

# **Publishing Partners**

## **Self-Publishing Menu of Services**

Publishing Partners offers an a la carte menu of publishing services based on the author's needs, whether the author is self-publishing via eBook, POD or audiobook. Publishing Partners' team members offer many years of experience in all aspects of publishing, including editing, cover design, interior book design, eBook formatting, POD, audiobook production and distribution.

### **Cover Design**

What kind of cover would draw readers to your book? Publishing Partners' experienced design team will create a cover that perfectly fits your story and your marketing plan.

### **Interior book design**

Custom interior formatting will ensure that your book looks as good on the inside as it does on the outside. The interior fonts, typography and layout will coordinate with your cover to achieve a smooth, cohesive look and feel for your book, consistent with the genre.

### **eBook Conversion—Whether or not your book is available in print**

Publishing Partners will convert your book to ebook formats, including Amazon Kindle, Barnes and Noble Nook, Kobo and iBooks.

Our team works with authors who have newly completed manuscripts as well as previously published books. We are able to convert any manuscript to eBook format from any source file format; however, we prefer InDesign or MSWord.

The cost of converting to eBook will depend on the format and condition of the document you would like to publish electronically.

### **Printing**

Publishing Partners offers affordable printing options via print on demand (POD).

POD technology is an affordable option that removes the risks of self-publishing by allowing you to print books as you sell them.

Traditional publishing relied on offset printing, which required large runs to make the cost-per-book reasonable but warehousing and shipping absorbed the per/book savings.

Once your digital files are uploaded, it's possible to produce one book at a time. When an order arrives, the book is printed and shipped in a matter of hours. No warehouse. Lower shipping cost.

There is no minimum order requirement. Once set-up, the per-book price remains the same whether you order one or one hundred copies. And the author buys his/her personal inventory from the printer for printing charges plus shipping. The cost of your printed book will vary according to the page count, and dimensions of the finished volume.

### **Physical Proof Copy**

Part of the setup process includes a physical proof. You will have the opportunity to be sure every detail is perfect before the book goes on sale.

## **ISBN, Bar Code, LCCN, Metadata**

Publishing Partners assigns an ISBN, and LCCN for your book and a barcode for printed books. Having both the barcode and ISBN on the back of your printed book ensures that your book is ready to go on sale.

### **ISBN**

The ISBN (International Standard Book Number) is a 13-digit number that uniquely identifies published books. The ISBN identifies a title from one specific publisher and is unique to that edition. The ISBN allows for more efficient marketing of products by booksellers, libraries, universities, wholesalers and distributors.

### **Barcode**

While the assignment of unique ISBN numbers to each title is often a requirement for selling your titles through major retailers such as Barnes and Noble and wholesalers and distributors, these same booksellers prefer to use a machine readable or scannable version of that number in their systems and processing. The ISBN number and the suggested retail price are encoded.

### **Registration with Library of Congress**

The LCCN is a unique identification number that the Library of Congress assigns to titles prior to publication. It is not a copyright registration. An ISBN is required before getting an LCCN. Librarians use the LCCN to access the associated bibliographic record in the Library of Congress's database or to obtain information on various book titles in other databases. Publishing Partners prints the LCCN on the copyright page along with the ISBN.

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### **Metadata**

Enhanced metadata can increase discoverability of your book and provide marketing information to the entire publishing supply chain by providing a trail for search engines to follow to find your title. There's Google, Chrome, Safari, and the rest. Amazon and other online retailers have their own proprietary search engines and their own way of associating metadata with your book. Bookstores also use search engines to buy inventory. Search engines are constantly updating their algorithms making metadata even more important.

## **Distribution**

Your book will be available for distribution through major online retailers and bookstores. When a reader or bookstore places an order, the book is printed and delivered in a matter of days.

## **Returns**

Most bookstores require that the books they buy are returnable. Publishing Partners offers this option.

**Retail**

Your customers will have the option of ordering online from Amazon, Barnes and Noble.

**Wholesale**

Bookstore can order from Ingram or Baker & Taylor