three business days after you've purchased your publishing package to discuss where and in what format to send your materials.

Once you send your manuscript, it will undergo a content evaluation, which may take up to 3 weeks. If you have purchased editorial and illustration services (or if they are part of your package), these services will be fulfilled after the evaluation and will take up to 4 months and 6 to 12 weeks, respectively.

Your CIC will work with you directly until we have all the materials we need to create the initial copy of your cover and galley.

### 3. Review Initial Book Cover & Interior Design

After the Check-in Coordinator has received all of your materials, he or she will assign your book to a Design Team and the design process for your cover and galley will begin. Within 10 to 15 business days you will receive the completed initial cover and galley.



### 4. Participate in a Review Call with your Publishing Services Associate

After sending your cover and galley for review, your Publishing Services Associate will contact you to discuss any changes you want made to the design of your book.

### 5. Approve Your Cover & Galley

When the layout of your book is complete and you're comfortable with how everything looks, you will approve your cover and interior galley. Before your book is sent to the printer, we will discuss your royalty percentage, selling price, and any other concerns you may have about what's next in the publishing process.





# Let Us Help You

## **Publish, Promote and Sell Your Book**

Getting your manuscript turned into a published book is quite an accomplishment. However, there is more to becoming an author than just getting your book printed. Having a well-thought-out plan for each phase and an overarching goal in mind are important keys to becoming a successful author.

### **Publish Your Book**

At this phase, you should consider how you see your book getting published. Does your book need full-color images or artwork? Or would you like to have your manuscript printed in classic black and white?

Perhaps you're keen on dazzling young readers' imaginations with a children's book, a graphic novel or a comic book? We can help you make these decisions with publishing packages that are designed to fit your goal and budget. Choose from these options:

#### **Black and White Publishing**

A popular means of publication for books, black and white is the way to go if your book consists mostly of text, black and white photographs, or line drawings. Choose from our black and white packages, which include a wide variety of services to meet your publishing needs.

#### **Full-Color Publishing**

Our full-color packages make your book pop off the shelves. Perfect for cookbooks, travel guides, children's literature, photo books, and more, these packages combine your prose with vibrant imagery for a multisensory reading experience.

## Promote Your Book

A sound marketing plan is just as crucial as publishing your manuscript. Here at AuthorHouse, we offer a comprehensive selection of tools and services to help you build your marketing campaign and promote your book to readers. Get started by taking your pick from these options:

### Print and Digital Ad Placements

Advertise your book in respected publications such as Publishers Weekly and Reader's Digest.

### Audio Marketing

Transform your book into an audiobook to cater to booklovers on the go, or promote your work through radio ads and interviews.

### Book Signings, Galleries and Exhibits

Expand your book's horizons by showcasing it in a gallery at trade shows and book events or meet readers through book signing sessions.

### Book Reviews

Find out what potential readers might think of your book by having it reviewed by industry experts.

### Direct Marketing

Give away handy promotional materials (business cards, posters, bookmarks, postcards, flyers and even digital tools like BookStub™ cards) to interested readers.

### Internet Marketing

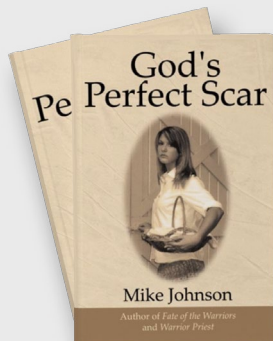
Take your promotions to the web through targeted email campaigns, online video services and other online marketing tools.

## Hollywood Book-to Screen

Find out if your book has what it takes to be adapted into a television series or a big screen production.

## Publicity Campaigns and Services

Get your book noticed through press releases sent through our newswire service PRWeb or work with your own personal publicist to spread word of your book.



“ The single most impressive thing about AuthorHouse is the quality of their staff. They are very professional and sensitive to the needs of authors. ”

**Mike Johnson**, Author  
*God's Perfect Scar*

## Sell Your Book

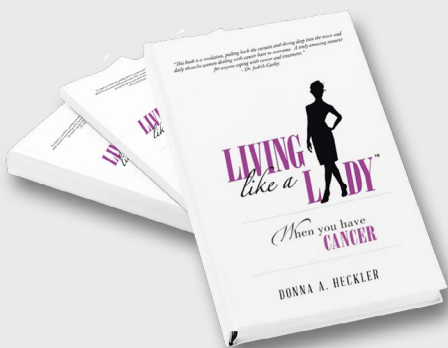
Complement your promotional efforts with a bookselling strategy to generate interest in your book. Start with our bookselling services, which make finding and buying your book easier for readers, bookstores and libraries—be it through returnability, volume sales discount or a host of other options. Choose the services that suit your goals:

### Bookstore Essentials

Make your book more attractive to bookstores and booksellers by making it returnable through Ingram, adding online preview services to your book, and more.


### Registration

Ensure that your work is protected with US copyright registration and a Library of Congress control number.



“ I had more than a book. I had a foundation and a website that was launching in tandem with the book. By self-publishing, I was better able to coordinate and integrate all the various elements with the book marketing. ”

**Donna Heckler**, Author  
*Living Like a Lady When You Have Cancer*



Since 1997, we've provided the services, support, and expertise to different authors, publishing over 96,000 titles. Their backgrounds and lifestyles vary, but our authors have two things in common: a passion for writing and a desire to share their stories with the world. You can read about the AuthorHouse experience on our About Us page. We look forward to helping you join our family of authors!



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