The Writer’s Guide to BOOK PUBLISHING
Congratulations, your publishing goals are **IN REACH!**

**Completing your** manuscript is quite an accomplishment. Now it’s time to publish your book, and 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 endure numerous rejection letters. Instead, we offer you the personal attention, control and experience you want for publishing, promoting and selling your book.

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**ALL THE SUPPORT YOU WANT**

With AuthorHouse, you’re in control of the publishing process, but you have ongoing, personal support when you need it. With guidance from our dedicated Publishing and Marketing Consultants, you can:

- Provide input to the design and layout of the book
- Select the promotional services that best fit your plans
- Retain the rights to your work, so you profit from selling foreign or movie rights

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

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**ALL THE PUBLISHING AND PROMOTIONAL SERVICES YOU NEED**

When you work with us, we focus on more than just printing a book. As a result, we have the most comprehensive list of services to help publish, promote and sell books. Our Web site has a complete list of services, but our Publishing and Marketing Consultants are also available to help you choose the best services to help you reach your goals.

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**FROM THE WORLD LEADER IN SELF-PUBLISHING**

Since our start, we have helped more than 50,000 authors publish more than 60,000 titles in virtually every imaginable genre. Our authors have published poetry, children’s, fiction, self-help, spiritual, and history books, plus memoirs and almost every other category you would find on a book shelf. That means 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.
WITH AUTHORHOUSE, YOU CAN:

- Have a custom-designed book cover and interior as part of the package price
- Publish with a full-color interior, which is great for children’s books
- Have access to a full-service, in-house art studio to create illustrations and custom artwork
- Have access to professional copyediting services
- Have your book available for order at more than 25,000 bookstores worldwide and online retailers, including Amazon.com
- Buy books for resale with author-only discounts
- Publish in paperback, hard cover, and e-book formats
- Have a custom-designed book cover and interior as part of the standard price
- Select from a comprehensive range of promotional and web marketing services
- Publish in 30 days if needed

<table>
<thead>
<tr>
<th>Publishing Options</th>
<th>TRADITIONAL</th>
<th>VANITY</th>
<th>AuthorHouse</th>
</tr>
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<tbody>
<tr>
<td>Need an agent to represent you</td>
<td>Usually</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Editing and proof reading available</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Custom designed book you control</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Must fund large print run</td>
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<tr>
<td>Large up-front financial and time investments needed</td>
<td>Yes</td>
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<td>No</td>
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<tr>
<td>Marketing and publicity services available</td>
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<td>No</td>
<td>Yes</td>
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<tr>
<td>Maintain copyright</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Distribution through all sales channels</td>
<td>Yes</td>
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</tr>
<tr>
<td>Control cover artwork</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
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“**It’s a great feeling** to be able to share your story with as many people as possible who want to go on the journey with you.”

C.S. Marks, Author

Elfhunter
Fire-Heart
Ravensshade
What Does It Take to GET PUBLISHED?

**With AuthorHouse** you can get from manuscript to book sales faster and easier than you might think. Our AuthorCentric process is designed to allow you to have expert help available 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 copy editing 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 completed an AuthorHouse contract, 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. 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 (two to three business days for Rapid Release customers), you will receive the completed initial cover and galley.
PARTICIPATE IN REVIEW CALL WITH YOUR DESIGN CONSULTANT. After sending your cover and galley for review, your Design Consultant will contact you to discuss any changes you want made to the design of your book. If a more in-depth conversation is needed, a time will be set up for you to discuss your concerns with your Cover Designer or Book Designer in more detail.

APPROVE YOUR COVER AND 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, your royalty percentage and selling price will be discussed with you as well as any other concerns that you may have about what’s next in the publishing process.

“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
What The Elephant Forgot
The Wormleys
How The Dalmation Got Its Spots
Funspell
Let us help you publish, promote and **SELL YOUR BOOK**.

**Getting from manuscript** to finished book is quite an accomplishment no matter what genre or page count you publish. However, there is more to publishing than just printing. Having a well-thought out plan for each phase and an overarching goal in mind are important keys to becoming a successful author.

**PUBLISHING YOUR BOOK**
At this phase, you need to consider how your cover and title can help you stand out among competing titles. Also, decide whether you need special artwork or illustrations. Which formats you want to use and how you will protect your work should also be considered at this stage. We can help you make sound decisions in each of these areas and select the services that best fit your goal and budget.

**PROMOTING YOUR BOOK**
Your marketing plan is as important as your manuscript, so the time to start thinking about promoting your book is when you are close to submitting your materials, and not waiting until you are holding your first copy of your book. Careful planning, targeted promotions and professionally created materials and distribution are critical when it comes to effectively promoting your work. That’s why at AuthorHouse,
we offer a comprehensive selection of promotional services to help you promote your book directly to readers, through advertising, online, in bookstores and in the media. Which services are best for you? Let our Marketing Consultants help you decide.

SELLING YOUR BOOK
Even before your book is in print, you want to think about how you’re going to generate sales. By combining your promotional efforts with sound bookselling strategies, you can help create interest in your work. If you’re going to sell directly to readers, you can take advantage of exclusive volume book discounts we offer to our authors. Bookstores and the Internet are two other key channels you want to consider when you think about book sales. We offer a Bookstore Returnability program that will make your book even more attractive to bookstores and a full suite of Internet marketing services including your own Web site. We can help you create the right plan and provide the services you need to achieve your bookselling plans. Our Description of Services gives you detailed information on the services we offer to help you reach your goal.

“I think the single most impressive factor is the quality of their staff. I view them as being very professional and very sensitive to the needs of authors.”

Mike Johnson, Author
Warrior Priest
Fate Of The Warriors
God’s Perfect Scar
SINCE 1997, we’ve provided the service, support and expertise to help more than 50,000 different authors publish more than 60,000 titles. We look forward to helping you join our family of authors too.