A middle-aged man with grey hair and a beard, wearing a light grey blazer over a light blue button-down shirt, is smiling and holding a small book with a blue cover. The background is a plain, light grey wall with a large, faint, stylized graphic of a house or a similar shape in the upper right corner.

THE WRITER'S GUIDE TO **PUBLISHING**

IJOPEC PUBLICATION

CONGRATULATIONS, your publishing goals are WITHIN REACH!

Completing your manuscript is quite an accomplishment.

Now it's time to publish your book, and **IJOPEC** is ready to help you reach your goal. With AuthorHouse, you don't need to hire an agent, spend months or years shopping your manuscript, or deal with numerous rejection letters. Instead, we offer you personal attention, creative control, and our experience so you can publish, promote, and sell your book.

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



ALL THE SUPPORT YOU WANT

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

- Provide input on the design and layout of your book
- Take advantage of a la carte add-on services that can help polish your work
- Select the promotional tools that best fit your plans

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

Carl Reiner

I Remember Me

“Comedians are really writers who don't have pens and pencils about them, but they riff.”

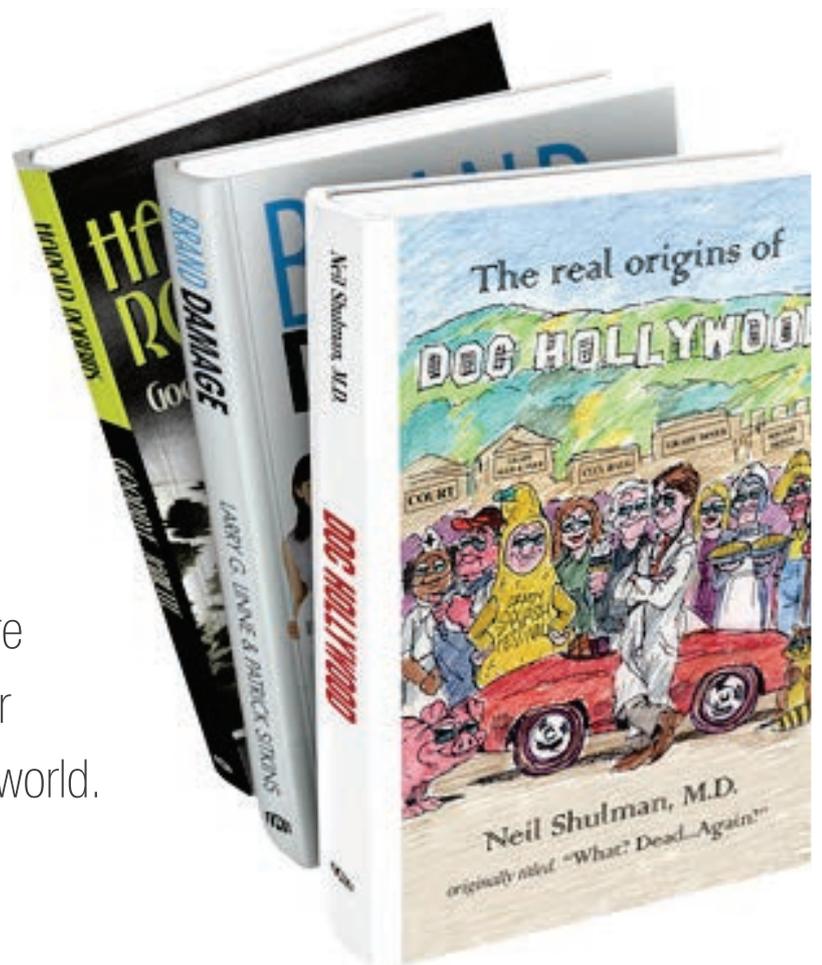
Henry Carlburn,
Author

ALL THE PUBLISHING AND PROMOTIONAL SERVICES YOU NEED

When you work with us, we focus on more than just printing books. That's why we offer the most comprehensive range of services to help writers publish, promote, and sell their books. You will find the complete list on our website, but our Publishing and Marketing Consultants are also available to help you select the best services that will help you reach your goals.

FROM THE WORLD LEADER IN SUPPORTED SELF-PUBLISHING

We've helped more than 50,000 authors publish more than 70,000 titles in virtually every imaginable genre —poetry, children's, action, self-help, spiritual, and history, plus memoirs and almost every other category you would find on a bookshelf. That means when you publish with AuthorHouse, you're working with a company that has more experience helping authors reach their goals than any other company in the world.



WHAT ABOUT DIY?

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

WITH **IJOPEC**, YOU GET:

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



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

What Does It Take to GET PUBLISHED

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

1 TALK

TALK TO YOUR PUBLISHING CONSULTANT

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

2 SUBMIT

SUBMIT YOUR MATERIALS

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

Once you send your manuscript, it will undergo a content evaluation, which may take up to 3 weeks. If you have purchased editorial and illustration services (or if they are part of your package), these services will be fulfilled after the evaluation and will take up to 8 weeks and 6 to 12 weeks, respectively.

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

3

REVIEW

REVIEW INITIAL BOOK COVER & INTERIOR DESIGN

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

4

PARTICIPATE

PARTICIPATE IN A REVIEW CALL WITH YOUR PUBLISHING SERVICES ASSOCIATE

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

5

APPROVE

APPROVE YOUR COVER AND GALLEY

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

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

Mike K., Author

Let us help you publish, promote, and **SELL YOUR BOOK**

Getting your manuscript turned into a published book is quite an accomplishment no matter what genre or number of pages you publish. However, there is more to becoming an author than just getting your book printed. Having a well-thought-out plan for each phase and an overarching goal in mind are important keys to becoming a successful author.

PUBLISHING YOUR BOOK

At this phase, you need to consider how you see your book getting published. Does your book need full colour images or artwork? Or would you like to have your manuscript printed in classic black and white? Perhaps, you're keen on dazzling young readers' imaginations with a children's book. We can help you make these decisions with publishing packages that are designed to fit your goal and budget. Choose from these options:

E-BOOK PUBLISHING

Our e-book packages offer you the opportunity to share your work with bibliophiles who prefer reading books in digital format. Your e-book will be distributed through various online bookstores and will be compatible with a wide range of portable electronic reading and mobile devices.

BLACK AND WHITE PUBLISHING

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

FULL COLOUR PUBLISHING

These packages can help bring your book to life in full colour. Perfect for cookbooks, travel guides, photo books, and more, they combine your prose with vibrant imagery for a multisensory reading experience. Publishing a book for young readers? We also have children's book packages that include design services so you can add a visual element to your whimsical tales.

CHRISTIAN PUBLISHING

Tailored for aspiring authors of the Christian book genre, these packages offer everything you need to share your message: your choice between black and white and full colour publishing, availability in various book formats, and even various marketing tools to help you with your book promotions.

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

Donna Heckler, Author

PROMOTING YOUR BOOK

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

PRINT & DIGITAL AD PLACEMENTS

Advertise your book in respected publications such as *Publishers Weekly*, *Reader's Digest*, and even genre-specific magazines like *Christianity Today*.

CINEMA ADVERTISING

Capture the attention of moviegoers by promoting your book on the silver screen.

AUDIO MARKETING

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

BOOK SIGNINGS, GALLERIES, AND EXHIBITS

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

BOOK REVIEWS

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





DIRECT MARKETING

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

INTERNET MARKETING

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

HOLLYWOOD BOOK-TO-SCREEN

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

PUBLICITY CAMPAIGNS AND SERVICES

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

SELLING YOUR BOOK

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

BOOKSTORE ESSENTIALS

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

REGISTRATION

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



Since 2009, we've provided the services, support, and expertise to help more than **120** different authors publish more than **37** titles. Their backgrounds and lifestyles vary, but they have two things in common: a passion for writing, and a desire to share their stories with the world. You can read about their **IJOPEC** experience on our [Testimonials](#) page. Are you looking for motivation, inspiration, or education? You can find writing tips, **IJOPEC** news, and interviews with our authors at [Author's Digest](#)—your one-stop site for the writing life! We look forward to helping you join our family of authors!



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