

FICTION ADDICTION



SELF-PUBLISHING SERVICES

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STORE LOCATION

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IS “SELF-PUBLISHING” FOR YOU?

Today, in 2018, our answer to this question is different from what it might have been just 10 years ago. The perception of what used to be frowned upon, called “vanity” or “subsidy” publishing, has changed for the better and continues to change as we speak. The options for people who choose to self-publish, which means everything from printing your manuscript on your home inkjet and heading down to the local copy store to have it tape bound to hiring editors, graphic designers, printers, and publicists to assist you—have expanded exponentially.

Let’s talk first about those whose goals are to compete as authors in the “commercial” market, i.e., whose aspirations are to make money directly from the sale of their books.

The “traditional” route to getting published is still a very viable option, though in some ways getting published by Simon and Schuster or even a smaller regional press is harder than it used to be, and that’s not saying much, frankly. The flux in the world-wide industry, the explosion in the number of internet booksellers, and the proliferation of eReaders and eBooks have had considerable impact on the criteria for what authors will be offered contracts. It used to be that something like 98% of all manuscripts received by agents were rejected for one reason or another and 98% of all manuscripts submitted to publishers by those agents were rejected as well. If you do the inverse math, you get the point. In other words, between .4% and 2% of all authors submitting manuscripts were offered contracts. If anything, the environment has become even more competitive.

The Costs of Publishing

The least expensive way to go is the traditional route—finding an established literary agent who is willing to represent your work, submitting it to publishers appropriate for your genre, and hoping you’re offered a contract. True agents get paid a percentage of any advance royalty they negotiate for you and on sales of the book after that, so your direct costs are in paper, word processing software, and postage, and perhaps travel to meetings, if you happen to get a contract.

On the other end of the spectrum are self-publishers who regularly spend \$15,000-\$30,000 on their ways to getting their books into the market.

Now, there’s a proliferation of companies that offer “publishing” packages, including many traditional publishers who’ve established self-publishing arms. Their fees range, on average, from \$1000-\$5,000, and they generally offer basic editorial or marketing support services, like printing posters and postcards or putting your book on Amazon. Most own, or have volume contracts with, digital printing and binding facilities allowing them to offer lower prices to you than you might generally be able to command on your own.

How Much Time Does it Take?

Chances are you've already spent a fair amount of time researching, writing and editing, perhaps years. And, though the process of submitting your manuscript to agents and traditional publishers doesn't cost a lot in money, it most often does in time. Anyone who has gone through the process of researching agents and sending their manuscripts out understands. What many don't realize, however, is that the time part has only begun when a contract is signed and an advance royalty has been paid, if one is paid at all. A traditional publishing contract is only a *license* to publish a book, which means that the publisher may elect never to publish the book at all, based on what's going on in the industry and world at large and their best guesses as to whether or not the book will sell and make money for them and for you. Even if they do, it will be, on average, somewhere between nine and 18 months before the book is released.

On the self-publishing side of things, there are some companies who will print, bind and ship books to you in as few as 2-3 weeks. That allows for no time to work with an editor or graphic artist to design how your book will look on the inside and outside or time for working with a book marketer or publicist to schedule a book launch and get the word out about your book in advance, but if all you want is printing and binding, it's possible.

Having said that, however, it must be said that for many seeking to self-publish their books, the words "print" and "publish" have become conflated. The long-established procedures followed by traditional publishers relating to editorial and pre-publication marketing and promotion came about for a reason—namely, they have a lot to do with how well the books they produce compete in the market. In the end, if the book you write isn't well-written and engaging and if people don't know about it or how to get it, it won't sell.

At the same time, technological advances have shortened the amount of time to get a book ready for printing on commercial presses and reduced the costs associated with printing and binding books in very small quantities, called "short runs." If time is of the essence for you and nine months or more won't cut it, self-publishing is the route for you.

How Much Control Do You Have?

Whereas you have relatively little control in the traditional publishing world, if you self-publish, you ultimately control every facet of your book, from creative decisions like what the cover looks like to the number of books you print and when you will hold one in your hand.

In summary, if you have enough money, want final creative control over your book, and aspire to have your book on shelves in under six months, self-publishing is the option for you.

FICTION ADDICTION SELF-PUBLISHING SERVICES

Who are we and where are we on the continuum of self-publishing?

On the upper end of expertise and personal service and on the lower to average end in terms of price. Guided by experienced professionals in both pre-press activities, (editing, graphic design, eBook formatting, etc.) and post-production marketing, distribution, and retail, you have as much input and control over the final product as you wish *and* over when the book goes to print.

What are the advantages of publishing your book using Fiction Addiction's services?

1. The best part is that we're here, in Greenville. You don't have to send your manuscript and money off into a black hole—real flesh-and-blood people are available to meet with and talk with on the phone about everything from “Why do I need an ISBN?” to “How do I get my book on Amazon?”
2. We have established relationships with local media outlets and your best initial market—local readers we already know enjoy books of your genre. Because we're associated with an independent bookstore, we can offer book launch services even for books unintended for the commercial market to make it easy for your readers to celebrate your accomplishment and buy copies of your book.
3. There's nobody out there quite like us—an alliance between an independent book publisher and an independent bookstore. There are those who edit books and those who design them for self-publishers and there are those who offer marketing guidance and those who run bookstores. And then there are some in each category who offer the other's services as an add-on. At Fiction Addiction, you get the best of both the book publishing and book selling worlds rolled into one, with integrated planning for your book from draft manuscript to bookstore shelf and beyond.
4. The owners of each part of the Fiction Addiction Self-Publishing alliance have a combined 27 years of experience in book publishing and marketing, including positions inside traditional publishing houses as well as work with over 600 individuals and companies who have self-published books in the last decade.

EDITING SERVICES

Pricing for our editorial services is calculated and quoted on a per page basis, ranging from \$3.50 to \$12.00 per page. Your project will be individually quoted based on a combination of:

1. **the length of your manuscript in words**
2. **the level of edit, and**
3. **an estimate of the amount of editing required to put the manuscript into publishable form.**

The estimate of how much editing will be needed is based on a sample edit of a section of your actual manuscript, which can be provided as part of a manuscript review or charged on an hourly basis (\$60/hour). This gives you an opportunity to see upfront what the editing process will entail and the kinds of edits we recommend.

For calculation purposes, a page = 300 words, which is the average number of words on a page of a 6 x 9 book. So, for instance, if your manuscript is 65,000 words, the number of pages = 65,000/300 or 217 pages. If the per page quote is \$5 per page, based on the level you choose, the cost of editing your project will be: 217 pages x \$5 = \$1,085.00.

Editing Levels

- **Copy-edit, Simple** - Using Track Changes in Word, we will mark and correct punctuation and grammar errors, including inconsistent verb tenses, and word usage errors like mixing up “affect” and “effect” or “discrete” and “discreet.” We will recommend changes to sentences and paragraphs to improve their flow and ease of reading. YOU review and make needed changes. Starts at \$3.50 per page.
- **Copy-edit with Rewrite*** - All of the above, including rewrites of sentences and paragraphs to improve flow. For fiction and creative nonfiction, this includes the rewriting of dialogue attribution and tags. Edited document will include comments with respect to what we recommended and why. WE make the changes. Starts at \$5.00 per page.
- **Developmental (Content) Edit** - In addition to the services included with a copy-edit, do you need help with organizing your non-fiction book so each chapter flows from one to another in a logical manner or with fictional point of view, perspective, character development or plotline? Starts at \$9.00 per page.

*This is our most popular edit level.

Manuscript Review of up to 75,000 words: \$250; above 75,000 ICB*

Don't know which you need? We'll do a manuscript review, which includes a cursory read of your entire manuscript, a sample copy-edit with rewrite and developmental content edit, along with a per-page quote for each, and a report outlining general recommendations. If you choose to proceed with an edit, the cost of the review will subtracted from the total quote.

*Individual case basis

BASIC PUBLISHING PACKAGE — \$1,000

Books for Mid-Readers, Young Adults, and Adults

- **Trade Paperback - Print edition only**
- **Trim sizes: 5.5 x 8.5, 6 x 9, 7 x 10, 8.5 x 11 with no text bleeds***
- **Printing, book production, and shipping of physical sale copies paid separately by the author, *based on quotes obtained***
- **Books usually available within 60 days of payment**

Pre-Press Services

- **Proofread for spelling, punctuation errors.**
- **Design of book interior, including typography (images extra)**
- **Cover design and preparation (if photos/illustrations used, author supplies in required format)**
- **ISBN and barcode, registry in Books in Print**
- **Management of printing quotes and process**
- **Includes PDF galley proof (print proofs available at additional cost)**

Post-Press Services

- **2 hour in-store signing during regular store hours**
- **Signing featured in our email newsletter and bag stuffer**
- **Event press release emailed to local media**
- **Book accepted into Fiction Addiction's standard consignment program and stocked for at least 6 months**
- **Books sold via Fiction Addiction on our website and other websites we currently list on (i.e., Amazon, B&N)**
- **Book featured on Fiction Addiction's event and new release displays**
- **Fiction Addiction Event poster (up to 10 copies)**

ENHANCED PUBLISHING PACKAGE — \$1,200

Books for Mid-Readers, Young Adults, and Adults

- **Trade Paperback and eBook**
- **Trim sizes: 5.5 x 8.5, 6 x 9, 7 x 10, 8.5 x 11 with no text bleeds eBook provided in ePub format**
- **Printing, production and shipping of print sale copies paid separately by the author**
- **Books usually available within 90 days of author approval of copyedited manuscript**

Pre-Press Services

- **1 hour initial consultation with Jill Hendrix regarding goals, audience, suggested retail pricing, etc.**
- **Proofread for spelling, punctuation errors.**
- **Design of book interior, including typography (images/illustrations extra—see a la carte pricing schedule below)**
- **Cover design and preparation (if photos/illustrations used, author supplies in required format)**
- **ISBN and barcode, registry in Books in Print**
- **Management of printing quotes and process**
- **Up to 4 galley/ARC (proof) copies**
- **1 hour consultation with Jill Hendrix and Vally Sharpe re printing quotes**

Post-Press Services

- **In-store launch party during regular store hours**
- **Launch event featured in our email newsletter and bag stuffer**
- **Event press release emailed to local media**
- **Book accepted into Fiction Addiction’s standard consignment program and stocked for at least 12 months**
- **Books sold via Fiction Addiction on our website and other websites we currently list on (i.e., Amazon, B&N)**
- **Book featured on Fiction Addiction’s event and new release displays**
- **Fiction Addiction Event poster (up to 10 copies)**
- **Author added to Fiction Addiction’s book-club speaker list (if author is willing to speak)**
- **Invitation to next available/appropriate group signing held at Fiction Addiction**

PREMIUM PUBLISHING PACKAGE — \$2,000 / 2,500*

Books for Mid-Readers, Young Adults, and Adults

Includes Manuscript Review and Simple Copy-Edit under 75,000 words. Additional editorial charges will be added based on # of words over 75,000 and calculated based on standard editorial pricing.

***Copy-edit with Rewrite**

- **Trade Paperback and eBook**
- **Trim sizes: 5.5 x 8.5, 6 x 9, 7 x 10, 8.5 x 11 with no text bleeds eBook provided in ePub format**
- **Printing, production and shipping of print sale copies paid separately by the author**
- **Books usually available within 90 days of author approval of copyedited manuscript**

Pre-Press Services

- **1 hour initial consultation with Jill Hendrix regarding goals, audience, suggested retail pricing, etc.**
- **Proofread for spelling, punctuation errors.**
- **Design of book interior, including typography (images/illustrations extra—see al a carte pricing schedule below)**
- **Cover design and preparation (if photos/illustrations used, author supplies in required format)**
- **ISBN and barcode, registry in Books in Print**
- **Management of printing quotes and process**
- **Up to 4 galley/ARC (proof) copies**
- **1 hour consultation with Jill Hendrix and Vally Sharpe re printing quotes**

Post-Press Services

- **In-store launch party during regular store hours**
- **Launch event featured in our email newsletter and bag stuffer**
- **Event press release emailed to local media**
- **Book accepted into Fiction Addiction’s standard consignment program and stocked for at least 12 months**
- **Books sold via Fiction Addiction on our website and other websites we currently list on (i.e., Amazon, B&N)**
- **Book featured on Fiction Addiction’s event and new release displays**
- **Fiction Addiction Event poster (up to 10 copies)**
- **Author added to Fiction Addiction’s book-club speaker list (if author is willing to speak)**
- **Invitation to next available/appropriate group signing held at Fiction Addiction**

CHILDREN'S PICTURE BOOKS — \$1,500 / \$1,750*

- Paperback or Casebound Hardcover, Portrait or Square
- Trim Sizes: 7x10, 8x10, 8.5 x 11, 8 x 8, 8.5 x 8.5
- Text Editing**
- Storyboarding of text pre-illustration**
- Consultation with illustrators / image adjustment as necessary
- Design of book interior, including typography
- Cover design and preparation
- ISBN and barcode, registry in Books in Print
- Management of printing quotes, file upload, proof process
- Actual printing, production and shipping of books paid separately by the author

* Includes fixed format ebook **Included in manuscript review of children's books

Standalone eBook Formatting Package — \$600

- Conversion from previous format (Scan, PDF)
- Proofread for spelling, punctuation errors.
- eBook provided in ePub format
- Marketing guidance with respect to eBook platforms and readers
- Includes setup of client Kindle, Nook, and Kobo accounts

À La Carte Pricing

- General pre-publication market planning consultation with Jill Hendrix - \$60/hour
- Indexing - print book only: \$225 (if author supplies names/words prior to layout); \$600 if names/words supplied by FA or UWP staff.
- Interior illustrations/images for print: \$5.75 per image (min. 300 dpi)
- Interior illustrations/images for eBooks only: \$11.50 per image (Note: tables and graphs are considered images)
- Casebound (hardback) cover / dust jacket design: add \$115
- Additional proof copies/galleys: \$7/copy
- Corrections to previously approved book files: \$35/hour
- Any other pre-press work not included above: \$60/hour
- After hours store event – add \$50
- Generic marketing design package (event poster, postcard, bookmark, author business card) – add \$100. (Print-ready files supplied to author; author arranges and pays for actual printing costs)

If you have questions or don't understand an item noted in the pricing above, please feel free to call or drop by. We'll be glad to explain.



About Jill Hendrix

- Grew up in Greenville, graduate of Yale
- Began her career in the editorial department of St. Martin's Press, New York
- Moved home to Greenville and started Fiction Addiction bookstore in 2001
- Current President of the Southern Independent Bookseller's Association (SIBA); Board member since 2011
- Treasurer, S.C. Academy of Authors

About Vally Sharpe

- First became involved in publishing when she self-published her own book in 2001
- 2004 Georgia Author of the Year in the Inspirational/Religious Category
- President of the Georgia Writers Association, 2004-2007
- Co-founded United Writers Press, a pre-press resource for independent publishers, in 2004. Among her most successful self-publishing collaborations are the original *Pete the Cat: I Love My White Shoes*, which was picked up by HarperCollins and reached #1 on the *NYT* best seller list in 2010, and *Mice on Main*, a favorite of Greenvillians since 2008.



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