

GET **PUBLISHED**



PUBLISHING SOLUTIONS
FOR BUSY WRITERS

 **RED PRESS Co.**

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PO Box 1027 Franklin, NC 28744
Tel. 646 450 3176

Well hello there,

Author

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CONNECT TO THE PUBLISHING WORLD

The disconnect between having an agent, getting a publisher, and going to market no longer exists. Your book can be available to the world. What are you waiting for?



**“A dream comes with
much effort...”**

- Ecclesiastes 5:3

Yes, we have a New York City phone number, but our knowledge of the publishing business, as it applies to your material, is far from a New York state of mind. Publishing houses there have benefited from an author's inability to navigate the book world properly without their expertise. You, the author, will benefit from our knowledge of the industry's practices, but won't have to wait on the big publishing houses to get your material to the world. Professional editing, typeset, cover creation, eBook conversion, marketing, and distribution are available to you. Give your material the best send-off for the world with the publishing options at Red Press Co., Inc. We have a small town address with world wide connections.

Let's get started!

DREAMING IS HARD WORK

Calling forth a dream is no easy feat. Many prayers and determination are necessary as a work is prepared for the open market. The process takes time and patience. Have faith!



FINISHED

You put the work in. Your manuscript is finished. Now what?



CONTACT

Make an appointment to meet with an acquiring editor regarding your work.



PREPARE

Your material needs to be ready for evaluation. Prepare a query letter and print three chapters of your book.



EVALUATION

Your material will be read and decisions made for market readiness or further revision.



PATHS

Steps necessary to prepare the material for publishing will be discussed with you.



GRAPHIC DESIGN

Setup for the chapters occurs. Drafts are sent to you for review. Corrections occur. Cover creation begins. Marketing is discussed.



PATIENCE

Advanced reader copies, or galley copies, are sent out to reviewers. Revisions continue. Release timeline is agreed upon.



FINAL DRAFT

Your material is submitted for printing after final revision. Payment for books must be made at this time.



A BOOK IS BORN

Your book is now available for avid readers, world wide. Smile! You did it!

PUBLISHING IS
OUR SPECIALITY

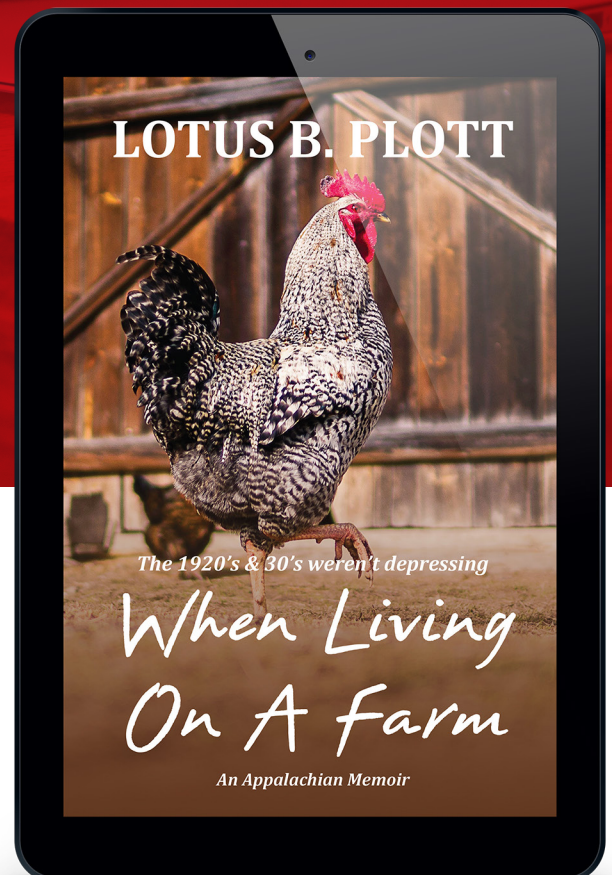
Understanding a writer comes easily for us. We get it because we're writers. We've been there. Who better to guide you along the path to building a successful writing business?

Write on.

We work hard every day. We like our job. Really.

Build your writing business with our support.

You're a writer. Write. Let us help you along the path to growing as a writer. Writing can be a hobby or a business. Our job is to help you put the best books into the marketplace, whether you choose print, eBook, or both. We will handle the business of publishing for you. And we really do like our job. We can see both sides of publishing because we are writers ourselves.



UNDERSTANDING THE BOOK BUSINESS

Bookstores aren't the only game in town anymore. Books are purchased increasingly online, through retailers or used resellers, and as eBooks.



Chances are, depending on where you live, there is a bookstore nearby. As an author, a relationship with that store is important, but shouldn't be the sole focus of your sales and marketing efforts.

The larger the bookstore, the larger the purchasing volume from their distributors. The expectation is 55% off the retail cover price on your novel (hard cover or paperback). In order for your novel to be considered for such stores as Barnes & Noble, this deep discount must be given.

Independent booksellers have the most difficult position in the marketplace. Their volume purchased from book distributors creates a small profit margin for their retail sales. Most small town booksellers cannot lend deep discounts to their titles because of the narrow profit margin. As eBooks continue to grow in popularity, their market share shrinks a little more. But there is a caveat with independent booksellers - they can be your most vocal advocate. Be sure to foster relationships with independent booksellers and support their businesses.

Independent booksellers have a difficult position in the retail book marketplace, more than ever.

Red Press distributes titles through the world's largest book distributor, Ingram. They deliver titles to schools, libraries, and readers around the globe via bookstores. This enables your book to have a great advantage, availability.

Your book is listed in Ingram's database for order by booksellers. The retail cover price, less the buyer's discount (based on their volume - up to 55% off) is the cost of your title. Anything left after print cost is a royalty. Royalties vary per book. The more books you write, the more royalties you could be paid based on sales.

So authors, write on.

#amwriting #writeon



Hashtag anyone? We have a love/hate relationship with social media at times, just like you. Learn to use social media to your advantage with marketing. Build your platform and following.



Retail, Wholesale, Advanced Reader Copies, Galley, Final Draft, Cover, Fonts, Typeset, Royalties, Author Platform, all words to understand about the business of being an author.

55%

Red Press is the best solution for your book. Don't waste time getting your dream to the marketplace.

That's the magic number to retail booksellers. 55% is the discount a retail bookseller expects off of the cover price on your book.

OUR ROAD TO PUBLISHING

There are options when it comes to publishing. You can use a vanity press, hybrid press (what Red Press is), or go the traditional route with a publishing house.



Monica Collier

Founder, Novelist

"I'm a dreamer myself. I help bring forth the dreams of others while pursuing my own. Writers understand another writer's unique concerns. Once I knew I could help others on this journey to their dreams, there was no question what I had to do. I'm in a unique position. I'm a graphic designer and a writer. I bring those skills to the book business.

In the search for traditional publishing with her first novel, Unwritten, in late 2006, Monica became increasingly disheartened. She had a military romance on her hands in a male dominated military genre. After several attempts to pitch the book, Carolyn, Monica's publishing savvy mother, stepped in.

Red Press Co., was formed in 2007 to fulfill a need to get material to market. Monica was approached, in 2016, by children's book author, and friend, Claire Suminski, with her first book, Mema. Monica saw a need she could fulfill for Claire.

Incorporation of the business in 2016 has subsequently led to growth, with author's coming on-board such as Gregg Clark, Lotus Plott, Jeannie Chambers, and many others.

As the company is a hybrid publish-

er, each author's material is reviewed and carefully considered for publication. Editorial advice is given before the process begins.

Should you consider our services, **please be prepared.** Your material needs to be formatted correctly for easy review by our editorial staff. Prepare a query letter. Select up to three chapters to share with us. Print everything and have it ready for our first meeting.

Ready. Set. Go!

Feeling shy? Email or snail mail works too. Just touch base with us first so we know you're material is on the way.

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We Promise... (The Fine Print)

Contracts are for lawyers. We're not lawyers. So here is our side of the publishing promise. You'll have some responsibilities as well. (*Exchange of money for these services is agreement to these terms.*)



We are book worms and most of our work goes home with us. There is always another book waiting in the pile for us to read. As such, be patient. Publishing a book is a process. Expect at least a year to get your material set for market release. Part of this time is gearing up for your book launch. A quality website with an email subscriber list is essential. If you don't have a website, we can assist with that as well. Social media is a must. Setup accounts with Facebook, Twitter, and Goodreads, minimum. Get a quality headshot. Yes, it matters. Remember that you're starting a business. Speak to a tax professional and start a bank account, separate from your personal account. We also recommend Square for processing sales when you're out selling books on your own.

- **Website, Social Media, Headshot**
- **Consult Tax Advisor**
- **Bank Account**
- **Square Account**
- **Build Email List**
- **Foster Relationships with retailers & readers**

During portions of the process, partial payment is required to continue. You will be sent invoices through Square to make your payments. (Yes, we really do like them and use them for all our payments. Ask us for an email referral link.)

Upon intake of the manuscript, after typesetting, a payment will be required before the galley is emailed to you. (This ensures our graphic designers have gas and grocery money.)

1. Editing and market viability assessment; acquire illustrator if needed.
2. Typeset the manuscript and insert illustrations (if applicable); invoice sent for design services, based on the amount of pages and or illustrations. [\$300-\$500] Once paid, galley is sent via email as a PDF. Two revisions to the design file are included. Any additional editing and galleys requested by the author are per design fee schedule (currently \$70/hr).
3. Once typeset is complete, application for Copyright will be submitted (\$75). Copyright comes via US mail directly to your residence. (This takes about six months from submission.)
4. Apply for an LCCN (Library of Congress Control Number) so that libraries, universities, and schools, can easily order the material (\$35) Once your book is printed, you will be responsible for mailing a copy to the address we will provide.
5. Secure an ISBN for the book \$99. This is your ISBN for the life of this book as long as Red Press Co. is your printing agent. A new ISBN is required for each edition of the material as a paperback or eBook. Conversion to an Ebook is \$150 - \$300 based on page count and complexity. This will be distributed to Amazon, iTunes, Barnes & Noble, and Kobo, if you so choose.
6. Send the manuscript in for a print cost estimate once page count from typeset is established and provide that to you. *You can decide how many you'd like purchase.*
7. Provide worldwide distribution for your work. Optionally, you can include your title in Ingram's title catalog for booksellers for an additional \$199).
8. We will submit your book to Publisher's Weekly for review, however we cannot guarantee they will review it. We recommend utilizing an early reader program to get reviews for your material to be used in promotional materials (and on your cover). NetGalley is a great option for three months at \$300. (Talk to friends and spouses! They are usually agreeable and did we mention **FREE**.)
9. Once published, any royalties are released by check to the address you provide, upon sales of your material, to outside sources apart from your personal orders. Any accumulated royalties above \$10 will be paid twice yearly. Red Press Co. keeps **only 20%** of this to manage your works in perpetuity. You retain the copyright to your material. Red Press Co., Inc., makes no claim to the material.
10. Celebrate your book launch with you, post your work on social media and our website.

YOU'VE GOT
Questions?

Where do I start?

Start with your writing. Is your story typed, spaced, and ready to go? If not, begin with the process of story development. You'll know when the story is developed enough to speak with us.

How can I market my book?

Social media and your website are the best places to start. Build a following. Then you have a built-in audience to sell your books to. Bookstores are wonderful, but they aren't the only places to have your books. Look into local fairs and festivals. You might find your core audience outside of a store. Visit your local library as well. They are usually eager to help authors.

How long will this take?

Getting a book to market usually takes about a year of careful planning. Building your following in the meantime, with a website and social media, is crucial to the success of your book.

How many books do I have to order?

That's the beauty of working with Red Press, as many or as few as you like. You will see a price break after 100 copies. Once friends and family know when your book is coming out, speak with them about pre-ordering. You can use the amount collected to pay for the up-front cost of the copies.

“Go confidently in the direction of your dreams and live the life you’ve imagined.”
-Henry David Thoreau

Pricing (More Answers)

Fiction Layout	\$2.50 per page	Paperback Cover	\$395.00
Non-Fiction Layout	Varies per design	Jacket for Hardcover	\$525.00
		Ebook Cover	\$150.00
Books	Varies		
ISBN	\$99.00 each	E-Book Conversion	
LCCN	\$35.00	For Fiction	\$150.00*
Copyright Filing	\$75.00	For Non-Fiction	\$300.00*
Title Setup with Ingram	\$150.00 one time	*complex designs/layouts may incur additional fees	

Marketing

Website	\$399 and up
Social Media Setup	\$150.00
Press Kits	\$150.00 and up
Press Releases	\$Per Hour
Graphics Creation	\$Per Hour

We offer business cards, flyers, table covers, backdrops, bookmarks, book displays, and more. Ask us!

Editing

Editing requires an evaluation of your project in order to match you to an editor. The cost varies per project, per editor.

Post Publication

File Re-Submission	
Cover	\$80
Interior	\$80

Publishing Consultation/Coaching

If you have questions about the publishing process with us, just ask. If your needs are more involved than just a few simple questions, we offer coaching at \$70 per hour. We make every effort to be available via email, Skype, Facetime, and telephone.

Please evaluate where you are in your project carefully before contacting us.

Per Hour Fee \$70



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