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# Page Publishing

## take the work out of publishing your book

Long gone are the days when only a few powerful publishing houses had the ability to “make or break” a writer by deciding who was worthy of shelf space in bookstores.

### We all know the process:

- Submit your manuscript to a publishing house
- Wait weeks or even months
- Receive a rejection letter, if that is their policy, or simply get no reply
- Repeat the painful process all over again

Most authors spend years submitting their manuscripts to publishing houses, only to be repeatedly rejected. Thankfully, the proliferation of electronic downloadable books, or eBooks, has leveled the playing field. Now eBooks can easily be accessed on a wide range of eReader devices like Amazon’s Kindle and Kindle Fire, Apple’s iPad, Barnes & Noble’s NOOK, and Android powered devices. Simple home computers and smart phones of all types can be used to read eBooks as well.

Millions of customers can have access to your literary work in the form of eBooks available from a long list of online sites. Equally important is the fact that new printing technology makes it simple for hard copy books (still a significant percentage of sales) to be instantaneously distributed to retail bookstores and sold via online stores.



# Page Publishing

## why page publishing?

online sites that offer “a la carte” services.

Many of the self-help publishing companies perform only the initial portion of the work necessary to get a book published, leaving you on your own to handle the rest of the complicated process. Don't be fooled by such companies or



In the end, their services can be costly and still fall short of what is really needed to professionally publish your book. Most will simply convert your book into eBook format, print a few hard copies, and provide minimal publicity. You are still left creating accounts with the major eBook retailers, uploading acceptable file formats, checking for conversion validity, performing effective publicity, and handling your own bookkeeping and accounting at the very least. At Page Publishing, our philosophy is to give authors the complete and thorough attention their work deserves!

**How we differ from the others:** Page Publishing is able to perform a complete list of services for our author while requiring only a minimal investment, since we collect a small administration fee from each book sale. This fee, which is only 20 to 25 cents per book sold, leaves the vast majority of any profits to go directly into your pocket!

**International Authors:** Page Publishing, Inc. is proud to be one of the only publishers in the United States actively seeking partnerships with authors abroad. Thanks to the implementation of industry leading best practices, we are able to limit and even eliminate the need for costly international shipments and phone calls throughout the publishing process. Due to our partnership with Ingram Content Group, one of the largest book distributors in the world, there is no need to worry about finding local printers, import taxes, or reformatting files. Books that we publish are made available in your local market and around the world, with no hassle to you as the author!

# Page Publishing

## what to expect

Page Publishing protects your work with a confidentiality agreement prior to your manuscript submission. Next, your manuscript is reviewed to ensure that it fits the criteria of works we are willing to support and publish. Should we accept your submission, Page Publishing will begin the many steps listed below in order to publish your book and make it available for consumer purchase.

**Publication Coordinator:** A Publication Coordinator will be assigned to you and will work with you throughout the process until your work is formally published. Your Coordinator will guide you down the path from mere “writer” to “published author.” They will give you guidance and advice with regards to editing, formatting, book cover design, and even pricing your book. Your Publication Coordinator will help you take your writing career to the next level.

**Full-Copy Edit:** There is no substitute for the fresh perspective, experience, and insight a professional editor adds to an author’s work. Because your readers and reviewers will notice errors, an editor ensures your work is ready for the marketplace. A seasoned copy editor will thoroughly proof and edit your manuscript for syntax or grammatical errors, organization, spelling errors, word usage, sentence structure, redundancy, and consistency. Your assigned copy editor will adhere to the standards of the Chicago Manual of Style to ensure the quality of your work.

**Illustrations:** If you have a children’s book or other work that requires illustration, our art department will create professional artwork per your instructions.

**Page Design:** Your assigned Page Designer implements elements of typographical style, including font size, font choices, margins, paragraph, and sentence layout to ensure visual appeal and ease of readability for the consumer. Consistency of headings, titles, or chapters is verified. Photographs, illustrations, or drawings are optimized to enhance the reading experience. Our goal is to produce a seamless and ordered reading experience to enhance sales.

# Page Publishing

**Cover Art:** A designated Cover Artist will produce several distinct premium cover designs based on your input for you to choose from. An eye-catching cover is especially crucial in the eBook realm, where mere seconds are available to grab a browsing purchaser's attention.

**ISBN and Barcode:** An ISBN (International Standard Book Number) is the long and intricate string of numbers on the back of a book just above or below the barcode.

An ISBN is required for both print and digital sales. In fact, a separate ISBN is required for eBooks as opposed to hard copy books, and a printed barcode is required on the front or back cover of your hard copy book. We will obtain your necessary ISBNs and barcodes, listing you as the author and Page Publishing as your publisher.

**Your Printed Book:** Your professionally printed book will have a glossy full color cover and “perfect” binding. Copies of your book will be delivered directly to you so that you can take them to book signings or share them with friends and family. Additional copies can be obtained in as little as two business days in the event that sales are brisk and supply has diminished.

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# Page Publishing

**Publicity:** Part of our promotional efforts includes the completion of an extensive questionnaire about you and your book. Your Publicity Team will utilize the responses you provided in the questionnaire in conjunction with other data about you and your book to prepare custom press materials such as a press release. Your custom press materials will be delivered to a targeted priority list of media contacts, including local, regional and national print, broadcast and online media.

**Video Trailer & Radio Interviews:** Authors wishing to take part in additional promotional activities can take advantage of Page Publishing's Video Trailer and Radio Interview opportunities. Professional video trailers can be created by Page Publishing's staff, allowing authors to generate a buzz online via YouTube.

Airing in the largest radio market in the United States (New York City), Page Publishing authors have the opportunity to promote their book in an on-air radio interview on a prominent talk radio station.

**Author Promotional Materials:** In order to further promote your book, Page Publishing's artists can create customized bookmarks, posters, invitations, and sell sheets for you. These printed promotional items are great for book signings and speaking engagements!

**Custom Author Web Page:** We will create a customized Author Web Page about you and your book. This page will be hosted on the Page Publishing web site and will contain the cover design from your book, a synopsis of the book, and direct links to each and every one of the digital platforms which offer your book for sale so that viewers may instantly click through to their preferred digital platform and easily purchase your book.

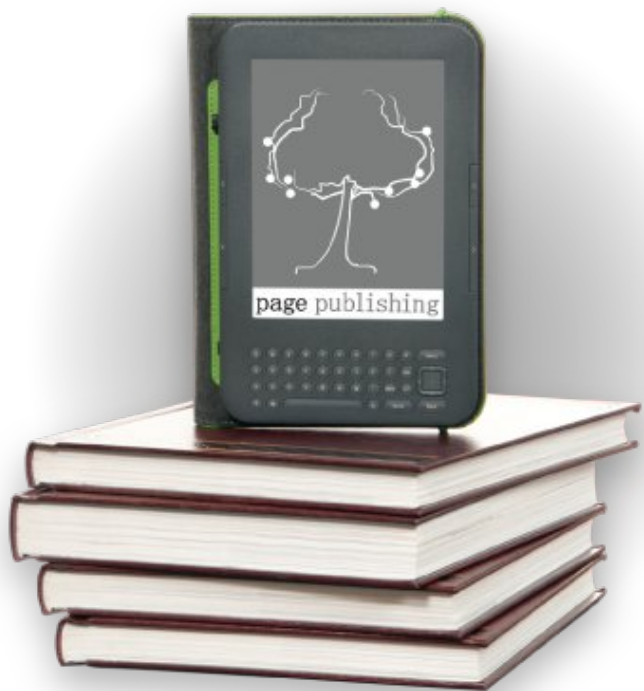
# Page Publishing

## the page publishing story

Page Publishing rolls out the red carpet for every one of our authors. Page Publishing appreciates all genres. Whether your work is romance, fiction, nonfiction, biographical, self-help, or children's books, our experts will transform your manuscript from rough draft to published hard copy and/or eBook, available for consumer purchase at the world's largest retail book outlets.

Authors need to be free to create, not bogged down with business issues like eBook conversion, merchant accounts, insurance, refunds, taxes, and the like. Leave these tedious, complex, and time consuming issues to us, so you are free to focus on your passions — writing and creating.

Other publishing houses typically refuse to review unsolicited manuscripts. Only well-established and already-proven authors have a chance with such firms. Unlike those publishing houses, we will review any manuscript submitted to us through our Author Acceptance Program. This is not to say that we will decide to work with your title, but we will give it a good faith review. If we determine that your book is one in which we would be interested in working with, we will alert you within five to seven business days.



# Page Publishing

## Produce an Audiobook: Find New & Diverse Audiences for your Book

*Audiobooks  
are the fastest  
growing segment  
in the digital  
publishing industry.*

Audio Publishers Association

Page Publishing has partnered with one of the largest audiobook publishing houses in North America so you can take advantage of distributing your creative content across all publishing paths. An audiobook can provide additional book sales and increased distribution outlets for your book. It's an excellent companion piece to go with your eBook and printed book. Audiobooks introduce a new and growing segment of customers (listeners) to your storytelling. That's right - you can have a professional voice actor narrate your book and bring your story to life!

Audiobook Network is one of the few companies that will guide you through the narration selection process, audiobook production, and the technical compliance required to upload your audiobook to various retailers like Amazon, Audible, and Apple. Simply put, Audiobook Network does all the work under one roof – narration, production, audio editing, digital formatting, uploading to online sellers, distribution, promotion, and royalty collections. They take care of everything, leaving you with the task of simply approving your book's audio files with their production team.

Audiobook Network's narrators are experienced veterans with multiple audiobooks on their resume. Led by audio professionals and producers with 30+ years of experience in the audiobook industry, the entire audio production team works collaboratively to help authors achieve their audiobook goals.

Ask your Page Publishing Literary Development Agent for more information on how to combine your print and eBook production with an audiobook!

