

SELF-PUBLISHING

Simplified

Experience Your Publishing Dreams
With Outskirts Press

FIRSTEdition

Outskirts Press, Inc.
Denver, Colorado

Self-Publishing Simplified
Experience Your Publishing Dreams With Outskirts Press
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Outskirts Press, Inc.
www.OutskirtsPress.com

ISBN-10: 1-59800-081-0
ISBN-13: 978-1-59800-081-8

Library of Congress Control Number: 2005929889

The pricing and information contained herein is accurate as of this printing.
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Printed in the United States of America

Dear Writer,

Do you agree that choosing the right words can sometimes be difficult? Thank goodness for the thesaurus. As a writer, I would be lost without it. The thesaurus is an invaluable tool assisting in the success of my craft.

When Peter Mark first published the thesaurus in 1852, die-hard dictionary purists most likely refused to recognize its value. Now the thesaurus and dictionary coexist in harmony. No one thinks twice about using whichever one is appropriate.

It would be silly to enter into a debate about which is better, the dictionary or the thesaurus. They serve different functions. If I want a definition of a word, I use a dictionary. If I want a better word, I turn to a thesaurus.

Think of Outskirts Press as a thesaurus. Those big publishing houses in New York are the dictionaries. One isn't better than the other; they are just different. But all writers, even dictionary purists, would do well to consider using both.

Sure, I still reach for the dictionary and I submit most of my books to those New York publishers. I always receive rejection letters but I keep trying because I share that elusive dream of fame, fortune, and Oprah!

Guess what? I have never been accepted. Not once. I started submitting sample chapters and outlines when I was in ninth grade. Twenty years later, I still submit sample chapters and outlines.

Picking up that dictionary is becoming increasingly difficult when I know a paper cut awaits me at the end.

That is why I started Outskirts Press. I wanted a “thesaurus” for the publishing world. No, we are not going to put the dictionaries out of business, as some other thesauruses would have you believe. But we are helping writers get published, and we are helping them make money from their writing.

Most importantly, we are motivating them to continue writing and pursuing their publishing dreams in spite of the paper cuts.

Yes, nearly every book I write I submit to old-fashioned publishers. But every book I publish, I submit to Outskirts Press. We will publish your book, too. It is simply a matter of using all possible resources, and it does not have to be a choice.


Sincerely,

Brent Sampson
President & CEO
Outskirts Press, Inc.
www.OutskirtsPress.com

ABOUT THIS BOOK

Self-Publishing Simplified - A Case Study

This book is an example of what is possible at Outskirts Press. Here is how we did it:

Book Details	 Diamond Publishing Package
Perfect Bound Trade Paperback	6" x 9"
Number of Pages	107
Base Price (author's per-copy price)	\$4.52
Trade Discount (percentage off retail for distribution)	20%
Retail Cover Price	\$5.95
Book Profit	\$0.24
Custom Cover	✓
Cover Scribing Services	✓
Editing Services	✓
Indexing Services	✓
Interior Images	✓
Free Press Release Distribution	✓
Press Release Writing	✓
Copyright Registration	✓
Library of Congress Control Number	✓
Free E-book Edition	✓
Free Webpage	✓
Free Audio Excerpt	✓
Amazon.com and BarnesAndNoble.com availability	✓
Ingram and Baker & Taylor wholesale distribution	✓
Free Back Page Promotion	✓
Free Google Print Listing	✓

QUICK START GUIDE

SUBMISSION STEPS

STEPS

- 1.** Go to www.OutskirtsPress.com and click on the “Get Published” arrow at the top of the website. Join our free author community, or sign-in if you have already joined.
- 2.** Once you sign-in to your Author’s Center, Step 2 is in yellow along the left-hand side. By submitting your refundable \$35 deposit/partial payment securely on-line via credit card, we can assign you a personal Author Representative to help you with the rest of the process.
- 3.** Use the provided link in your Author’s Center to submit your manuscript. If you are not ready to submit your manuscript at this time, don’t worry. You can complete Step 3 at a later date.
- 4.** Select your publishing package. The deposit from Step 2 is included in the total cost. Refer to Chapter 3 for complete details about your package choices.
- 5.** You will start receiving helpful e-mails from Author Services once you complete Step 2. Within 2-5 business days of submitting your manuscript, you will receive an e-mail about our decision to publish, along with our publishing contract. After completing Step 4 you will receive the Phase I e-mail from your personal Author Representative.

QUICK START GUIDE

PUBLISHING PHASES

PHASE



Choose any options or upgrades that are available with your publishing package. Refer to Chapter 4 for full details about all the optional upgrades.



Tell us about you and your book, including your book's title, format, and estimated page count. Set your book's retail price by telling us how much money you want to make for each book that is sold. Notify your Author Representative via e-mail when you have finalized all your information within your Author's Center.



Phase III begins once all your information is supplied and your publishing balance is paid in full. Proofing your digital author galleys comes next. Your corrections will be incorporated into your final publication.



Congratulations! Your book is published. Information about your book will be distributed worldwide based upon your trade discount, which you set during phase II. Your free webpage is now available on-line and your free Author's Copies are mailed to you automatically. You can sign-in to your Author's Center at any time to purchase additional author's copies in quantities as low as five at a time.

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THE PATH TO PUBLISHING

“Whew! It’s finally done!”

After months or even years of dedicated writing, your book is finally finished.

Congratulations! Bask in the glow of accomplishment. It takes dedication, desire, and devotion to complete a book.

Now the publishing adventure begins. Which path do you take?

Old-Fashioned Publishing

When the movie studio system was formed in the early 1900s, actors were signed to exclusive deals, treated like commodities, and paid pennies. The studios maintained all the control and made all the money.

2 ♦ THE PATH TO PUBLISHING

Only when movie stars became “free agents” did their autonomy soar. Their paychecks followed suit. Do you think actors today would be making \$20 million per movie if the studios were still in charge?

Fast forward to the new millennium. The old-fashioned publishing industry is undergoing a similar paradigm shift. Authors are discovering alternatives to traditional publishing because they recognize the shortcomings inherent in the industry’s archaic business model. Currently, old-fashioned publishers accept about 2% of the books they deem “good enough” and even then they lose money on about 80% of the ones they publish. It is tough to be successful when they expect you to fail.



TIPS

Myth:

Old-fashioned publishers do all the marketing for you.

Fact:

Unless your name is Stephen King, plan on an extensive amount of self-promotion no matter what publishing path you pursue.

Even if you prove successful, be prepared to relinquish all your rights along with all creative control. Of course, that is the least of your worries. If your book fails to immediately find an audience (i.e., turn a profit), be prepared to watch your publisher yank the book from the shelves. The majority of traditionally published books go out of print within five years.

Once it goes out of print, you may consider republishing it elsewhere. But first you will be required to buy back your rights. Most troubling of all, your publisher may not even sell them to you.

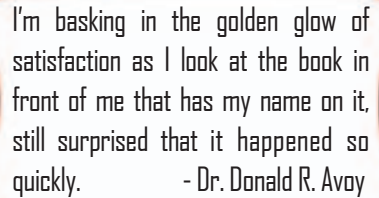
Old-fashioned publishing is an archaic business model that has to adapt. The Industrial Revolution revolutionized it once; the Digital Revolution is revolutionizing it again.

Self-Printing & Imprinting

When *Newsweek* and *Time Magazine* refer to self-publishing, they are often referring to self-printing or imprinting – the antithesis of old-fashioned publishing.

Before custom publishing services like those offered by Outskirts Press, and even before typical publishing-on-demand services, doing all the work was often a determined writer's only recourse if he or she wanted to self-publish a book.

By self-publishing with a printer, authors maintain their rights and full control over interior layout and cover design. That is good.



I'm basking in the golden glow of satisfaction as I look at the book in front of me that has my name on it, still surprised that it happened so quickly. - Dr. Donald R. Avoy

They must also pay for each element of production separately, plus obtain their own ISBN number and EAN barcode. That is bad. Then, when the book is published they have to track orders, bill customers, handle fulfillment, and maintain inventory. Who has the time?

Perhaps the worst part is the initial cost. Printers usually expect you to print large quantities of books up-front to justify the cost of a press run. A recent *Newsweek* article indicated that a self-publishing author who uses a printer should be prepared to spend from \$5,000 to \$25,000. How do you know how many copies to print? It is usually a guess. And without any automatic distribution, it is likely that many of the printed books will end up collecting dust and taking up space in your garage or basement.

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Outskirts Press

There is a better way with Outskirts Press!

By combining unprecedented flexibility, author control, and advanced print-on-demand technology, Outskirts Press combines the best aspects of publishing while simultaneously discarding out-dated methodologies.

Outskirts Press gives authors control over the retail price, distribution trade discount, and book profit they earn. Plus the author always maintains all creative control and publishing rights.

Through alliances with Ingram, Baker & Taylor, and other wholesalers and distributors, Outskirts Press handles all the distribution, inventory, shipping, fulfillment, and invoicing. Retailers like Amazon.com, BarnesAndNoble.com, Borders.com, and about 25,000 other stores who order through these wholesale channels will have your book listed and available for sale. This includes special order availability in just about any store that sells books.

You never have to order any books unless you want to sell them directly to make more money. Outskirts Press offers unlimited print-runs for the wholesale copies of your book distributed directly to Ingram, Baker & Taylor, and book retailers.

Yes, Outskirts Press fills those orders directly. They never come out of your inventory. No additional print-runs means no additional out-of-pocket printing costs, no additional shipping expenditures, and no overhead.

Instead, you concentrate on promoting your book and cashing the checks we mail to you every quarter for book sales.

IS OUTSKIRTS PRESS RIGHT FOR YOU?

How Much Will it Cost?

Outskirts Press offers publishing packages that range in price from \$199 to \$999. These packages include optional services that allow you to fully customize your publishing experience.

There are no additional out-of-pocket costs to fulfill wholesale, distributor, or retail orders. The only required fee is an \$18 annual digital storage fee, which keeps your book “in print” and available for wholesalers, distributors, and retailers to order. That one nominal fee provides unlimited wholesale copies of your book as required by distributors or readers on-demand.

Compare that with self-printing or imprinting, where each print-run can cost you \$2,000 or more.

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How Many Books Will I Have to Print?

Outskirts Press does not require you to buy any books up-front. Instead, we publish and distribute for you, just like the New York publishers! That means no guesswork on how many books you should print, no shortage of books, and no excess books taking up space in your garage.

Will My Book be Changed?

Old-fashioned publishers change nearly everything about your book by editing the content and changing the length.

On the other hand, Outskirts Press leaves the creativity up to you, where it belongs. What you submit is what you publish. We do offer editing services and strongly encourage all our authors to have their manuscripts professionally edited prior to publication. But that is entirely up to you. It is your book.

How Will My Book be Bound?

Outskirts Press books are published with the intention of being distributed and sold. Many retailers dislike saddle stitching and comb bindings. In fact, many refuse to deal with them altogether.

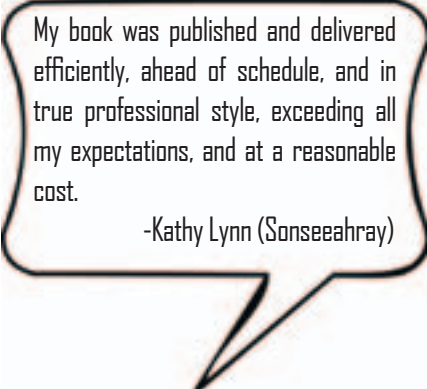
Therefore, all Outskirts Press paperback books are perfect bound and all hardbacks are casebound. Our high quality binding is durable and meant to last.

Who Designs the Interior and Cover?

That is up to you. You can do it or we can do it for you.

Our professional book designers will lay out your book according to our professional formatting standards. You only need to supply your word processor file, formatted in the default settings at 8.5” x 11” with single spaces and no pagination. We will design it for you and produce your print-ready files for publication, all at no additional cost.

Or, if you have more specific design needs, or very personal requirements for your book, you can do the designing yourself and submit your print-quality PDF file exactly as you want it published. It is entirely up to you.



My book was published and delivered efficiently, ahead of schedule, and in true professional style, exceeding all my expectations, and at a reasonable cost.

-Kathy Lynn (Sonseeahray)

We have many professionally designed covers to choose from included as part of our publishing packages.

Or you can work with one of our cover designers to create something truly unique and spectacular for as low as \$299. Depending upon your package, you can even submit your own print-ready PDF file for publication if you already have a cover designed. We will even supply the cover specs as a pre-designed Illustrator or Quark template if it helps you. No additional cost.

“Self-publishing simplified” means we do everything you would rather not do while “custom publishing” means *you control everything*. It is the best of both worlds.

Who Determines My Book's Retail Price?

Allowing authors to set their own retail price is a flexibility few publishers provide. Old-fashioned publishers leave the retail price to their marketing department. Most PODs inflate their retail prices to inflate their portion of the profits and to offer “discounted” bulk orders down the road. Some even insist upon a retail price of \$20 or higher for an average length paperback!

Custom publishing with Outskirts Press provides you with the unique freedom to set your own retail cover price. Our authors request their trade discount and book profit at the beginning of the process. The Outskirts Press website automatically calculates the necessary retail price to fulfill that request. This dynamic calculation is one of the core differences between custom publishing with Outskirts Press and choosing an alternate publishing route.

Give it a try right now! Visit this page of the Outskirts Press website: www.OutskirtsPress.com/calculator.php

Who Determines My Book's Trade Discount?

The flexibility of Outskirts Press really begins to shine when it comes to pricing your book. As with the retail price, the trade discount is up to you. It depends upon what type of distribution you are seeking and how high or low you want your retail price. The Outskirts Press website at www.OutskirtsPress.com automatically estimates your book's pricing before you submit it for publication. That way, you are never surprised.

With most other publishers, including PODs, the publisher sets your trade discount and retail price for you. You only discover what it is after publication (if they tell you at all).

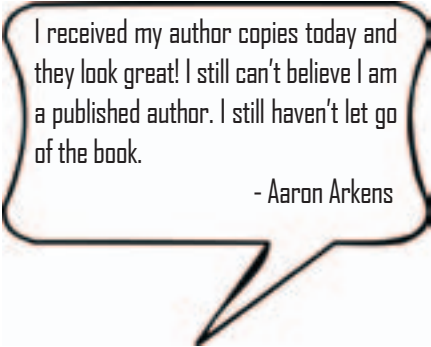
What is Trade Discount? And ... Why is it Important?

“Trade discount” is the percentage of your retail price that you offer to the publishing trade for handling your book. The “publishing trade” in this case consists of wholesalers, distributors, and retailers, but not Outskirts Press. Everyone involved with book after the publisher and all the way to the reader falls into the “publishing trade” circle, and they all take a piece of the trade discount.

Obviously, the larger the trade discount, the more money there is to split up among the parties involved. Standard trade discounts range from 40% - 70%.

Most other POD companies do not offer any information about their trade discounting policies, nor do they give the author any say in the matter. They typically offer 20%, which is half the industry standard.

Outskirts Press offers authors the flexibility of setting their trade discount from 0% - 55%. A 55% trade discount will often result in an industry standard 40% retail margin, which is what a typical book retailer seeks when considering whether or not to order a book. So in addition to availability on Amazon.com, Barnes & Noble’s website, Borders.com, and many other locations, your book can have the retail margin that bookstores and chains are looking for.



I received my author copies today and they look great! I still can't believe I am a published author. I still haven't let go of the book.

- Aaron Arkens

What Trade Discount Should I Select?

Since the trade discount is directly related to both your profit and your retail price, special consideration should be given to picking the right percentage. The higher your trade discount, the higher your retail price or the lower your book profit. The lower your trade discount, the less distribution opportunities for your book.

0%

No distribution. You handle all sales directly from your own inventory.

20%

On-line availability via Amazon and Barnes & Noble. Bookstores and off-line retailers have access to your book via special order and may increase your suggested retail price to pad their profits.

40%

On-line availability plus increased bookstore potential at NET 20, which means a 20% retail margin is provided to the bookstore as their profit.

45%

Same as above, with 5% additional incentive for the wholesaler.

50%

On-line availability plus a growing opportunity for additional sales channels and distribution potential with typical NET 30 retail margin.

55%

The highest trade discount offered, resulting in maximum distribution potential for an industry standard 40% retail margin.

What is the Author's Base Price for Each Book?





Your book has a base price, which depends upon the format, publishing package, and page count of the book. Unlike other on-demand publishers, you do not have to order massive quantities of books just to get a good base price.

Take a closer look and you will notice that many POD publishers artificially inflate a book's retail price and then sell copies to the author for a "discount." Strangely, most PODs have adopted a scheme similar to off-set printers by providing a "bulk discount" if the author orders a large number of books all at once. Doesn't this defeat one of the advantages of print-on-demand? All they have really done is inflated the low-quantity costs enough to allow a discount on higher quantities. No wonder their retail prices are so high! Believe it or not, with other PODs, you will end up paying wholesale price or higher for your own book in low quantities. Good luck making any money that way.

At Outskirts Press your book's low base price is available for quantities as low as five at a time. Additional incentives apply if you wish to buy more than 1,000 copies at a time, although large print-runs are never required. In fact, you do not have to buy any copies if you do not want to – just like with an old-fashion publisher.

The chart on the next page provides some examples of our per-book base pricing for each package, based on 100 pages and all our formats. From this chart, you should be able to get a good idea of what the base price for your book would be. Or, you can calculate your actual base price, along with estimated retail pricing, from the Outskirts Press website at: www.OutskirtsPress.com/calculator.php

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Author's Base Price per Book (Minimum Print-Run: 5)					
Sample Page Count	Format	 Emerald	 Sapphire	 Ruby	 Diamond
100	5.5" x 8.5" paperback	\$7.52	\$6.52	\$5.52	\$4.52
100	5" x 8" paperback		\$6.52	\$5.52	\$4.52
100	6" x 9" paperback		\$6.52	\$5.52	\$4.52
100	6.14" x 9.21" paperback			\$5.52	\$4.52
100	7.5" x 9.25" paperback			\$5.52	\$4.52
100	7.4" x 9.7" paperback			\$5.52	\$4.52
100	7" x 10" paperback				\$5.86
100	8.3" x 11.7" paperback				\$5.86
100	8.25" x 11" paperback				\$5.86
100	5.5" x 8.5" laminated hardback			\$10.62	\$9.62
100	6" x 9" laminated hardback			\$10.62	\$9.62
100	6.14" x 9.21" laminated hardback			\$10.62	\$9.62
100	5.5" x 8.5" hardback/dust jacket				\$11.17
100	6" x 9" hardback/dust jacket				\$11.17
100	6.14" x 9.21" hardback/dust jacket				\$11.17

How do I Get Paid and When?

Book sales data is reported within your free Author's Center. Book profit checks in excess of \$10 are mailed to the author's address on file via first class mail within 90 days following the quarter in which the sales were received. If your book profit is less than \$10, a profit balance is shown as unpaid in the Author's Center, until such time as the accumulated unpaid profit exceeds \$10, at which time that accumulated profit is mailed to the author with the next quarterly payment.

Who Determines How Much Money I Make?

With Outskirts Press, the answer is easy: You do. You set your book profit in advance of publication so you know exactly how much money you make from each book sold through distribution sales channels.

With other publishers, the answer is equally easy: They do. Most publishers use royalty schemes that split the retail price profits between the author and the publisher. If you request a higher retail price in an effort to make more money, a percentage goes into the publisher's pocket too.

Not so with Outskirts Press. We make the same amount regardless of whether your retail price is \$10 or \$20. The difference in profit goes into your pocket, not ours!

How Long Does it Take to Get Published?

In the time it takes to send a query letter to an old-fashioned publisher and receive a response, you can be a published author with Outskirts Press. Once we receive your manuscript, publishing fee, and publishing agreement, the typical turn around time is between 10-13 weeks.

Here is a quick overview of the process timeline:

Manuscript Accepted:	1 Week
Phase I Options:	1 Week (Author's Discretion)
Phase II Information:	1 Week (Author's Discretion)
Phase III Production:	3-4 Weeks
Author's Galleys:	1 Week (Author's Discretion)
Publication:	3-4 Weeks

An optional Expedited Service upgrade for \$99 accelerates the process, often resulting in publication within 7-10 weeks.

Do I Retain All the Rights to My Book?

Yes.

Perhaps the single most important question for any writer involves their publishing rights. Old-fashioned publishers often take all your rights when you sign their contract. And some PODs take your rights, too. Be sure to read any contract carefully.

At Outskirts Press, you maintain all your publishing rights. Take a look at our custom publishing contract in the appendix of this book. You will notice that the author keeps all licenses and rights to the book, and simply grants Outskirts Press a *non-exclusive* right to print and distribute the book on the author's behalf. Yes, non-exclusive! Outskirts Press allows, and even encourages, authors to pursue other opportunities.

PUBLISHING WITH OUTSKIRTS PRESS

Now that you have learned about the advantages of publishing with Outskirts Press, you are probably excited about the possibilities. But perhaps you are apprehensive about starting.

Don't worry! Your publication process will be easier than reading this book if you elect to publish with Outskirts Press.

Since most of the process takes place on-line, all you need is your completed manuscript and access to the internet.

The Outskirts Press website is at: www.OutskirtsPress.com or AOL Keyword: *OutskirtsPress.com* (capitalization does not matter).

For some writers, using the Internet to publish a book may seem impersonal. Rest assured that the care and attention you receive from your Author Representative lacks only the face-to-face meetings and rush hour commutes. When this adventure is over, you will have made a new friend.

Join the Outskirts Press Community

STEP 1

Joining is fast, free, and fun. There is no obligation and Outskirts Press does not share your information with anyone. You can start from any page of the Outskirts Press website by clicking on the “Get Published” arrow at the top of the screen. Do this even if you elect to publish elsewhere since the Outskirts Press community offers helpful tips and resources for any writer. Learn more about the writing and publishing resources available inside your Author’s Center in Chapter 9.

Submit Your Deposit

STEP 2

Get started on the path to publication with a low \$35 deposit. This is a partial payment that is applied to the total cost of your publishing package.

You may submit your deposit conveniently and securely from within your Author’s Center by clicking on the payment button. You will know the transaction is secure from the padlock graphic at the bottom of the payment screen. Or you may pay via PayPal, telephone, or by sending a check in the mail. If you have any questions about this process please contact Outskirts Press for assistance at: info@outskirtspress.com

Once your deposit is received and processed, you start receiving personal help from Author Services via e-mail. We will work with you throughout your publishing adventure and are always available to answer your questions.

Your deposit is a partial payment that is applied to the total cost of your publishing package. If your manuscript is not accepted for publication due to length or content, your deposit is refunded in full.

Preparing and Submitting Your Manuscript

STEP 3

Proper preparation of your manuscript is an important part of the submission process, so please read and follow these instructions carefully.

First, save your entire document as one single word processor file. If your book is spread across multiple files (a different file for each chapter, for instance), consolidate it into one single file before submitting it.

If you are using a word processor other than Word or WordPerfect, choose the SAVE AS function and attempt to save it as a Microsoft Word document. WordPerfect files are acceptable, although Word is preferred. Alternate file formats are also acceptable, although for security reasons Outskirts Press does not accept zipped, compressed, or executable files. Check with your Author Representative for supported file types.

There is no need to paginate your book, either manually or automatically. The page numbers will invariably change during the interior design process.

Manuscripts can be submitted in single space at the default settings of 8.5" x 11" page size and margins. The Outskirts Press book designers will ignore your particular format settings in deference to our professional interior formatting standards unless you communicate specific preferences to your Author Representative prior to Phase III.

You are free to change the page size and margins according to your trim size in order to get a more accurate glimpse of your book in its published format, but you do not have to. Proofread and edit your manuscript one last time. Or, you can elect our optional editing services during Phase I.

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Now you are ready to submit your manuscript. Attach the file to an e-mail and send it to the e-mail address you received upon paying your deposit during Step 2.

To attach your manuscript file to an e-mail, start your e-mail program (such as Outlook or AOL) and click the attach button, which usually looks like a paper clip or simply says “Attach Files.” Select your single manuscript file from your hard drive. Once your manuscript file is attached to the e-mail, click the SEND button. Outskirts Press will automatically acknowledge receipt of your e-mail.

We will notify you within 2-5 business days of our decision to publish.

Select a Publishing Package

STEP 4

Over the next several pages you will find details about the Emerald, Sapphire, Ruby, and Diamond publishing packages. All four of these packages include a high-quality trade paperback with a full-color cover and black & white interior.

For information about our full-color Pearl Publishing Package, perfect for children’s books, visit our website at: www.OutskirtsPress.com/pearlpublishing.php

Package Information	 Emerald	 Sapphire	 Ruby	 Diamond
Publishing Fee (includes deposit)	\$199	\$399	\$599	\$999
Annual Storage Fee Due Each January	\$18	\$18	\$18	\$18
Free Paperback Author's Copies	1	3	6	10
Book Formats Available	1	3	9	15
Free Cover Choices	2	9	16	25
High Quality Trade Paperback	✓	✓	✓	✓
Author Maintains All Rights	✓	✓	✓	✓
Non-Exclusive Contract	✓	✓	✓	✓
Professionally Designed Interiors	✓	✓	✓	✓
Print-Ready Files Included	✓	✓	✓	✓
Retail Cover Price Control	✓	✓	✓	✓
Book Profit Control	✓	✓	✓	✓
Distribution Trade Discount Control		✓	✓	✓
ISBN Assigned		✓	✓	✓
Bookland EAN Barcode on Cover		✓	✓	✓
Distribution with Ingram		✓	✓	✓
Distribution with Baker & Taylor		✓	✓	✓
Retail Availability on Amazon.com		✓	✓	✓
Retail Availability on BarnesAndNoble.com		✓	✓	✓
Retail Availability on Borders.com		✓	✓	✓
Retail Availability on BAMM.com			✓	✓
Retail Availability on Powells.com			✓	✓
Distribution with Gardners			✓	✓
Distribution with Bertrams			✓	✓
Laminated Hardback Available			✓	✓
Hardback with Dust Jacket Available				✓



Emerald Publishing Package

At \$199, the Emerald Publishing Package offers the most economic way to publish your book and hold it in your hands as a perfect bound trade paperback without distribution.

Every Emerald includes a trade paperback publication. The available format for Emerald books is:

- ✓ 5.5" x 8.5" perfect bound paperback

There are two professional covers to choose from, each with over 18 colors and 10 backgrounds. Look for the Emerald icon on the cover samples available for preview at: www.OutskirtsPress.com/covers

The Emerald Package does not include an ISBN or any distribution for your book. This makes the Emerald Publishing Package ideal for business-to-business use or for authors who want to handle distribution and fulfillment themselves.

EMERALD AT A GLANCE

Number of Free Paperback Author's Copies	1
Book Formats Available	1
Included Cover Choices	2
Yearly Storage Fee	\$18
Control Retail Price	YES
Set Your Own Book Profit	YES

www.OutskirtsPress.com/emeraldpublishing.php



Sapphire Publishing Package

At \$399, the Sapphire Publishing Package offers a great value for publishing and distributing your book for availability through Ingram, Amazon, and elsewhere.

Every Sapphire includes a trade paperback publication. The available formats for Sapphire books are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 5" x 8" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback

The nine professional cover choices included with the Sapphire package are on this page of our website, designated with a Sapphire icon: www.OutskirtsPress.com/covers For each cover there are over 18 colors and 10 backgrounds to choose from, providing over 1,620 possible variations.

The propagation of your unique ISBN number to distribution wholesalers and databases such as Ingram, Baker & Taylor, and Books in Print, among others, provides potential availability of your book anywhere books are sold, depending upon the trade discount you select.

The core benefit of custom publishing with Outskirts Press is control over your book's retail price and trade discount. The higher the trade discount, the greater the potential for increased distribution.

With at least a 20% trade discount, your book's ISBN is distributed through Ingram for availability from Amazon.com, Barnes & Noble's website, and many other on-line retailers. You are free to set your trade discount as high as 50% with the Sapphire package. The higher your trade discount, the more opportunity for distribution.

22 ♦ PUBLISHING WITH OUTSKIRTS PRESS

Balancing the proper retail price, trade discount, and book profit is a tightrope act. The cover price should be low enough to encourage buyers, yet high enough to cover costs, particularly when wholesalers take their cut via the trade discount. Sapphire authors can experiment with different pricing scenarios in advance of publication by visiting the following page of the Outskirts Press website: www.OutskirtsPress.com/calculator.php

Another advantage of the Sapphire Publishing Package is the free option to include your author's photograph on the back cover of your book. The two Emerald covers do not include an author photograph, but seven of the Sapphire covers do.

SAPPHIRE AT A GLANCE

Number of Free Paperback Author's Copies	3
Book Formats Available	3
Included Cover Choices	9
Yearly Storage Fee	\$18
Control Retail Price	YES
Control Trade Discount	YES
Set Your Own Book Profit	YES
ISBN Distribution Worldwide	YES

www.OutskirtsPress.com/sapphirepublishing.php



Ruby Publishing Package

At \$599, the Ruby Publishing Package is the optimal choice for authors who want the most flexibility and control over their options while lowering their author base price.

Every Ruby includes a trade paperback publication. The available formats for Ruby books are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 5" x 8" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback
- ✓ 6.14" x 9.21" perfect bound paperback
- ✓ 7.4" x 9.7" perfect bound paperback
- ✓ 7.5" x 9.25" perfect bound paperback
- ✓ 5.5" x 8.5" laminated hardback (optional upgrade)
- ✓ 6" x 9" laminated hardback (optional upgrade)
- ✓ 6.14" x 9.21" laminated hardback (optional upgrade)

Each of the 16 professional cover choices included with the Ruby package offers over 18 colors and 10 backgrounds to choose from, providing over 2,880 possible variations. Or you can submit your own cover or purchase an exclusive custom cover for \$299. Preview samples with the Ruby icon here: www.OutskirtsPress.com/covers

The propagation of your unique ISBN number to distribution wholesalers and databases such as Ingram, Baker & Taylor, and Books in Print, among others, provides potential availability of your book anywhere books are sold, depending upon the trade discount you select.

The core benefit of custom publishing with Outskirts Press is control over your book's retail price and trade discount. The higher the trade discount, the greater the potential for increased distribution.

24 ♦ PUBLISHING WITH OUTSKIRTS PRESS

With at least a 20% trade discount, your book's ISBN is distributed via Baker & Taylor and Ingram for availability from Amazon.com, Barnes & Noble's website, and many other on-line retailers. You are free to set your trade discount as high as 55%. The higher the trade discount, the more opportunity for distribution on-line and off.

Proper book pricing is a tightrope act. The cover price should be low enough to encourage buyers, yet high enough to cover costs, particularly when wholesalers take their cut via the trade discount. Ruby authors can experiment with different pricing scenarios in advance of publication by visiting the Outskirts Press website at: www.OutskirtsPress.com/calculator.php

The Ruby Package also includes an optional laminated hardback edition for \$199. The laminated hardback is much like a textbook, with a full color, case-bound hardback cover. If publishing both a hardback and paperback edition, the trim sizes must match.

RUBY AT A GLANCE

Number of Free Paperback Author's Copies	6
Book Formats Available	9
Professional Cover Choices	16
Yearly Storage Fee	\$18
Control Retail Price	YES
Control Trade Discount	YES
Set Your Own Book Profit	YES
ISBN Distribution Worldwide	YES
Laminated Hardback Option	YES
Custom Cover Option	YES

www.OutskirtsPress.com/rubypublishing.php



Diamond Publishing Package

At \$999, the ultimate Diamond Publishing Package offers the most options and services available, including free options like press release distribution, a Google listing, an e-book edition of your book, and more.

Every Diamond includes a trade paperback publication. The available formats for Diamond books are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 5" x 8" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback
- ✓ 6.14" x 9.21" perfect bound paperback
- ✓ 7.5" x 9.25" perfect bound paperback
- ✓ 7.4" x 9.7" perfect bound paperback
- ✓ 8.3" x 11.7" perfect bound paperback
- ✓ 7" x 10" perfect bound paperback
- ✓ 8.25" x 11" perfect bound paperback
- ✓ 5.5" x 8.5" laminated hardback (optional upgrade)
- ✓ 6" x 9" laminated hardback (optional upgrade)
- ✓ 6.14" x 9.21" laminated hardback (optional upgrade)
- ✓ 5.5" x 8.5" hardback with dust jacket (optional upgrade)
- ✓ 6" x 9" hardback with dust jacket (optional upgrade)
- ✓ 6.14" x 9.21" hardback with dust jacket (optional upgrade)

Each of the 25 professional cover choices included with the Diamond package offers over 18 colors and 10 backgrounds. Or you can submit your own cover or purchase an exclusive custom cover for \$299. Preview samples with the Diamond icon at: www.OutskirtsPress.com/covers

The propagation of your unique ISBN number to distribution wholesalers and databases such as Ingram, Baker & Taylor, and Books in Print, among others, provides potential availability of your book anywhere books are sold, depending upon the trade discount you select.

The core benefit of custom publishing with Outskirts Press is control over your book's retail price and trade discount. The higher the trade discount, the greater the potential for increased distribution via Ingram, Amazon, Barnes & Noble, Baker & Taylor, etc.

Many of the most popular on-line book retailers use Ingram to provide listing information for book availability and cost. If you request at least a 20% trade discount, your book's ISBN is distributed through Ingram's distribution network and your book becomes available for purchase from Amazon.com, Barnes & Noble's website, and many other on-line retailers. You are free to set your trade discount as high as 55%. The higher the trade discount, the more opportunity for distribution.

Balancing the proper retail price, trade discount, and book profit is a tightrope act. The cover price should be low enough to encourage buyers, yet high enough to cover costs, particularly when wholesalers take their cut via the trade discount. The symbiosis between retail price and trade discount is a delicate one. Diamond authors can experiment with different pricing scenarios in advance of publication by visiting the following page of the Outskirts Press website: www.OutskirtsPress.com/calculator.php

In addition to the high quality trade paperback, the Diamond Publishing Package affords you the optional upgrade of either a full-color laminated hardback or a cloth-stitched hardback with dust jacket. In the case of the cloth-stitched hardback edition, the title of your book is stamped on the spine in gold foil for a classy presentation.

Ask your Author Representative about the Custom Cover option for \$299, designed exclusively for your Diamond book. If you publish both a hardback and paperback edition, the custom cover can be used for both at no additional charge.

In addition to the hardback option, every Diamond author receives a free e-book edition of their book that is secured to prevent editing or printing of your manuscript. With your e-book file in hand you can pursue other revenue opportunities. Additionally, secure e-commerce functionality is added to your free webpage for e-book purchases.

Also available exclusively for the Diamond Package is the Author Loyalty Program, which offers an incentive for Diamond authors to publish additional books with Outskirts Press. Your publishing discount increases with each subsequent book up to three.

Learn about all the options included with the Diamond Publishing Package in the next chapter.

DIAMOND AT A GLANCE

Number of Free Paperback Author's Copies	10
Book Formats Available	15
Included Cover Choices	25
Yearly Storage Fee	\$18
Retail Price Control	YES
Trade Discount Control	YES
Set Your Own Book Profit	YES
ISBN Worldwide Distribution	YES
Hardcover Book Option	YES
With or Without Dust Jacket	YES
Custom Cover Option	YES
Free e-Book Edition	YES
Free Google Print Listing	YES
Author Loyalty Program	YES

www.OutskirtsPress.com/diamondpublishing.php

Selecting the Right Package for You

Choose the Diamond Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want distribution via Ingram and Baker & Taylor
- ✓ Want on-line availability at Amazon and B&N
- ✓ Want the lowest base price, beginning at \$4.52 each
- ✓ Want the greatest retail price flexibility
- ✓ Want the option of a hardback with dust jacket
- ✓ Want a free e-book edition of your book
- ✓ Want the most free options
- ✓ Want a professionally designed interior with headers and “drop caps”

Choose the Ruby Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want distribution via Ingram and Baker & Taylor
- ✓ Want on-line availability at Amazon and B&N
- ✓ Want a great base price, beginning at \$5.52 each
- ✓ Want an excellent ratio between retail price and profit
- ✓ Want the option of a laminated hardback
- ✓ Want the most available options
- ✓ Want a professionally designed interior with headers

Choose the Sapphire Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want distribution via Ingram and Baker & Taylor
- ✓ Want on-line availability at Amazon and B&N
- ✓ Want a reasonable base price, beginning at \$6.52 each
- ✓ Want a professionally designed interior

Choose the Emerald Publishing Package if you...

- ✓ Do not need an ISBN number
- ✓ Do not need wholesale distribution
- ✓ Do not want on-line retail availability

PHASE I OPTIONS

“Congratulations! Your manuscript has been accepted for publication with Outskirts Press.”

You will typically receive this e-mail notification between 2-5 business days after submitting your manuscript – faster if you elected our optional \$99 Expedited Service option at the time of your deposit. You may add Expedited Service during Phase I, too.

The publishing contract is attached to your acceptance e-mail, along with a W-9 tax form. If you are a U.S. Citizen, you must fill it out, sign it, and return the W-9 along with your publishing agreement. You can fax or mail the contract and W-9 to the Outskirts Press offices.

Once all the submission steps are completed, the real fun begins.

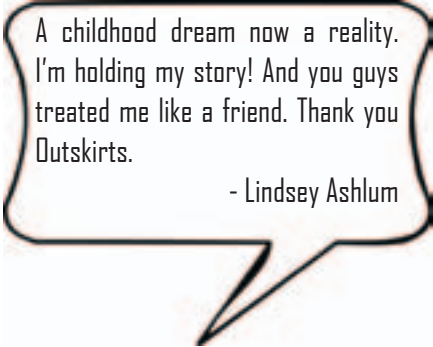
Depending upon your publishing package you have a number of available options. By offering these options *a la carte*, Outskirts Press affords you the flexibility to select the options you want without paying for ones you don't. You do not have to select any.

30 ♦ PHASE I - OPTIONS

Optional Upgrades	 Emerald	 Sapphire	 Ruby	 Diamond
Expedited Service	\$99	\$99	\$99	\$99
Editing Services (per word)	1.4¢	1.4¢	1.4¢	1.4¢
Indexing Services (per page)	\$4.00	\$4.00	\$4.00	\$4.00
Transcription Services (per page)	\$3.00	\$3.00	\$3.00	\$3.00
Interior Image Placement	\$3/ea	\$3/ea	\$3/ea	\$3/ea
Revisions after Publication	\$99	\$99	\$99	\$99
Author Photo on Cover		Free	Free	Free
E-Book Edition			\$99	Free
Audio Excerpt			\$99	Free
Select Your Own Cover Image			\$99	Free
Back Page Promotion			\$99	Free
Google Print Listing			\$99	Free
Press Release Distribution			\$99	Free
Press Release Writing Services			\$199	\$199
Cover Scribing Services			\$99	\$99
Custom Cover Design			\$299	\$299
Publication Announcement			\$99	\$99
Official Copyright Registration			\$99	\$99
Library of Congress Number			\$99	\$99
CD Media/Press Kit			\$499	\$499
Annual Retail Returns (per year)			\$499	\$499
Laminated Hardback Edition			\$199	\$199
Cloth Hardback with Dust Jacket				\$199
Author Loyalty Program				Free

Expedited Service

Outskirts Press offers optional Expedited Service that accelerates the publication of your book. There are no guarantees about the timeframe and your \$99 Expedited Service fee is nonrefundable after acceptance, but as long as you provide all the materials and information your Author Representative needs in a timely and complete manner, your book is whisked through the phases toward publication, sometimes in as few as 5 weeks, but typically between 7-10 weeks, depending upon any additional options.



A childhood dream now a reality. I'm holding my story! And you guys treated me like a friend. Thank you Outskirts.

- Lindsey Ashlum

Editing Services

If you want your manuscript edited for typos, misspellings, and contextual word use, this option is for you. Simply notify your Author Representative via e-mail during Phase I. This service will extend your publication timeline. Your Author Representative will provide you with an estimated timeframe and cost (based upon word count). There is a 15,000 word minimum, so if your manuscript is less than 15,000 words, this will be the word count used when calculating your cost. If you have a work of poetry, editing services are charged at \$50 per hour and you will be provided with an estimate in advance. After your manuscript is edited, you will receive it back to accept or reject each of the editor's recommendations. That way, you always maintain control of your book. You have the final say.

Indexing Services

Many non-fiction books benefit from having a subject index in the back, although the task of creating an index is time consuming. The Outskirts Press indexing service solves this problem. After your author galley revisions are implemented, our indexing specialist creates an index for you.

Transcription Services

If you only have a hard copy manuscript of your book, you may be interested in the Transcription Services offered by Outskirts Press, which converts your hard copy book into a Microsoft Word file to allow you to take advantage of our full range of publishing packages and services.

Interior Image Placement

If you have black and white images, charts, photographs, or illustrations inside your book, indicate their location in the body of your manuscript and then supply them separately to your Author Representative as high-resolution images. When your interior is designed, your images will be custom placed according to your instructions. Images should be at least 300dpi and should be .tif or .jpg files. If you have more than four images, copy them to a CD and mail them to your Author Representative. If you have fewer than four images, you can attach them to an e-mail (or multiple e-mails) addressed to your Author Representative. You can avoid the \$3/image placement fee if you supply a pre-formatted, print ready document with your high-resolution images already placed exactly as you want them printed. In that case, since the document is large, you would want to send your final manuscript to us in the mail on a CD or 3.5" floppy disc.

Revisions After Publication

One main advantage to custom publishing with Outskirts Press is the option to make post-publication revisions. Even after your book is published, you may wish to change something. For a small revision set-up fee, you can make a change to your cover and/or interior. Set-up fees are separate for interiors and exteriors, so changes to both will require two revision fees. Additionally, there is a \$50/hour fee on the time spent making the actual changes.

Author Photo on Cover

If you want your photograph on the back of your book, submit it via e-mail as a high-resolution image. If you are electing not to include an author photo, your Author Representative will need to know that, too. Author images are included for free on Sapphire, Ruby, and Diamond covers. You must own the rights to the image you supply, and if it was taken professionally, we will need the photographer's permission to publish.

E-Book Edition

A secure e-book file in industry-standard PDF format is created for additional revenue and marketing opportunities. Outskirts Press securely locks your electronic e-book file with protection that prevents editing or printing of the document, so you know your book is safe. Your e-book also becomes available on your free webpage at a price you set yourself. You keep 50% of the profit made from each e-book sale originating from your Outskirts Press page and 100% of e-book profits made through distribution channels you explore yourself. The e-book edition is included free with the Diamond Publishing Package.

Audio Excerpt

Particularly valuable for professional speakers who have published a book (but a catchy promotional hook for others), the Audio Excerpt option provides the opportunity to record your voice on your free webpage. You can read a 3-minute section of your book, or just explain in your own voice what motivated you to write, or what message you would like to share to your fans or readers. It is as easy as calling a toll-free number and talking into a phone. Within one week your audio excerpt is added to your free webpage for others to hear.

Press Release Distribution

Outskirts Press distributes your press release to an international syndicate of reviewers, journalists, newspapers, reporters, and websites. Recipients include all the big players like The New York Times, The Wall Street Journal, Publisher's Weekly, and others. You should still distribute your press release locally and follow-up personally.

Press Release Writing Services

A professional press release is an important element of successful book promotion. However, writing an effective and captivating press release is difficult. With this optional upgrade, the professionals at Outskirts Press will compose your press release for you. After you fill out the supplied form Outskirts Press will incorporate your important points into a media-friendly press release that conforms to industry required specifications, maximizing its effectiveness. Press Release Distribution is included with our Press Release Writing Services.

Cover Scribing Services

The back cover copy and author biography is second only to a dynamic cover when it comes to motivating a reader to buy. Select this optional upgrade and your back cover copy will shine with professionally written zing. Once you submit your book summary and author biography within your Author's Center, Outskirts Press will enhance it with polish and pizzazz to make it sparkle. You are free to continue to use the new copy on your webpage, on your back cover, and anywhere else you deem necessary as your book promotion unfolds.



TIPS

You have eight seconds to get a potential buyer interested in your book. Don't lose them when they read the back cover.

Select Your Own Cover Image

The Ruby Publishing Package includes seven covers that feature images and the Diamond Package includes 14. These images are free for you to use with your selected cover as a part of your package.

But what if you prefer an image more appropriate to your book? Ruby and Diamond authors can select a cover image from our incredibly wide selection of photographs, confident in knowing that the rights to the image have been secured for use. Your cover designer will then insert your selected image into your cover for you.

Custom Cover Design

If you want an exclusive custom cover designed specifically for your book according to your specifications and/or using an image you own or envision, this option is for you.

Providing concept sketches, images, or photographs to your Author Representative is helpful in creating a cover that matches what you want. Your Author Representative will need some details from you about what type of cover you are looking for.

You may wish to provide a photo or image for actual use on your cover, and if so, it must meet the following criteria:

- ✓ You must own the rights to publish it and be able to provide documentation when requested by your Author Representative. Outskirts Press takes copyright infringement seriously and only accepts images or photographs that you own or have authorization to use.
- ✓ The image must be high-resolution (300-600dpi). Anything less results in a less than optimal cover image.

If you do not have an image or photo, the best way to describe your cover is in the form of a very specific e-mail sent to your Author Representative. Indicate color and/or font preferences if you have strong feelings about that. Anything left out will be put into our capable hands of the cover designers.

You will receive one or two concept drafts for your review to make sure the cover is on the right track. Make any changes to the concept that needs to be made. Your comments will be incorporated into the cover proof during the author galley stage for your final approval.

Back Page Promotion

Have you published more than one book with Outskirts Press? We will create a graphic announcement for your previous book(s) in the back of your new book.

Publication Announcement with Ingram

If you want your book within the pages of Ingram's monthly catalog announcing new publications, this is the option for you. The Ingram *Advance* is distributed to wholesalers, bookstores, libraries, and readers on a monthly basis. In addition to a cover image, your listing includes your pricing information and ISBN number to facilitate ordering.

Official Copyright Registration

According to the U.S. Copyright Office, copyright law protects a literary work once it is placed in a tangible medium such as a manuscript, e-book, or even a word processor file. Nevertheless, many authors choose to secure their copyright officially with the Copyright Office. Outskirts Press handles all the details involved in officially registering copyright as an optional service.

Library of Congress Number

A Library of Congress PCN number helps facilitate distribution through the United States library system. With this optional upgrade, Outskirts Press acquires a Library of Congress number for you and places it on your copyright page in standardized format. We also submit the appropriate editions of your book to the Library of Congress after publication.

CD Media/Press Kit

The CD Media/Press Kit is a customized CD that contains everything a book buyer, journalist, or media contact will need to make a decision about purchasing your book or interviewing you. Each CD includes a secure e-book version of your book, a high-resolution image of the entire cover (front and back), a high-resolution author photo (if provided) your author biography, and the book summary information you provided for the back cover.

Also included are a professionally written press release, your sales sheet, and your customized marketing plan/promotional schedule. In advance of receiving the final CD, you will receive a marketing template from your Author Representative. Fill it out to create your marketing plan and promotional schedule. Book buyers in particular require this information.

You receive five copies of the CD Media/Press Kit, five color copies of your sales sheet, and five copies of your professional press release to further help you with marketing and promotion. Additional copies of your CD are available in packs of 5 for \$25.

BONUS: Depending upon the marketability of your book, Outskirts Press may at their discretion represent your book personally to the Barnes & Noble Small Press book buyers and/or the national Borders acquisitions department. If this is the case, Outskirts Press will make personal contact and provide them with a copy of your book and your CD Media/Press Kit. Selected books typically include one or all of the following options: A 55% trade discount, a custom cover, retail returns, and professional editing (elements book buyers highly value). There is never any guarantee that a bookstore will stock your book; that is up to each individual buyer.

Annual Retail Returns

Traditional book retailers often look for four things when deciding to stock a book on their shelves: Availability with a distributor, a very attractive trade discount, a returns policy, and demand.

Creating demand, or “buzz,” is up to your promotional efforts, but Outskirts Press provides the necessary means to fulfill the other criteria. The Annual Retail Returns program is billed for a 12-month period of time and allows retailers the option to return unsold copies of your book.

Outskirts Press is one of the few on-demand publishers that offers retail returns. In fact, most retailers automatically and incorrectly assume *all* on-demand books are not returnable. If you select this option you can inform them that your book *is* returnable.

There is never any guarantee that a store will stock your book as a result of participating in this program, but meeting this requirement is one of the first things most retailers look for.

Google™ Print Listing

Imagine direct title searches for your book appearing on the very first page of Google listings, complete with a colorful book icon to catch the eye. Embrace the power of the world’s leading search engine to increase exposure of your book. Google users can peek at a portion of your book’s interior and go directly to any number of on-line outlets to purchase your paperback. Once listed, Google reserves the right to maintain an electronic version of your title within their digital library at their discretion.

Laminated Hardback Edition

For only \$199, Diamond and Ruby authors can elect to publish an additional hardback edition of their book with a full-color laminated hardback cover. The hardback edition includes its own unique ISBN, barcode, and distribution. Base price, trade discount, retail price, and book profit are calculated independently of the paperback edition.

Cloth Hardback with Dust Jacket Edition

For only \$199, Diamond authors can add a cloth-stitched hardback edition of their book, featuring a full color, wrap-around dust jacket. The cloth case-bound edition features gold foil stamping on the spine for the title (and byline, space permitting). The hardback with dust jacket edition includes its own unique ISBN, barcode, and distribution. Base price, trade discount, retail price, and book profit are calculated independently of the paperback edition.

Author Loyalty Program

Writing and publishing one book is hard enough, much less two. But if you publish your first book as a Diamond author, you will receive a 10% discount on your second Diamond publication, bringing the publishing fee down to \$899.

If you publish a third Diamond book, you will receive an additional 10%, bringing the fee down to \$809. Enjoy all subsequent Diamond publications at this new low price.

Call it an “advance” if you want. It is just our way of thanking you for your business, and encouraging you to keep on writing and publishing.

PHASE II INFORMATION

Once you have selected and paid for your Phase I options (or opted out of the upgrades by notifying your Author Representative via e-mail) it is time to customize your publication. This process, known as Phase II, is fun and easy.

Begin by visiting Outskirts Press at www.OutskirtsPress.com and signing-in to your Author's Center. Inside your Author's Center, click on "Manage My Books" and then select your book from among the list. If this is your first book, you will only have one choice, but as you publish more books, you will be able to manage each of them individually from this one convenient location.

Unlike other publishers, you get to determine your own retail price by setting your book profit and trade discount. Book profit is how much money you make for each copy of your book sold through sales channels. Trade discount determines the discount off the retail price given to distributors and wholesalers. The higher either of these numbers, the higher your retail price. Let's take a closer look at the Phase II process.

Choose Your Format

When you customize your book, the first thing you do is choose a format. Diamond authors have 15 formats to choose from, Ruby authors have nine, Sapphire authors have three, and Emerald authors have one. The format is a combination of your trim size and binding type. The choice you make will play a part in your pricing, which you calculate next. Refer to Chapter 3 for format details.

Calculate Your Pricing

Once you have selected your book's format, it is time to customize your pricing. Perhaps you have already used the Outskirts Press Pricing Calculator to estimate your pricing. If so, enter the amounts from your customized print-out. To get a head start, calculate your pricing here: www.OutskirtsPress.com/calculator.php

Enter Your Estimated Word Count - The estimated word count of your book helps Outskirts Press estimate the base price for your book. You can determine your manuscript's word count from the "word count" tool in either MS Word or WordPerfect. There are approximately 250-480 words per page, depending upon trim size, font size, and page formatting. With such a wide range, it is difficult to estimate exactly what the conversion is for your specific book.

If you formatted your manuscript to the proper page count and margins prior to submitting, you may have a close idea of what the final page count will be. In that case, simply enter your word count here and you will have a chance to see how close you are on the next screen. Modify as necessary.

Do not enter a comma into your word count. For example, 40,000 words should be entered as 40000.

Enter Your Book Profit - Here is where Outskirts Press shines. *You* get to decide how much money you want to make from the sale of each wholesale copy of your book. A good place to start is with \$1-\$3 for a fiction book and \$2-\$5 for a non-fiction book.

Obviously, the more money you want, the higher your retail price will be. But unlike other publishers who pay with royalty schemes that pad their pockets, Outskirts Press does not have an incentive to make your retail price high just to increase our portion of the royalty. Instead, increasing your retail price only increases your profit, not ours.

Enter Your Trade Discount - The trade discount is the margin between your retail price and the distributor's price.

A 20% trade discount is required for distribution and on-line listings with Amazon and other retailers. A 55% trade discount results in an industry-standard 40% retail margin.

**TIPS**

Most POD publishers provide an automatic trade discount of 20%. You do not have any say.

If you wish to handle the distribution process entirely by yourself, you may enter 0% as a trade discount. As a result, your book will not be distributed at all, even if your book has an ISBN number. Handling the distribution yourself allows you to increase your book profit even further since you are “cutting out the middle-man.” The downside is that it requires you to handle all facets of selling your book. The choice is yours, although Outskirts Press recommends you do both. Take advantage of the distribution service *and* order author's copies at the low base price in quantities that allow you to sell directly for more profit.

Lock Your Results

Once you have entered all the information press the “Calculate” button and you will see the following results:

Estimated Page Count – This is length of your book as estimated by Outskirts Press based upon your book format and word count. If you know this number to be inaccurate (if you have published it previously, for example, or if you are submitting a final, print-ready PDF file), try again by clicking the “Click here to try again” link. It is important for the page count to be as accurate as possible, as all other figures are derived from it.

Estimated Base Price – This is the estimated cost of your book when purchasing copies for yourself from Outskirts Press. Unlike other publishers, your base price is always going to be below the wholesale price of your book, so you can always make money reselling.

Profit per Book – This is the exact figure you entered on the previous screen. If your retail pricing is not to your liking, you can adjust this number.

Estimated Distributor Price – This is the price offered to wholesalers and distributors. The difference between this price and your retail price is the trade discount, and is where distributors, wholesalers, and retailers make their money.

Trade Discount – This is the exact figure you entered on the previous screen. If your retail price is not to your liking, you can adjust this number. Keep in mind that your distribution may be affected accordingly.

Estimated Retail Price – This is your book’s estimated cover sales price, based upon the trade discount and book profit you want.

If you are not satisfied with the prices, click the “Try Again” link. Adjust your format, book profit, and trade discount according to your desires and goals. Perhaps you already have a retail price in mind. Customize your book’s format and pricing to arrive at your desired retail price. It doesn’t have to be exact. Your Author Representative will round your retail price to the most appropriate dollar amount ending in 95 cents. Your book profit will also be adjusted accordingly. Let him or her know if you do *not* want that adjustment made.

Once you are satisfied with the *estimated* pricing, lock your book profit and trade discount by clicking on the “Lock Your Trade Discount and Book Profit” button. After clicking this button, adjustments cannot be made without a revision fee.

Customize Your Information

Now you customize your author, book, webpage, and cover information.

This is a good place to stop if you need a rest. As long as you save your information by pressing the “Save Data” button at the bottom of this screen, you can return here as often as you like until you get your information just right.

Your Pen Name – This can be your real name, or a pseudonym. Enter whatever name you want to appear on the cover of your book.

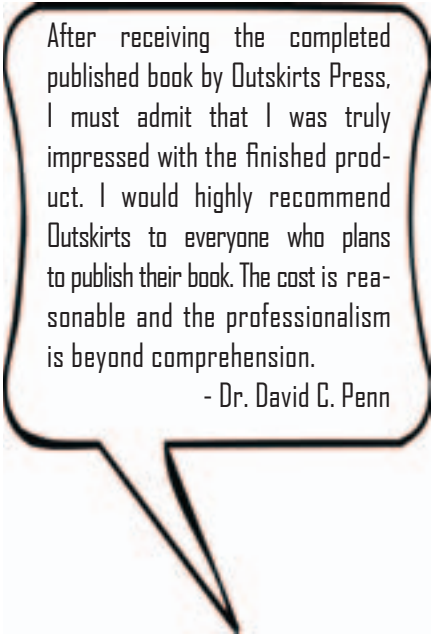
Author’s Bio – This is the information that will be provided to the distributors and used in the author biography section of your cover (if applicable). Your author’s biography should include relevant information about you and your book.

Book Title – This is the title of your book. Do not use all upper case and do not use all lower case.

Book Sub-Title – If your book has a subtitle, enter it here, not in the Book Title box. Do not use all upper case or all lower case.

Book Category – Choose the most applicable category for your book. Outskirts Press uses this information for the BISAC subject code when distributing your book.

Your cover designer will also use it to designate your subject matter on the back cover, which is suggested for retail stores and libraries.



After receiving the completed published book by Outskirts Press, I must admit that I was truly impressed with the finished product. I would highly recommend Outskirts to everyone who plans to publish their book. The cost is reasonable and the professionalism is beyond comprehension.

- Dr. David C. Penn

Back Cover Text – This information will be provided to the distributors for your book and used for the back cover. Make it engaging and interesting, and not too long. Spell check your work.

Sample Text – This information is provided to some distributors and used on your free webpage. Spell check your work.

Webpage URL – Every book published by Outskirts Press receives a free webpage within a customized directory on our server. Here is where you name your directory, which becomes your free webpage's Internet address. Keep in mind that directory names are case sensitive, so consider what is easiest to promote via both written and verbal means. Leave it blank if you want us to choose the URL for you.

Webpage Format – You have up to 16 different webpage formats to choose from, depending upon your publishing package.

- ✓ Emerald webpages display an image of your book, the book format, and price. The back cover/synopsis information is also displayed. Since Emerald books are not distributed, book sales are directed to the author via an e-mail link. Green is the only color choice.
- ✓ Sapphire webpages display an image of your book, the book format, price, and ISBN number. The back cover/synopsis, sample text, and your supplied biography is also displayed. There are two color choices (green and blue). Book orders are directed straight to your Amazon.com listing for enhanced buyer confidence.
- ✓ Ruby webpages display an image of your book, the book format, price, and ISBN number. The back cover/synopsis, sample text, and your biography is also displayed, along with your photo. There are three color choices (red, green, and blue). Book orders are directed straight to your Amazon.com or Barnes & Noble listing for enhanced buyer confidence. The optional e-book option also offers credit card functionality and instant e-book downloading.
- ✓ Diamond webpages display an image of your book, the book format, price, and ISBN number. The back cover/synopsis, sample text, and your biography is also displayed, along with your photo. There are four color choices (silver, red, green, and blue). Book orders are directed straight to your Amazon.com or Barnes & Noble listing and a “Contact Author” button allows readers to communicate directly with you. The e-book option offers credit card functionality and instant e-book downloading. Plus the Diamond webpage highlights other books you have published with Outskirts Press, including links to those webpages.

48 ♦ PHASE II - INFORMATION

Cover Information – The covers available with your package are presented next, unless you requested a custom cover during Phase I. Select the cover you want by clicking on the radio button below the image. You can see an enlargement of each cover choice by clicking on it.

Select your background graphic and background color from the respective choices. “No texture” is relatively self-explanatory and the “default color” is the color displayed in the sample image.

You will see your cover during the digital galley stage to ensure you like it.

Once you are happy with your selections and have provided all the required information, save your data by clicking the “Save Data” button.

Then notify your Author Representative via an e-mail that you are officially ready to enter Phase III. Production cannot begin on your book until you notify your Author Representative that the information in your Author’s Center is finished and final.

PHASE III PRODUCTION

As long as your balance is zero and all the necessary materials have been received, Phase III begins and no further changes can be made without incurring additional time and expense.

Here are some facts and specifications concerning the high-quality book production at Outskirts Press.

Book Specifications

Interiors – Interiors are produced in black and white. Any interior color images or fonts provided at the time of submission will be published in gray scale. Gray scale images or fonts are not as crisp as pure black.

See www.OutskirtsPress.com/interiors for samples of our interiors.

50 ♦ PHASE III - PRODUCTION

Interiors are printed as four-page, single sheet signatures with a binding process that requires the final book be at least a total of 48 pages. Books of 40 pages can be “padded” to meet this minimum. The final page must be completely blank and is reserved for a production barcode.

Paper type for book sizes 6” x 9” and smaller is a 55-pound off-set, opaque, 444 PPI crème-white acid-free paper stock. Trim sizes greater than 6” x 9” feature a 50-pound off-set, opaque, 512 PPI white acid-free paper stock.

Covers – All covers are full-color, full-bleed, and laminated. Paperback covers are produced on white 100-pound off-set enamel paper. Hardback books are bound in 100-pound crème-white end leaves and glued to hardback cases that are dressed with headbands and footbands. These cases are applied to either a printed four-color laminated cover or a patriot blue or slate gray 100% cotton fabric with acrylic coating.

Cover variance will not exceed 1/16 of an inch in terms of horizontal, vertical, or angular alignment. The book is trimmed within 1/16 of an inch variance. Print registration is subject to a +/- 1/16 of an inch variance.

Digital Author Galleys

Your Author Representative will notify you via e-mail when your files are ready to review. Wait for that notification before beginning the review process.

Once you receive your notification e-mail from your Author Representative, sign-in to your Author’s Center and access your current publication by clicking on “Manage My Books.”

Author Photograph Review

STEP 1

This is the author image you supplied during Phase II. If you did not supply an image, you will not see one here. Your author photograph is used for the back cover of your book and for your personal webpage if your package allows it. You can select to have it omitted from either of those locations at your discretion.

Download Edit Sheet

STEP 2

Download and save the Edit Sheet to your computer. The Edit Sheet is available as a Word document link and as a Rich Text Format link. It is important to SAVE the Edit Sheet to your computer first, before making revisions to it. Otherwise, you may lose your revisions.

Only revisions on the Edit Sheet will be implemented, even if you have indicated changes separately via e-mail or phone to your Author Representative. Be sure to be thorough. Noting all revisions at this time is your responsibility.

If for some reason you are unable to download or save the Edit Sheet, you can send your revision information to your Author Representative via e-mail by notating the book page number, PDF file page number, the incorrect sentence, and the correct sentence. Always include the entire sentence, not just the wrong word or incorrect punctuation. If your Edit Sheet is incorrect or incomplete, your Author Representative will forward it back to you for completion.

Cover Review

STEP
3 Click to see your digital cover proof. Review it very carefully since you are responsible for reporting any errors. Include any cover corrections on the edit sheet by indicating “Front Cover” or “Back Cover” in place of page numbers. Place all cover revisions together, at the top of the Edit Sheet.

Some web browsers automatically shrink images so they fit on your screen. In that case, you can rest your mouse over the image and an icon will appear, enabling you to enlarge the image. Please keep in mind that subtle variances in color are not cause for alarm or revision. Without getting too technical, your monitor shows colors in RGB format, while your final book cover will be printed in CMYK. Gamma, brightness, and contrast settings also vary from monitor to monitor. What you are seeing will be close, but may not exactly match the final cover colors when your book arrives. This is unavoidable.

Interior Review

STEP
4 Click to see your digital interior proof. You will need Adobe Reader to open your book file. If you do not have Reader on your computer, you may download it free of charge from the Adobe website at: www.adobe.com

Be diligent when reviewing your interior proof. It is your responsibility to correct all errors. Outskirts Press allows 25 revisions free of charge. Additional revisions are charged at .50 each for a maximum of 100. These edits are limited to small contextual changes, misspellings, punctuation, and slight formatting errors. Massive rearrangement of pages, chapters, and story lines is not permitted without additional time and expense.

E-mail Revisions

STEP 5

After filling out the Edit Sheet with your corrections, save the Edit Sheet to your hard drive and then attach it to an e-mail addressed to your Author Representative.

Outskirts Press only accepts revisions that are sent electronically to avoid data entry errors. Be sure you do not create an error when correcting one. Outskirts Press will enter your revisions *exactly* as you provide them.

Production will not continue on your book until your author proofs are reviewed and Outskirts Press receives the Edit Sheet. Submission of the Edit Sheet signifies your permission to proceed directly to publication upon implementation of your revisions. If you request additional reviews of your proofs, additional fees will apply.

Once we receive your revisions, it typically takes three to four weeks for your book to be published.

PHASE IV PUBLICATION

Congratulations! Your book is published!

Your Author's Center has been updated with your Publication Page and your free webpage has been launched with the webpage address you selected. Visit the Outskirts Press website and you will see that your book has been added to the on-line bookstore.

If you selected a trade discount of 20% or higher, your ISBN will be distributed through our distribution channels, including Ingram, Baker & Taylor, Amazon.com, BarnesAndNoble.com, and elsewhere.

It usually takes at least 14 business days from the date of publication for a book to be available via Ingram and it could take an additional three to four weeks from the time your book is available at Ingram for it to be available at Baker & Taylor or at on-line retailers. Usually it is much faster. Availability via some of these distribution channels may be dependent upon the trade discount you selected for your book.

Free Author's Copies

Once your book is officially published, your free author's copies will be shipped to the address we have in your Author's Center. It can take up to 15 business days from the time of publication to receipt of your free copies, but is typically much faster. Shipping of your author's copies is free within the continental U.S., but will incur additional shipping charges if mailed internationally.



TIPS

Do not enter a PO Box into your Author's Center. Outskirts Press uses UPS and they only deliver to street addresses.

To expedite shipping, be sure your address and contact information is up to date in your Author's Center. If at any time you change your mailing address or e-mail address, be sure to notify your Author Representative via e-mail so your off-line record can be updated as well. Failure to do so will delay your book shipments and profit checks.

The number of free author's copies you receive depends upon your publishing package. As of this printing, the breakdown is as follows:

FREE AUTHOR'S COPIES

!	Emerald Publishing Package	1
	Sapphire Publishing Package	3
	Ruby Publishing Package	6
	Diamond Publishing Package	10

Free Webpage

Depending upon your publishing package, you have as many as 16 different variations for your free webpage layout. Experiment with the different choices from within your Author's Center to find the one you like the best. Some webpage formats aim book sales directly to you to cut out the distribution "middle man" so be aware of that difference when making your selection.

Tell everyone you know about your webpage. Include the webpage address on your business cards and stationary. Add it to your e-mail signature and mention it to your family and friends.

You can make changes to your webpage at any time from within your Author's Center. Modify your author biography, change your e-book price (if applicable), and even change the color of the entire page. It is all up to you.

In fact, if you are proficient in HTML, the formatting options for your free webpage are nearly limitless. Use your free webpage in tandem with all your promotion efforts, and make it as complete as possible.

Distribution

With at least a 20% trade discount, book wholesalers such as Ingram and Baker & Taylor will receive information about your book within a month of publication, along with consignment stocking copies for their warehouses. Distributor information includes the ISBN number, the distributor's price, and other pertinent information necessary to order your book. Ingram mostly deals with retailers, both on-line and off. Baker & Taylor mostly deals with retailers and libraries.

FREQUENTLY ASKED QUESTIONS

How Secure is On-line Payment?

Concern about paying on-line is understandable, although statistically you are safer giving your credit card number to a computer than to a waiter in a restaurant. Fear of on-line payment processing usually derives from horror stories perpetrated by the media. Perhaps this will help:

Paying on-line with Outskirts Press is safe. You can ensure the procedure is secure by locating the padlock icon on the bottom of your payment window. This padlock graphic indicates that information is being communicated via a certified 228 Secure Socket Locator (SSL), which simply means the number is converted to a series of unintelligible characters while passing through the Internet. Upon reaching the bank for authorization, the “code” is recompiled. A human being rarely even sees the number, and if someone does, it is gobbledygook.

What Alternate File Formats Do You Accept?

There are a great many file formats out there. The most common are MS Word from Microsoft Corporation and WordPerfect from Corel Software. Outskirts Press supports both. Other common files include Apple Works, Quark XPress, Works for Windows, and Adobe PDF files.

Many current word processors allow you to save your document as a Word for Windows file. Click on “File” on the top menu and select “Save As.” Locate an alternate file type from the drop down box and select Word for Windows (.doc). This should successfully save your single file as a Word document.

If you have a PDF file, your book may already be “print-ready.” Pay your deposit and submit your print-ready document. If Outskirts Press can use it, your path to publication may actually be much faster (and less expensive since you will be able to avoid the \$3/image fee for any images within your document). Outskirts Press will conduct a “pre-flight” verification on your document to ensure it meets our high standards.

If you are not sure what type of file you have, go ahead and submit it with your deposit anyway. Your Author Representative will work with you on the details and you will receive a full refund of your deposit if Outskirts Press is unable to publish your book because of file incompatibility.

Due to security measures, Outskirts Press is unable to accept compressed, zipped, or executable files attached to e-mails. If your manuscript is too large to e-mail uncompressed, copy it to a CD or 3.5” floppy disc and mail it to us.

How Do I Submit Images?

Chances are you will need to submit at least one image during the course of your publication.

Here are some basic guidelines:

- ✓ Images such as photographs or graphics must be high resolution (at least 300dpi, or higher). Line drawings should be 600dpi.
- ✓ Color images need to be in CMYK or they will be converted to CMYK during the printing process.
- ✓ If you are sending more than four images, please burn them to a CD and mail them to us.
- ✓ You must be the rights holder to every image you submit.

Most photo utility programs allow you to check the resolution. Images saved from the Internet or taken with digital cameras are usually 72dpi. Artificially increasing low-resolution images to 300dpi may result in less-than-optimal results. Original 300dpi images are best. If you do not have a 300dpi image, send what you have and Outskirts Press will adjust it according to what is necessary. Just understand it may affect the final quality of your image.

Outskirts Press accepts .jpg, .tif, .bmp, and .gif images. Do not send any other type of image without first checking with your Author Representative.

Outskirts Press will convert your image to CMYK (4-color process) for publication. Please understand that due to the difference between CMYK (printing colors) and RGB (monitor colors) there may be a slight difference in color, contrast, brightness, and tone from what you see on your monitor. This difference is generally moderate, but unavoidable.

60 ♦ FREQUENTLY ASKED QUESTIONS

If you have four images or fewer, send them to your Author Representative via e-mail. If you have more than four, please mail them to Outskirts Press on a disc or CD. Include your Author Representative's name with your submission and your Author ID number on the disk.

You must own the copyright to all images you submit. If you do not personally hold the rights to them, it will be necessary for you to secure permission to use them before Outskirts Press can publish your book.

Copyright issues arise through the use of clipart, artwork, images containing the likeness of someone you



TIPS

Professional photographers maintain rights to their pictures, even if those pictures are of you. Seek their authorization before submitting.

do not know personally (living or dead), and photographs taken by someone other than you or an immediate family member. Images produced before 1923 are in the public domain and not of concern; however, any image created after 1923 requires legal written permission for use.

If you are unable to secure appropriate permission, please consider removing the image(s) from your manuscript prior to submission.

Please be aware that this copyright issue holds true for text, as well. If you have copied or borrowed text already published (and therefore owned) by someone else, you will need to secure permission to use it. "Fair Use," footnotes, and bibliographies do not substitute for permission. Written authorization from the copyright holder of the text is required. If you are unable to secure appropriate permission, please consider removing the copyright protected text/image from your manuscript prior to submission.

What If I Have Copyright Issues?

If your manuscript contains any images and/or text that you did not personally create as original material, you may not have the legal right to include such material in your publication. Such material includes: lyrics to songs; excerpts from published stories, books, or poems; published and commercially produced images, illustrations, or photographs; images or photographs containing the likeness of someone you do not know personally (living or dead); and photographs taken by someone other than you or an immediate family member.

Outskirts Press will only publish images and/or text created or produced by someone other than the author if the material was first published before 1923 or if you have obtained written authorization from the legal owner of such material to publish it as part of your manuscript. Please be aware that Outskirts Press will not accept “Fair Use” claims nor will we accept bibliographic information acknowledging the source of the copyrighted material in lieu of written authorization. You wouldn’t like it if someone liberally used your work, would you?

If your manuscript contains images and/or text created or produced by someone else and you have not already obtained written authorization, you must do so before your manuscript can be published. This is no different than the requirements of an old-fashioned publisher and helps protect you from potential liability down the road.

If you are unable to secure appropriate authorization, or if you decide it is not worth the bother or expense, removing the problematic material from your manuscript will enable your project to proceed. As many lawyers are prone to say: “It is easier to stay out of trouble than to get out of trouble.”

What if My Book is Not in Electronic Format?

Publishing with Outskirts Press requires an electronic version of your manuscript. If your book is currently typed on a typewriter or handwritten, you have three options.

- 1) Outskirts Press offers a transcribing service for \$3/page.
- 2) A copy shop can scan your pages into a PDF file for you. The final electronic version of this document will be published, “AS IS” including the size of the page and any errors that exist in your document.
- 3) You can submit your manuscript to Outskirts Press through the mail and have it published, “AS IS.” Outskirts Press charges a scanning fee of \$0.50 per page in addition to the publishing package fee.

What Leads to the Rejection of a Manuscript?

- 1) Length: Outskirts Press only accepts paperback formats that are at least 40 pages long when published and hardback formats that are at least 100 pages long when published. If you have written a short story or poem, consider an anthology or collection to reach the necessary length. Additionally, Outskirts Press cannot publish manuscripts longer than 740 pages. If your manuscript is too long, consider publishing two different books.
- 2) Content: Outskirts Press does not publish materials that are pornographic, libelous, or defamatory. We also cannot publish materials that infringe upon the copyrights or trademarks of others. It is at the sole discretion of Outskirts Press whether we deem your material to be questionable.

What if My Book is not Done Yet?

Outskirts Press can still help you travel the road to publication. The free Author's Center is available for writers at all stages of the process. There is no obligation and it provides many resources designed to help you hone your craft and tackle that book. You can join our author community by registering for a free Author's Center from the Outskirts Press website at: www.OutskirtsPress.com

Within the Author's Center you will find author networking resources and other publishing, promoting, and selling opportunities. You will even find helpful writing resources and tools designed to help you start and/or finish your book. Read more about the Outskirts Press Community in the next chapter.

Writing a book requires discipline. Isn't it refreshing to know that once you finish your book, you will be able to publish it? Sometimes having that inevitability in mind is all the motivation you need.

How Do I Contact Outskirts Press?

Here is some basic contact information:

Internet: www.OutskirtsPress.com
E-mail: info@outskirtspress.com
Phone: 1-888-OP-BOOKS (1-888-672-6657)
Fax: 1-888-672-6657
Mail: Outskirts Press, Inc.
10940 South Parker Road - 515
Parker, CO 80134

How do I Write a Press Release?

Drafting a professional press release is easier said than done. It may be helpful to study the structure and format of other press releases first.

You can find more press release hints within the “e-University” available from your Author’s Center.

Each press release must include each of the following elements, plus any additional information you feel is pertinent:

- ✓ **Headline** (make it captivating – this is the single most important part of a press release)
- ✓ **Summary** (three to four catchy sentences summarizing why the media would want to read your release)
- ✓ **Body Text** (three to four paragraphs about the book or the book’s topic and how the book relates)
- ✓ **Area** (the closest metropolitan area to you)
- ✓ **Purchase Information** (title, author, ISBN, pages, format/trim size, price)
- ✓ **Author Contact Information:** Name, address, phone number, e-mail address
- ✓ **Availability:** Amazon.com, BarnesAndNoble.com, Ingram, Baker & Taylor, and your Outskirts Press webpage

The purpose of a successful press release is not necessarily to announce the publication of a book, but rather to announce your availability for interviews.

If you would prefer that a professional compose your press release for you, simply notify your Author Representative that you are interested in the optional Press Release Writing Service.

How do I Submit Materials Via the Mail?

If you wish to submit your manuscript and/or deposit through the mail, here is the Outskirts Press mailing address:

Outskirts Press, Inc.
10940 South Parker Road – 515
Parker, CO 80134

Make your check or money order payable to Outskirts Press, Inc. and be sure to include your package selection and your Author ID number. You can locate your Author ID number inside your Author's Center within the "Author Data" section.

If you are submitting your book through the mail, save your final manuscript document into one single file on a CD or 3.5" floppy disc. If your manuscript is currently in multiple files, compile them into one single document prior to sending it.

Do *not* send a hard copy of your book. If your manuscript only exists as a hard copy, see the FAQ entitled, "What if My Book is not in Electronic Format."

What if I Have Color Images Inside My Book?

The publishing packages discussed in *Self-Publishing Simplified* offer black and white interior publishing only.

For full-color publishing look into the Pearl Publishing Package offered by Outskirts Press.

Distribution, pricing, and production information is substantially different for the Pearl Package. For further details about full-color publishing visit the Outskirts Press website at: www.OutskirtsPress.com/pearlpublishing.php

My Book is Published. Now What?

Unlike other publishers, Outskirts Press does not forget about you once your book is published. In fact, you begin receiving personalized e-mails about marketing and promotion the day your author's copies are shipped to you.

Some of the e-mails are geared specifically toward your book while others are general suggestions and tips designed to get the “creative juices flowing” on effective ways to promote. The more you follow and act upon these suggestions, the happier you will be when that first check comes. We mail book profit checks every quarter.

Being published is exciting. You have successfully reached your goal of holding your published book in your hands.

What is your next goal? Is it writing and publishing another book? Or is it promoting this one so that people know about it, buy it, and read it?

In either event, Outskirts Press can help you reach your goals. If you have another book you want to publish, simply sign-in to your Author's Center and click on the Submit Another Book button along the left-hand side.

However, if you are serious about promoting your current book, roll up your sleeves – this is where the real rewards start. Industry opinion indicates that 10% of your effort should be allocated to writing a book, 30% to editing it, and a full 60% should be allocated toward promoting it after publication.

Many writers stop after the first 10%, and most stop after the initial 40%. What separates successful self-published authors from the rest? That remaining 60%. Why? Is promoting a book harder than writing one? No! So why don't more self-published authors promote their publications?

Because they do not know they should, or they do not know how. Do traditionally published authors promote their books? Of course, and so should you.

Inside your Author's Center you will find a wide range of resources, including links to public relations firms, local radio producers, marketing websites, and book reviewers. The best place to begin is the Book Reviewer's page where you will find the addresses for submitting your publication for review. First verify that their address and/or review requirements have not changed by searching for them on the Internet.

Next, contact the local radio producers in your area. Your Author's Center contains the phone numbers, addresses, and in some cases e-mail addresses of many local radio shows in your state. Contact them and "pitch" your book in a manner that will captivate them. Here is where the CD Media/Press Kit is invaluable to Ruby and Diamond Authors. Learn more in Chapter 4.

The importance of getting the word out cannot be stressed enough. Even though your book is published, no one will buy it if no one knows it exists.

How about specific marketing materials? Outskirts Press can help by providing bookmarks, postcards, business cards, posters, and more. Just tell your Author Representative what you need.

OUTSKIRTS PRESS COMMUNITY

The Outskirts Press Author Community is a complimentary service available for all writers, regardless of whether they publish a book with Outskirts Press or not. In fact, it helps writers just as much as publishing authors. Certain sections of the Community even help you start, write, and finish a book.

Among all the services and offerings within the Outskirts Press Community, these sections stand out:

Manage My Books

Here is where you manage each book you have submitted for publication. You can manage multiple books simultaneously throughout the publishing process. After the book is published, you can print sales sheets, modify your free webpage, order copies of your book, and more.

The Author's Center Resources

Here you will find a variety of helpful information, including links to illustrators, editors, proofreaders, book reviewers, marketing experts, public relations firms, and more.

There is even a listing of radio stations in your local area, including the names and contact information of each radio show producer. Contact them about your published book to get an on-air interview!

Our free e-University is open 24 hours a day to learn about subjects ranging from plotting to printing to promotion. Each “e-Gem” course is sent to your e-mail box once a week for your convenience. Learn at your own pace by sending a blank e-mail to egems@outskirtspress.com

Author Data

This is where you update your author profile, including your mailing address for checks and books. You can change your e-mail address and your personal password here. All information is kept strictly confidential. Do not forget to notify your Author Representative if you ever change your address so that your off-line address and shipping address can be updated as well.

Accounting / Book Sales

This is a running total of your financial transactions with Outskirts Press. In reverse-chronological order you will see all the services and options you have paid for, along with all your book sales. Book sales are reported by format, so you will be able to differentiate paperback, hardback, and e-book sales, if applicable.

APPENDIX

Glossary

Base Price The book's per copy price when ordered by the author from his or her Author's Center in quantities of five (5) or more.

BISAC Facilitates the electronic data interchange of formats, books, and serial numbers based upon an international standard.

Blogs Short for web log, a blog is an on-line diary that can be beneficial when promoting a published book.

Book Profit The amount earned by the author for each wholesale copy sold. The book profit is set by the author at the time of submission and is the difference between the base price and the distributor's price.

CMYK Four color printing process that is the standard for full-color. CMYK stands for Cyan, Magenta, Yellow, and Black.

DPI Short for Dots per Inch, this indicates the resolution of an image. The higher the dot count, the better the quality of an image.

EAN Barcode The European Article Number is also commonly referred to as the IAN for International Article Number and is the international barcode standard.

E-Book Short for electronic format book, e-books are capable of being viewed on computers or hand held devices through universal formatting (most commonly PDF format).

GIF Short for Graphics Interchange Format, GIF images supports 256 colors and are the image file type most prevalent on the Internet.

ISBN The International Standard Book Number is a unique identifier assigned by designated agencies to differentiate each published book in the marketplace.

JPG Shortened form of JPEG, which stands for Joint Photographic Experts Group, this image file format can compress color images for smaller files sizes, usually without sacrificing quality.

PDF Short for Portable Document Format, Adobe Systems introduced the PDF file format as a cross-platform utility that presents data as it was intended to be seen, independent of software or hardware. A free application called Adobe Reader is required to view PDF files.

Pen Name A fictitious name used by an author.
See Pseudonym.

Perfect Bound The method of binding a paperback book whereby each page is attached to the adjoining pages and the cover by glue.

POD Print-on-Demand is the relatively new process of storing an electronic version of a book and then printing the book digitally in response to a customer's order.

Print Ready Derived from the similar term "camera ready," it refers to a file that is fully prepared for production or publication.

Pseudonym A fictitious name used by an author.
See Pen Name.

Retail Margin The retailer's profit is determined by the difference between how much they pay for a book from a distributor and how much they sell that same book for to a customer.

Retail Price The retail selling price for a book suggested by the publisher or author.

RGB Color model displayed by devices such as computer monitors. RGB stands for Red, Green, and Blue.

Sales Sheet A detailed one or two page form containing all the relevant information about a book, including its ISBN number, format, size, page count, retail price, discount, and distribution data.

Signature A large sheet of paper that when printed and trimmed, forms four or more pages in the finished book.

TIF Short for Tag Image File Format, .tiff or .tif files are one of the most common universal graphic image formats. Unlike .jpg images, .tif images can be compressed without losing image quality.

Trade Discount The difference between the retail price and the price offered to the distributor. The higher the discount, the higher the distribution opportunities. A 55% trade discounts results in a 40% retail margin.

Trade Paperback A paperback bound book that is often of larger size, better production quality, and higher price than a mass-market edition.

Trim Size Signatures are trimmed according to the trim size, which approximates the finished width and height dimensions of the published book.

Wholesale Price Wholesale price is what the retailer pays the distributor for your book.

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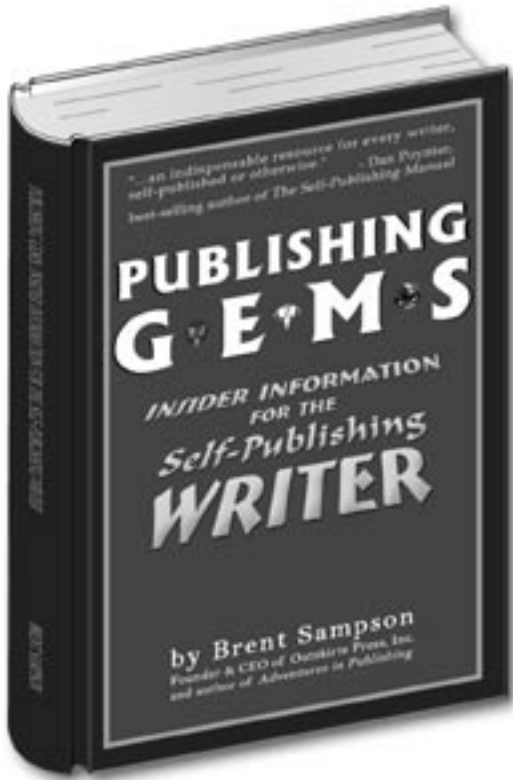
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