

SELF-PUBLISHING

Simplified

Experience Your Publishing Dreams

SECONDEdition

Outskirts Press, Inc.
Denver, Colorado

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Self-Publishing Simplified
Experience Your Publishing Dreams With Outskirts Press
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INTRODUCTION

Do you agree that choosing the right words can sometimes be difficult? Thank goodness for the thesaurus. As a writer, I would be lost without it. The thesaurus is an invaluable tool assisting in the success of my craft.

When Peter Mark Roget first published the thesaurus in 1852, die-hard dictionary purists most likely refused to recognize its value. Now the thesaurus and dictionary coexist in harmony. No one thinks twice about using whichever one is appropriate.

It would be silly to enter into a debate about which is better, the dictionary or the thesaurus. They serve different functions. If I want a definition of a word, I use a dictionary. If I want a better word, I turn to a thesaurus.

Think of full-service self-publishing as a thesaurus. Those big publishing houses in New York are the dictionaries. One isn't better than the other; they are just different. But all writers, even dictionary purists, would do well to consider using both.

Sure, I still reach for the dictionary and I submit most of my books to those New York publishers first. I keep trying because I share that elusive dream of fame, fortune, and Oprah!

Guess what? Old-fashioned publishers reject 98% of the books submitted to them. Picking up that dictionary becomes increasingly difficult when a paper cut is waiting at the end. Even finding the motivation to write becomes harder. The simple fact is that most writers never get published by a traditional publisher. Sadly, they stop writing as a result.

That is why I started a full-service self-publishing company. I wanted a "thesaurus" for the publishing world. We help writers get published, and we help them make money from their writing. Most importantly, we motivate them to continue writing and pursuing their publishing dreams in spite of the paper cuts.

We all know the main advantage to self-publishing is actually getting published, but what are some other advantages? How about keeping the rights to your book, maintaining all creative control, and setting your own retail price and profit? Imagine doing all this without the hassles and headaches inherent in self-publishing on your own.

What are some typical self-publishing headaches? Getting an ISBN number, getting a barcode, finding a cover designer, finding an interior layout artist, and then paying thousands of dollars to print thousands of books. The independently self-published authors I know all have boxes of books in their garage and park their cars on the street. They believe excess inventory and storage overhead is a foregone conclusion.

It does not have to be that way.

Excessive print-runs are only part of the problem. The majority of independently self-published authors find it nearly impossible to secure distribution through book wholesalers like Ingram and Baker & Taylor. As a result, they are left with thousands of unsold copies and without an effective way of getting their books into the hands of readers.

Close your eyes for a moment and imagine immediate wholesale distribution through Ingram and Baker & Taylor, with online availability through Amazon and Barnes & Noble. Imagine selling books through all those outlets without incurring any additional out-of-pocket printing costs or worrying about invoicing or fulfillment. Imagine having your own author webpage that you can update whenever you want without special programming knowledge. Imagine receiving royalty checks for book sales that are paid on time every quarter. And, imagine printing your book only when you need some copies for marketing purposes, in quantities as low as five at a time.

Now stop imagining and start publishing with Outskirts Press. If you have become disillusioned with the old-fashioned publishing industry or simply want to use full-service self-publishing as a stepping stone toward traditional publication, Outskirts Press can help you. Get published today and take back control of your writing career. We look forward to publishing your book.


Sincerely,

Brent Sampson
President & CEO

ABOUT THIS BOOK

Self-Publishing Simplified - A Case Study

This book is an example of what is possible at Outskirts Press. Here is how we did it:

Book Details	 \$999 Diamond Publishing Package
Perfect Bound Trade Paperback (55lbs., 30% recycled paper)	6" x 9"
Number of Pages	108
Base Price (discounted author price per copy)	\$4.69
Advanced Users Pricing Plan 20 (distribution trade discount)	20%
Retail Cover Price	\$5.95
Book Profit/Royalty	\$0.07
Automatic Availability Online with Amazon and Barnes & Noble	✓
Wholesale Distribution with Ingram and Baker & Taylor	✓
Free E-book Edition (included with Diamond)	✓
Free Author Webpage (included with Diamond)	✓
Free Audio Excerpt on Webpage (included with Diamond)	✓
Standard Press Release & Distribution (included with Diamond)	✓
Library of Congress Number (optional upgrade)	✓
Original Custom Cover Design (optional upgrade)	✓
Original Custom Interior Design (optional upgrade)	✓
Professional Cover Scribing Services (optional upgrade)	✓
Professional Basic Copy Editing Services (optional upgrade)	✓
Interior Images/Charts/Graphs (optional upgrade)	✓
Professional Custom Press Release (optional upgrade)	✓
Official Copyright Registration (optional upgrade)	✓
PR Publicist and Personal Marketing Assistant (optional upgrades)	✓
Book Video Trailer, including Viral Online Distribution (optional upgrade)	✓

QUICK START GUIDE

STEPS

- 1.** Visit *www.OutskirtsPress.com* and click on the large “Get Published” button. Register to join our free author community, or log-in if you have already joined. We only need your first name and email address.
- 2.** Inside your Author’s Center, you have immediate access to many free resources. You can begin the publishing process at any time by clicking the large “Start Here” button. First we ask that you provide some optional information about you and your book.
- 3.** Or you can skip to the next step, which is assigning a personal Author Representative to help you. This requires a deposit of \$35, which is included in the cost of your publishing package and is fully refundable if we do not accept your book. No risk!
- 4.** The next step is submitting your manuscript to us. If you upload the file directly from your Author’s Center, you avoid hard copy submission fees. Once your Author Representative is assigned, you will receive an included publisher’s evaluation that offers suggestions for making your book as good as it can be.
- 5.** Or you can skip directly to the last step in the set-up process, which is selecting your publishing package and paying for it securely with a credit card. We can also help get you started over the phone between 8-4 Mountain time, Monday thru Friday at 888-672-6657.

QUICK START GUIDE

STEPS

6. Once your package payment is accepted, the pre-production process can begin. Now we require information about you and your book, like the title, author biography, synopsis, etc. Look for our optional Cover Scribing service if you need assistance making this important text sparkle.

7. Next comes the really fun part, where you customize the design, options, and pricing of your book. Do you want a paperback, hardback, or both? How about highly recommended options like professional editing and an original custom cover design? You keep 100% of your profit by setting your own retail price, author discount, and Pricing Plan. Your Author Rep is just a click away whenever you need help.

8. Uploading all your materials is fast and convenient. Just browse the files of your computer and upload them securely to your Author's Center.

9. Once you have completed all the required steps in your Author's Center, you are ready to approve production. This tells us to start working on your book.

10. Now, sit back and relax. This is one reason you selected Outskirts Press. We will custom design your book according to your provided information. When your digital galleys are uploaded to your Author's Center, we will notify you. It just doesn't get any easier than this. No wonder it's called Self-Publishing Simplified!

"I tried to publish my book with the conventional publishers. I contacted hundreds of them and I did get a book deal with one major publisher. Halfway through the publication process, the major publisher requested substantial revisions to my manuscript and suggested adding a co-author to my book. If I were to make those revisions, I would not like the book myself and I would rather not publish it. I eventually cancelled the contract with the major publisher and decided to publish the book myself.



I compared various publishing options, and decided to go with Outskirts Press. They really know what they are doing. They walked me through the publication process step by step and made it very easy. After years of trying with other publishers, I finally got my book published through the great service of Outskirts Press.

Their services do not end after the book is published. They continue to provide excellent marketing advice. I am working on two more books and I'll definitely use Outskirts Press again."
- Gang Chen



**Evvy
AWARD**
Nominee

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"My entry as a newbie into the culture of publishing began when I attended several writers' conferences. There I discovered hundreds of dejected writers clutching manuscripts of the next Great American



Novel, lamenting their struggle finding an agent who would fall in love with their work. So when, within a week of my very first foray, I received a call from one of New York's most coveted agencies asking to represent Break And Hold, I was jubilant. It was a Sally-Fields-at-the-Oscars moment. 'You mean you like me? You really like me.'

No sooner had the ink dried on the contract than I lost control of Break And Hold. A thirteen-month roller-coaster began where the book languished on the desks of the Top Ten publishers, who all turned it down. Finally in a moment of clarity, I wrenched the book back.

Enter Outskirts Press, a brilliantly conceived, all-encompassing publisher that delivers.

Break And Hold found a home.

Never once was I left in suspended animation and the final product was extraordinary. You know what, Outskirts Press? I like you. I really like you." - Vivien Kalvaria





THE PATHS TO PUBLISHING

“Whew! It’s finally done!”

After months or even years of dedicated writing, your book is finally finished.

Congratulations! Bask in the glow of accomplishment. It takes dedication, desire, and devotion to complete a book.

Now the publishing adventure begins. Which path do you take?

Old-Fashioned Publishing

When the movie studio system was formed in the early 1900s, actors were signed to exclusive deals, treated like commodities, and paid pennies. The studios maintained all the control and made all the money.

2 ♦ THE PATHS TO PUBLISHING

Only when movie stars became “free agents” did their autonomy soar. Their paychecks followed suit. Do you think actors today would be making \$20 million per movie if the studios were still in charge?

Fast forward to the new millennium. The publishing industry is undergoing a similar paradigm shift. Authors are discovering alternatives to traditional publishing because they recognize the shortcomings inherent in the industry’s archaic business model. Old-fashioned publishers accept about 2% of the books they deem “good enough” and about 80% of those still lose money. It is tough to be successful when publishers expect you to fail.



TIPS

Myth:

Old-fashioned publishers do all the marketing for you.

Fact:

Unless your name is Stephen King, plan on an extensive amount of self-promotion no matter what publishing path you pursue.

Even if you prove successful, be prepared to relinquish all your rights along with all creative control. Of course, that is the least of your worries. If your book fails to immediately find an audience (i.e., turn a profit), be prepared to watch your publisher yank the book from the shelves. The majority of traditionally published books go out of print within five years.

Once it goes out of print, you may consider republishing it elsewhere. But you may be required to buy back your rights. Most troubling of all, your publisher may not even sell them to you.

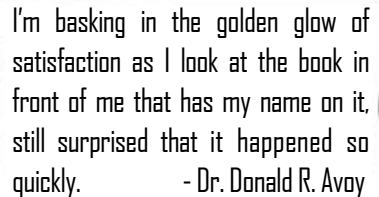
Old-fashioned publishing is an archaic business model that has to adapt. The Industrial Revolution revolutionized it once; the Digital Revolution is revolutionizing it again.

Independent Self-Printing

When *Newsweek* and *Time Magazine* refer to self-publishing, they are often referring to *independent* self-publishing or self-printing, which is the antithesis of old-fashioned publishing.

Before custom self-publishing services were available, doing all the work yourself and printing thousands of copies in advance was often a determined writer's only recourse if he or she wanted to publish a book.

Authors who self-publish independently with a printer maintain all their rights and full creative control. That is good.



I'm basking in the golden glow of satisfaction as I look at the book in front of me that has my name on it, still surprised that it happened so quickly. - Dr. Donald R. Avoy

They also pay for each element of production separately, or do all the work themselves. That is bad. Then, when the book is printed, they have to track orders, bill customers, handle fulfillment, and maintain inventory. And that is the best-case scenario, because that means their book is actually selling. It probably isn't. Without any wholesale distribution, the book is likely to end up collecting dust and taking up space in your garage.

Perhaps the worst part is the initial cost. Offset printers expect you to pay for high quantities of books up-front to justify the cost of a print run. In fact, a *Newsweek* article once indicated that an *independent* self-publishing author should be prepared to spend between \$5,000 to \$25,000! That's a lot of money to spend for a stack of books in your basement.

Full-Service Self-Publishing

Imagine a publishing process that combines the best aspects of traditional publishing and independent self-publishing.

Through alliances with Ingram, Baker & Taylor, and other wholesalers and distributors, Outskirts Press handles unlimited wholesale distribution, inventory, shipping, fulfillment, and invoicing. Online retailers like Amazon, Barnes & Noble, Borders, and about 25,000 other sales channels who order through these wholesalers can have your book in their system and available for sale. With appropriate pricing, this includes special order availability in just about any store that sells books. If they don't have access to Ingram, they can order your book directly from www.outskirtspress.com/buybooks for the fully discounted wholesale price. No other publisher offers convenient online wholesale availability where you still receive your full royalty.

Outskirts Press gives you control over the retail price, author discount, and royalty you earn. Plus you always keeps 100% of your rights and 100% author royalties. Isn't that refreshing?

Speaking of ordering, you never have to buy any books unless you want to. Outskirts Press handles unlimited printing for all the wholesale orders your book receives. Yes, Outskirts Press fills those orders directly. That means no additional print-runs, no unnecessary inventory, no additional out-of-pocket printing costs, no additional shipping expenditures, and no overhead.

Instead of dealing with those hassles, you concentrate on promoting your book and cashing the quarterly royalty checks you earn.



IS FULL-SERVICE RIGHT FOR YOU?

How Much Will it Cost?

Outskirts Press offers five publishing packages that range in price from \$199 to \$1099. Many packages also offer optional production and marketing services that allow you to fully customize your publishing experience.

There are no additional out-of-pocket printing costs to fulfill direct wholesale, distributor, or retail orders. We take care of that. The only required fee is a \$25 annual maintenance fee, due every January. That one nominal fee provides unlimited wholesale copies of your book as required by distributors or readers on-demand, whenever it is ordered wholesale. No longer does your publisher or printer decide if your book goes “out of print.”

Unlimited wholesale printing and distribution through 25,000 sales channels for less than the cost of one single print-run with an offset printer? No wonder Outskirts Press is the fastest-growing full-service self-publisher.

How Many Books Will I Have to Print?

Outskirts Press does not require you to buy any books up-front. Instead, we publish and distribute for you, just like the New York publishers! That means no guesswork on how many books you should print, no shortage of books, and no excess books taking up space in your garage. However, should you choose to order books for yourself, you will receive a below wholesale price. In fact, you determine your own author discount.

Will My Book be Changed?

Old-fashioned publishers change nearly everything about your book by making edits to the content without your approval. Sometimes they even change the title.

On the other hand, Outskirts Press leaves the creativity up to you, where it belongs. What you submit is what you publish. Of course, we do offer editing services and we *highly recommend* all our authors have their manuscripts professionally edited. You don't want mistakes in your book, do you? It's very *embarrassinnng*. See?

How Will My Book be Bound?

Outskirts Press books are published with the intention of being distributed and sold. Many retailers dislike spiral and comb bindings. In fact, most refuse to deal with them altogether.

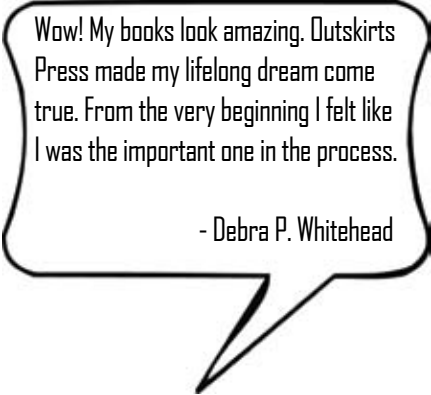
Therefore, paperback books are perfect bound, with the exception of full-color paperbacks under 24 pages, which are saddle-stitched. Hardbacks are stitched casebound.

Who Designs the Interior and Cover?

That is up to you. You can do it or we can do it for you.

Our professional book designers will lay out your book according to our professional formatting standards. You only need to supply your word processor file, formatted in the default settings at 8.5” x 11” with single spaces, no automatic pagination and no hard returns. If you don’t know what a “hard return” is, please see the Glossary in the back. We will provide standard interior formatting at no additional cost.

We have many professionally designed covers to choose from that come included with your publishing packages. Or for a truly spectacular cover we highly recommend our Custom Cover Design option to our Diamond, Pearl, and Ruby authors.



Wow! My books look amazing. Outskirts Press made my lifelong dream come true. From the very beginning I felt like I was the important one in the process.

- Debra P. Whitehead

If you have specific design needs, or very personal requirements for your book’s interior or cover, certain packages even allow you the flexibility of designing everything yourself and submitting your print-quality PDF file exactly as you want it published. Upon request, we can also supply you or your designer with our required specifications. This ensures any print-ready materials we receive from you meet our professional high standards.

“Self-publishing simplified” means we do everything you would rather not do while “custom publishing” means you control *everything* you want to control. It is the best of both worlds.

Who Determines My Book's Retail Price?

You do. Allowing authors to set their own retail price is a flexibility few publishers offer. Old-fashioned publishers leave the retail price to their marketing department. Most on-demand publishers inflate their retail prices to inflate their portion of the profits. Adding insult to injury, those same publishers then turn around and offer you “discounts” on bulk orders, which forces you to buy more books than you need, just to get a fair price.

Custom publishing with Outskirts Press is different. You possess the unique freedom to set your own retail price, author discount, and price plan. The only requirement is that your retail price exceed your wholesale price. Our amazing calculator allows you to experiment with different pricing scenarios instantly online, in advance of publishing.

Give it a try right now! Visit this page of the Outskirts Press website: www.OutskirtsPress.com/pricing

Who Determines My Book's Pricing Plan?

You do. The flexibility of Outskirts Press really begins to shine when it comes to pricing your book for wholesalers. As with the retail price, your Pricing Plan is up to you. The Pricing Plan you set depends upon the level of distribution you are seeking and how much money you want to make. We have three popular Price Plans to choose from, and the “pros” and “cons” of each plan are outlined on our website and the following pages.

The Pricing Plan you choose determines your distribution trade discount. Most other publishers, including print-on-demand services, set your trade discount and retail price for you. With Outskirts Press, you are in control.

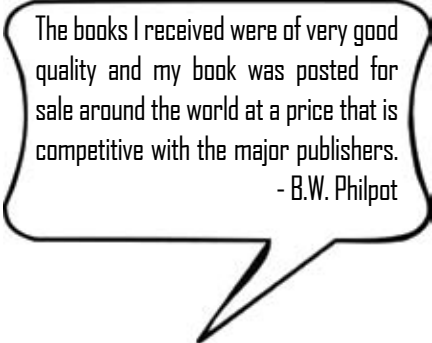
Why is My Trade Discount Important?

Outskirts Press simplifies the confusing subject of “trade discounting” by offering three popular Pricing Plans. Each Pricing Plan has its own set of advantages and disadvantages. By defining these differences up-front, authors have the best chance of meeting their specific pricing goals with Outskirts Press.

In a nutshell, a distribution “trade discount” is the percentage off your retail price that the wholesaler pays the publisher for your book. Wholesalers, distributors, and retailers all take a piece of the trade discount.

Therefore, the greater the trade discount, the more money there is to split up among the parties involved in selling your book. A standard trade discount for traditional publishers is typically 55%.

Most other POD companies do not offer any information about their trade discounting policies at all, nor do they give the author any say in the matter. Discounting policies for PODs vary greatly, although the most popular trade discount offered by many PODs is 50%.



The books I received were of very good quality and my book was posted for sale around the world at a price that is competitive with the major publishers.

- B.W. Philpot

Outskirts Press leaves this power in the hands of the author. Yes, our Pricing Plans make this matter easier, and we offer recommendations, but you are in control. Advanced Users can even customize their trade discount further, ranging between 20% - 55%. If in doubt, simply choose Pricing Plan 50.

What Pricing Plan Should I Select?

Since your Pricing Plan is directly related to both your profit and your retail price, special consideration should be given to picking the right one. Your choice should be based upon the goals you have for your book, in terms of its cover price, its distribution, and your royalty.

Plan

Pro: More potential availability

Con: High retail price and/or lower profit

50

The advantage is that this meets most off-line store's margin requirements with a 30-35% retail margin. The disadvantage is the higher retail price and lower profit. More money in the retailer's pocket means less money in yours. If you are unsure, choose Pricing Plan 50.

Plan

Pro: Pricing compromise

Con: Compromise pricing

40

The advantage is that this balances retail price, distribution, and royalty for a comfortable compromise. The disadvantage is that most off-line stores will receive only a 10-25% retail margin through Ingram, when they prefer 40%.

Plan

Pro: High profit and/or low retail price

Con: Less potential availability

25

The advantage is the low retail price and high author profit. With less money for the wholesaler and retailer, more money goes to you. The disadvantage is that this makes off-line sales nearly impossible. This plan is for online sales only.

Who Determines My Author Discount?






You do. Since you set your own retail price, you are in control of the retail discount you receive when purchasing copies of your book. This is because you pay the same low “base price” for your book regardless of how high or low you set your retail price. The higher you set your retail price, the higher your author discount will be.

Outskirts Press sets your book’s base production price, which depends upon the format, publishing package, and final page count when your book is published. This is the price you pay when ordering copies from within your Author’s Center after publication.

Unlike with other publishers, the price you pay as the author is unrelated to your retail price or to the number of copies you order. Take a closer look at other on-demand publishers and you will notice that they inflate their retail prices so they can sell bulk copies to the author for a “discount.” Strangely, most print-on-demand publishers have adopted a scheme similar to offset printers by providing a bulk discount if the author orders a large number of books all at once. Doesn’t this defeat one of the main advantages of POD? All they have done is artificially inflated the low-quantity costs enough to allow a discount on higher quantities. No wonder their retail prices are so high! Believe it or not, with other publishers, you end up paying the wholesale price or higher for your own book in low quantities. It’s hard to make money that way.

At Outskirts Press your book’s low base price is available for quantities as low as five at a time. In fact, you do not have to buy any copies if you do not want to – just like with a traditional publisher. The chart on the next page provides some examples of base pricing, or you can estimate pricing for your book at: www.OutskirtsPress.com/pricing

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Examples of Author Discount Pricing per Book (quantities as low as 5)						
Page Count	Format	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
24	8.5" x 8.5" color paperback	\$7.64				
24	8.5" x 11" color paperback	\$7.64				
100	5.5" x 8.5" b/w paperback		\$4.56	\$5.56	\$6.56	\$7.56
100	6" x 9" b/w paperback		\$4.56	\$5.56	\$6.56	
100	5" x 8" b/w paperback		\$4.56	\$5.56		
100	6.14" x 9.21" b/w paperback		\$4.56			
100	7.5" x 9.25" b/w paperback		\$4.56			
100	7.4" x 9.7" b/w paperback		\$4.56			
100	7" x 10" b/w paperback		\$5.48			
100	8.3" x 11.7" b/w paperback		\$5.48			
100	8.25" x 11" b/w paperback		\$5.48			

Who Determines My Royalties & Profit?

You do. Outskirts Press pays 100% author royalties on each wholesale copy of your book sold through any of our wholesale distribution channels. The author royalty is the difference between the distributor's price and your base production price. You determine how large that difference is since you determine the distributor's price (which is formulated by the retail price and Pricing Plan, both of which you also set).

Since your base price is the same regardless of the retail price you set, you easily control your profit by controlling your retail price. A higher retail price means more money for you, not for us. Estimate your profit in advance at: www.OutskirtsPress.com/pricing

How Do I Get Paid and When?

Book sales data is reported within your free Author's Center every month. Book profit checks in excess of \$25 are mailed to the author's address on file via first class mail within 90 days following the quarter in which the sales were received. If your accumulated profit is less than \$25, a balance is shown as unpaid in the Author's Center, until such time as the accumulated unpaid profit exceeds \$25, at which time that accumulated profit is mailed to the author with the next quarterly check run. For international authors, this minimum threshold is \$100.

How Long Does it Take to Get Published?

In the time it takes to send a query letter to an old-fashioned publisher and receive a response, you can be a published author with Outskirts Press. Once you complete the simple online pre-production steps and approve production to begin on your book, the typical turnaround time is 10-13 weeks. Naturally, optional upgrades like custom illustrations or editing can lengthen that time.

Here is an estimated overview of the process time line:

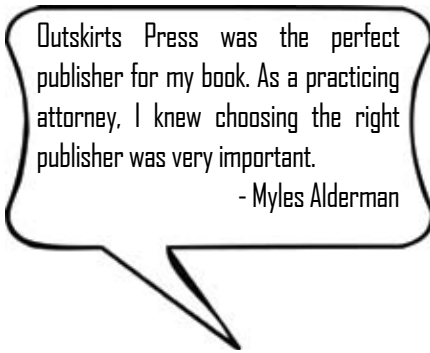
Manuscript Evaluation: 3-5 days
 Online Pre-Production Steps: 24 hours (Author's Discretion)
 Production Phase: 6-8 Weeks
 Author Galley Proofs: 1 Week (Author's Discretion)
 Premedia & Printing: 1-3 Weeks

An optional Expedited Service upgrade accelerates the process, often resulting in publication within 7-10 weeks, although due to the phases within the author's discretion, this timeframe cannot be guaranteed.

Do I Retain 100% of My Rights?

Yes.

Perhaps the single most important question for any writer involves their publishing rights. Old-fashioned publishers often take all your rights when you sign their contract. And some on-demand publishers take your rights, too. In fact, there are publishers out there that not only take 100% of the rights to your current book,



but they lay claim to your *next* book as well, even if you haven't written it yet. They call this "right of first refusal" which means you have to submit any subsequent book to them for consideration first. Don't do that. Be sure to read any contract carefully.

At Outskirts Press, you maintain all your publishing rights. Take a look at our publishing contract at the back of this book. You will notice that the author keeps 100% of the rights to the book. In fact, it is the very first sentence of our non-exclusive, author-friendly contract: "AUTHOR RETAINS 100% OF THE RIGHTS AND COPYRIGHT LICENSES to the submitted manuscript and all other material submitted to Outskirts Press, Inc."

The author simply grants Outskirts Press a *non-exclusive* right to print and distribute the book on the author's behalf. Yes, non-exclusive! Outskirts Press allows, and even encourages, authors to pursue other opportunities. We are here to help you succeed.

What Alternate File Formats do You Accept?

There are a great many file formats out there. The most common are MS Word for Windows from Microsoft Corporation and WordPerfect from Corel Software. Outskirts Press supports both. Other common files include Apple Works, Quark XPress, Works for Windows, and Adobe PDF files.

Many current word processors allow you to save your document as a Word for Windows file. Click on “File” on the top menu and select “Save As.” Locate an alternate file type from the drop down box and select Word for Windows (.doc). This should successfully save your single file as a Word document.

If you have a PDF file, your book may already be “print-ready.” Pay your deposit and submit your print-ready document. If Outskirts Press can use it, your path to publication may actually be faster. Outskirts Press will conduct a “pre-flight” verification on your document to ensure it meets our high standards. If it doesn’t, we will ask that you modify your PDF according to our specs (and will provide you with our specification document to help you).

If you are not sure what type of file you have, go ahead and submit it with your deposit. Your Author Representative will work with you on the details and you will receive a full refund if Outskirts Press is unable to publish your book because of file incompatibility.

Due to security measures, Outskirts Press is unable to accept compressed, zipped, or executable files attached to e-mails. If your manuscript is too large to upload through your Author’s Center, simply let your Author Representative know. We will provide alternatives.

How Do I Submit Images?

Just in case you need to submit images during the course of your publication, here are some basic guidelines:

- ✓ Images such as photographs or graphics must be high resolution (at least 300dpi, or higher). Line drawings should be 600dpi.
- ✓ Color images need to be in CMYK or they will be converted to CMYK during the printing process.
- ✓ You must be the rights holder to every image you submit.

Most photo utility programs allow you to check the resolution. Images saved from the Internet or taken with digital cameras are usually 72dpi. Artificially increasing low-resolution images to 300dpi may result in less-than-optimal results. Original 300dpi images are best. If you do not have a 300dpi image, send what you have and Outskirts Press will adjust it according to what is necessary. Just understand it may affect the final quality of your image, and additional graphic alteration fees may apply.



300 dpi image



72 dpi image

Outskirts Press accepts .jpg, .tif, .bmp, and .gif images. Do not send any other type of image without first checking with your Author Representative.

Outskirts Press will convert your image to CMYK (4-color process) for publication. Please understand that due to the difference between CMYK (printing colors) and RGB (monitor colors) there may be a slight difference in color, contrast, brightness, and tone from what you see on your monitor during the proofing process. This difference is generally moderate, but unavoidable.

You must own the copyright to all images you submit. If you do not personally hold the rights to them, it will be necessary for you to secure permission to use them before Outskirts Press can publish your book.

Copyright issues arise through the use of clipart, artwork, images containing the likeness of someone you do not know personally (living or dead), and photographs taken by someone other than you or an immediate family member. Images produced before 1923 are in the public domain and not of concern; however, any image created after 1923 requires written permission for use.

Please be aware that this copyright issue holds true for text, as well. If you have copied or borrowed text already published (and therefore owned) by someone else, you will need to secure permission to use it.

“Fair Use,” footnotes, or bibliographies do not substitute for permission to use unauthorized images or text. Unless you are the copyright holder, written authorization from the copyright holder of the image or text is required. If you are unable to secure appropriate permission, please consider removing the copyright protected text/image from your submission.

What if I Have Copyright Issues?

If your manuscript contains any images and/or text that you did not personally create as original material, you may not have the legal right to include such material in your publication. Such material includes: lyrics to songs; excerpts from published stories, books, or poems; published and commercially produced images, illustrations, or photographs; images or photographs containing the likeness of someone you do not know personally (living or dead); and photographs taken by someone other than you or an immediate family member.

Outskirts Press will only publish images and/or text created or produced by someone other than the author if the material was first published before 1923 or if you have obtained written authorization from the legal owner of such material to publish it as part of your manuscript. Please be aware that Outskirts Press may not accept all “Fair Use” claims, nor will we accept bibliographic information acknowledging the source of the copyrighted material in lieu of written authorization.

If your manuscript contains images and/or text created or produced by someone else and you have not already obtained written authorization, you must do so before your manuscript can be published. This is no different than the requirements of all publishers and helps protect you from potential liability down the road.

If you are unable to secure appropriate authorization, or if you decide it is not worth the bother or expense, removing the problematic material from your manuscript will enable your project to proceed. As many lawyers are prone to say: “It is easier to stay out of trouble than to get out of trouble.” If you need help securing permissions, we can put you in touch with a specialist.

What if My Book is Not in Digital Format?

Publishing with Outskirts Press requires an digital version of your manuscript. If your book is currently typed on a typewriter or handwritten, you have two options.

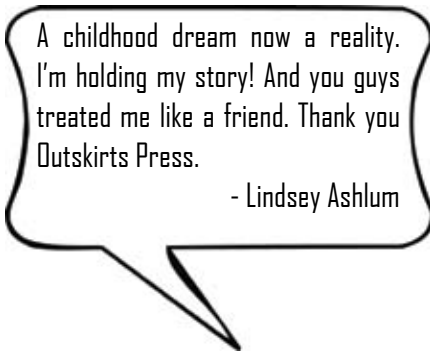
- 1) Outskirts Press offers a transcribing service for \$3/page.
- 2) You can submit your manuscript to Outskirts Press through the mail and have it published, “AS IS.” Outskirts Press charges a scanning fee of \$0.50 per page in addition to the publishing package fee and Mail Submission Fee.

What Leads to the Rejection of a Manuscript?

- 1) Length: Black/white paperback books must be at least 48 pages long when published and hardback formats must be at least 108 pages long when published. It is okay if your original manuscript is shorter since formatting often increases the page count of manuscripts significantly. Color books with our Pearl package can be as short as 4 pages at the time of publication. If you have written a short story or poem, use our Pearl package; or consider an anthology/collection to reach the necessary length. Additionally, Outskirts Press cannot publish black/white books longer than 740 pages, nor can we publish full-color books longer than 400 pages. If your manuscript is too long, consider publishing two different books.
- 2) Content: Outskirts Press does not publish materials that are pornographic, libelous, or defamatory. We also cannot publish materials that infringe upon the copyrights or trademarks of others. It is at the sole discretion of Outskirts Press whether we deem your material to be acceptable.

What if My Book is Not Done Yet?

Outskirts Press can still help you travel the road to publication. The free Author's Center is available for writers at all stages of the process. There is no obligation and it provides many resources designed to help you hone your craft and tackle that book. You can join our author community by registering for a free Author's Center from the Outskirts Press website at: www.OutskirtsPress.com



Within the Author's Center you will find author networking resources and other publishing, promoting, and selling opportunities. You will even find helpful writing resources and tools designed to help you start and/or finish your book.

Writing a book requires discipline. Isn't it refreshing to know that once you finish your book, you will be able to publish it? Sometimes having that assurance in mind is all the motivation you need.

How Do I Contact Outskirts Press?

Internet: www.OutskirtsPress.com
E-mail: authorservices@outskirtspress.com
Phone: 1-888-OP-BOOKS (1-888-672-6657)
Mail: Outskirts Press, Inc.
10940 South Parker Road - 515
Parker, CO 80134
USA

How Secure is Online Payment?

Paying online with Outskirts Press is safe. You can be sure the procedure is secure by locating the padlock icon on your internet browser when submitting payment. This padlock graphic indicates that information is being communicated via a certified 228 Secure Socket Locator (SSL), which simply means the number is converted to a series of unintelligible characters while passing through the Internet. Upon reaching the bank for authorization, the “code” is recompiled. A human being rarely even sees the number, and if someone does, it is gobbledygook.

How Do I Submit Materials Via the Mail?

The quickest and most economic method for submitting materials is through your Author’s Center. However, if you wish to submit materials through the mail you will incur the additional \$99 Mail Submission Service fee. In that case, here is the Outskirts Press mailing address:

Outskirts Press, Inc.
10940 South Parker Road – 515
Parker, CO 80134

Make your check or money order payable to Outskirts Press, Inc. and be sure to include your package selection and your Author ID number. You can locate your Author ID number inside your Author’s Center.

If you are submitting your book through the mail, save your final manuscript document into one single file on a CD. If your manuscript is currently in multiple files, compile them into one single document prior to sending it.

Do *not* send your original hard copy. If your manuscript only exists as a hard copy, see “What if My Book is Not in Digital Format.”

What if I Have Color Images Inside My Book?

Self-Publishing Simplified serves as a publishing guide and sample of our black/white publishing.

For full-color publishing, look at the Pearl Publishing Package offered by Outskirts Press. Our color publishing guide and sample book is titled *Adventures in Publishing*, available from Amazon for \$9.95

Distribution, pricing, and production information is often very different for the Pearl Package. For further details about full-color publishing visit the Outskirts Press website at: www.OutskirtsPress.com/pearl

How Do I Write a Press Release?

A press release should include the following elements:

- ✓ Headline (make it captivating – this is the single most important part of a press release)
- ✓ Summary (three to four catchy sentences summarizing why the media would want to read your release)
- ✓ Body Text (three to four paragraphs about the book or the book's topic and how the book relates)
- ✓ Area (the closest metropolitan area to you)
- ✓ Purchase Information (title, author, ISBN, pages, format/trim size, price)
- ✓ Author Contact Information: Name, address, phone number, e-mail address
- ✓ Availability: Amazon.com, BarnesAndNoble.com, Ingram, Baker & Taylor, and your Outskirts Press webpage

Yes, we can compose your press release for you. Simply order one of our optional Press Release Services. The Standard Press Release is free with our Diamond Package.

My Book is Published. Now What?

Unlike other publishers, Outskirts Press does not forget about you once your book is published. In fact, Diamond and Pearl authors begin receiving personalized e-mails about marketing and promotion the day their books are published.

Some of the e-mails are geared specifically toward your book while others are general suggestions and tips designed to get the “creative juices flowing” on effective ways to promote. The more you follow and act upon these suggestions, the happier you will be when that first royalty check comes. We mail book royalty checks every quarter. See “How Do I Get Paid and When” for more details.

Being published is exciting. You have successfully reached your goal of holding your published book in your hands.

What is your next goal? Is it writing and publishing another book? Or is it promoting your current one so that people know about it, buy it, and read it?

In either event, Outskirts Press can help you reach your goals. If you have another book you want to publish, simply click on the Start a New Title link in your Author’s Center.

However, if you are serious about promoting your current book, roll up your sleeves – this is where the real rewards start. Industry opinion indicates that 10% of your effort should be allocated to writing a book, 30% to editing it, and a full 60% should be allocated toward promoting it after publication.

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Many writers stop after the first 10%, and most stop after the initial 40%. What separates successful self-published authors from the rest? That remaining 60%. Why? Is promoting a book harder than writing one? No! So why don't more self-published authors promote their publications?

Because they do not know they should, or they do not know how. Do traditionally published authors promote their books? Of course, and so should you.

Inside your Author's Center you will find a wide range of resources, including links to public relations firms, local radio producers, marketing websites, and book reviewers. The best place to begin is the Book Reviewer's page where you will find the addresses for submitting your publication for review. First verify that their address and/or review requirements have not changed by searching for them on the Internet.

Next, contact the local radio producers in your area. Your Author's Center contains the phone numbers, addresses, and in some cases e-mail addresses of many local radio shows in your state. Contact them and "pitch" your book in a manner that will captivate them. Here is where our optional CD Media/Press Kit is invaluable to Diamond, Pearl, and Ruby authors.

The importance of getting the word out cannot be stressed enough. Even though your book is published, no one will buy it if no one knows it exists.

How about specific marketing materials? Outskirts Press can help by providing bookmarks, postcards, business cards, posters, and more. See all the details of the marketing options we offer in Chapter 5.



PUBLISHING WITH OUTSKIRTS PRESS

Now that you have learned about the advantages of publishing with Outskirts Press, you are probably excited about the possibilities. But perhaps you are apprehensive about starting.

Do not worry! Since most of the process takes place securely online in your personal Author's Center, you are in complete control. All you need is your finished manuscript and access to the Internet.

For some writers, using the Internet to publish a book may seem impersonal. Rest assured that the care and attention you receive from your Author Representative lacks only the face-to-face meetings and rush hour commutes. When this adventure is over, you will have made a new friend.

The Outskirts Press website is at: *www.OutskirtsPress.com*
or AOL Keyword: *OutskirtsPress.com*.

On the following pages are details about completing the first four steps to start your publishing process.

Join the Outskirts Press Community

STEP 1

Registering is fast, free, fun, and without obligation. All we need is your first name and your email address. Outskirts Press does not share your information with anyone. You can start from any page of the Outskirts Press website at *www.OutskirtsPress.com* by clicking on the large “Get Published” button. Your free Author’s Center is created for you instantly and offers helpful tips and resources.

Meet Your Personal Author Representative

STEP 2

Get started on the path to publication with a low \$35 deposit. This is a partial payment that is applied to the total cost of your publishing package and is fully refundable if we do not accept your book. No risk!

Once your deposit is received, your production team is assigned instantly. Your main point of contact is your Author Representative, but you also receive a Title Production Supervisor, a Production Manager, a cover designer, and an interior format designer. If you select optional services later like editing or illustrations, those talented professionals will be assigned, based upon the needs of your project.

The easiest, fastest way to start is by paying your deposit conveniently and securely inside your Author’s Center. On the shopping cart screens you can read about the SSL security precautions we use to ensure your privacy and security. Plus, we never store your credit card information anywhere. You will enter it every time you make a payment through your shopping cart. No one at Outskirts Press even sees the credit card number you enter online.

Submit Your Manuscript

STEP 3

We are unable to assist you with publication until your manuscript is completely written. Once your book is finished you can submit it to us through your Author's Center by uploading the manuscript file.

Even though Outskirts Press formats your book according to industry best practices, proper manuscript preparation is mandatory to avoid potholes on the path to publication. As such, please read and follow these instructions carefully.

First, save your entire document as one single word processor file. If your book is spread across multiple files (a different file for each chapter, for instance), consolidate it into one single file before submitting it. Or, we can do that for you for a \$50/hour combining fee.

If you are using a word processor other than Word or WordPerfect, choose the SAVE AS function and save it as a Microsoft Word 2003 document. WordPerfect files are acceptable, although Word is preferred. Alternate file formats may also be acceptable at our discretion. Check with your Author Representative for other supported file types. For security reasons Outskirts Press does not accept zipped, compressed, or executable files.

Manuscripts can be submitted in single space or double space at the default settings of 8.5" x 11" page size and margins. Our book designers will format your book according to industry standards. Alternatively, you may specifically notify us in advance that you prefer to use your own formatting. In that case, make sure your formatting is professional and conforms to our specs.

Prior to submission, you may elect to change the page settings of your manuscript according to your trim size in order to get a more accurate glimpse of your book in its published format, but you do not have to. This also will help you arrive at a more accurate page count estimate for the purposes of the Pricing Calculator.

Remove all automatic pagination and ‘hard returns’ from your manuscript since the page numbers and line lengths will invariably change during formatting. A “hard return” is the result of hitting the “return” or “carriage return” key manually at the end of a line, instead of allowing the word processor to word-wrap your text automatically. When your book is formatted at a different trim size, hard returns will cause line breaks throughout your text in the middle of sentences. As you can see, you don’t want that.

It is difficult to see “hard returns” because they are “invisible characters” in word processors. However, if you turn invisible characters to “visible” you will see any hard returns you have and can remove them before submitting your book. The HELP function of your word processor tells you how to turn invisible characters to visible.

Proofread and edit your manuscript one last time, even if you plan on ordering our optional editing service (which is highly recommended).

Within 2-5 business days of receiving your submission, our Manuscript Review Team will send you a publisher’s evaluation. The evaluation includes recommendations designed to make your book as good as it can possibly be. After all, that is your goal. It is our goal, too.

Select Your Publishing Package

STEP 4

The final step to properly setting up your book for publication is selecting a publishing package from among our five choices (the Pearl, Diamond, Ruby, Sapphire, or Emerald).

All five of our packages include a high-quality trade paperback. The number of trim sizes available depends upon the package you choose. For example, the Diamond has 15 formats to choose from, while the Ruby has seven and the Pearl has four. Of course, if the interior of your book requires full-color printing (for images or text), then the Pearl is your only choice.

This decision is made easier by the details outlined on the following pages, but if you are trying to decide between the Diamond, Ruby, or Sapphire, I'm going to share some little-known secrets about how to make the best decision, based upon math.

If you are satisfied with unlimited wholesale distribution solely in America and don't need any additional options, start with the Sapphire. If you desire unlimited wholesale distribution worldwide, start with the Ruby.

Then, if you expect to either buy for yourself or sell to others between 0-300 copies combined, stay with the package you started with. On the other hand, if you expect that number to exceed 300, go "up" one package (Sapphires go to Rubies, and Rubies go to Diamonds). If you started as a Sapphire and expect that combined number to exceed 600, go to the Diamond.

Why? Because the Diamond royalty is \$1 higher than the Ruby for each book sold and \$1 lower for each author copy you buy, making up the up-front cost difference.

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Package Information ✓ means included...	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
Publishing Fee (includes deposit)	\$1099	\$999	\$699	\$399	\$199
Full Color Interior Printing	✓				
Black/White Interior Printing		✓	✓	✓	✓
Annual Maintenance Fee	\$25	\$25	\$25	\$25	\$25
Free Paperback Author's Copies	5	10	6	3	1
Book Formats Available	4	16	7	2	1
Customizable Cover Options	25	25	16	9	2
High Quality Trade Paperback	✓	✓	✓	✓	✓
Author Keeps 100% Rights	✓	✓	✓	✓	✓
Author Sets Retail Price	✓	✓	✓	✓	✓
Author Sets Profit	✓	✓	✓	✓	✓
Author Sets Pricing Plan	✓	✓	✓	✓	N/A
Non-Exclusive Contract	✓	✓	✓	✓	✓
Standard Interior Formatting	✓	✓	✓	✓	✓
ISBN Assigned	✓	✓	✓	✓	
Barcode on Back Cover	✓	✓	✓	✓	
U.S. Distribution with Ingram	✓	✓	✓	✓	
U.S. Distribution with B & T	✓	✓	✓	✓	
Amazon.com Listing	✓	✓	✓	✓	
BarnesAndNoble.com Listing	✓	✓	✓	✓	
Bowkers Books-in-Print	✓	✓	✓		
BAMM.com Listing	✓	✓	✓		
Powells.com Listing	✓	✓	✓		
U.K. Distribution with Gardners	✓	✓	✓		
U.K. Distribution with Bertrams	✓	✓	✓		
Hardback Formats Available		✓	✓		
Author Loyalty Discounts		✓			

Selecting the Right Package for You



Choose the Pearl Publishing Package if you...

- ✓ Have full-color images/text inside your book
- ✓ Want a unique ISBN number and barcode
- ✓ Want worldwide online wholesale distribution
- ✓ Want online availability at Amazon, B&N, Borders
- ✓ Want Marketing COACH support via email



Choose the Diamond Publishing Package if you...

- ✓ Want the greatest retail price flexibility
- ✓ Want the best ratio between retail price and profit
- ✓ Want the best author price
- ✓ Want the most free options
- ✓ Want the most available options
- ✓ Want a unique ISBN number and barcode
- ✓ Want worldwide online wholesale distribution
- ✓ Want online availability at Amazon, B&N, Borders
- ✓ Want Marketing COACH support via email



Choose the Ruby Publishing Package if you...

- ✓ Want an excellent ratio between retail price and profit
- ✓ Want a great author price
- ✓ Want a unique ISBN number and barcode
- ✓ Want worldwide online wholesale distribution
- ✓ Want online availability at Amazon, B&N, Borders



Choose the Sapphire Publishing Package if you...

- ✓ Want a reasonable author price
- ✓ Want a unique ISBN number and barcode
- ✓ Want U.S. online wholesale distribution
- ✓ Want online availability at Amazon, B&N, Borders



Choose the Emerald Publishing Package if you...

- ✓ Do not need an ISBN number or distribution

Package Pricing and Profit Comparisons

Sometimes it helps to compare apples to apples. The chart below allows you to compare some basic figures for a typical 150 page black/white paperback book with a 6” x 9” trim size, which should assist you in choosing the package and Pricing Plan best for you.

The Pearl Package is not compared because the example above is for a black/white book. Likewise, the Emerald Package is not compared because the 6” x 9” trim size is not offered with the Emerald.

One thing you may notice when looking at these figures is that the retail prices are lower than other publishers in the industry (of course, you may set the retail price as high as you want to increase your profit). At the same time, the author profits are already higher with Outskirts Press than with other publishers.

Higher royalties on lower retail prices? How is that possible? Only Outskirts Press lets authors set their own pricing, as long as the retail price exceeds the wholesale price. Visit www.outskirtspress.com/pricing to give it a try.

	 Diamond	 Ruby	 Sapphire
Recommended Retail Price (Plan 50)	\$11.95	\$12.95	\$14.95
Recommended Retail Price (Plan 40)	\$10.95	\$12.95	\$13.95
Recommended Retail Price (Plan 25)	\$9.95	\$11.95	\$12.95
Author Profit at \$14.95 and Plan 50	\$2.15	\$1.15	\$0.15
Author Profit at \$14.95 and Plan 40	\$3.64	\$2.64	\$1.64
Author Profit at \$14.95 and Plan 25	\$5.88	\$4.88	\$3.88
Lowest Possible Retail Price	\$6.95	\$7.95	\$9.95
Author's Per-Unit Purchase Price	\$5.33	\$6.33	\$7.33



Pearl Full-Color Publishing

For full details about the \$1099 Full-Color Pearl Publishing Package, visit our website at www.outskirtspress.com/pearl and for details about our original illustration packages, visit www.outskirtspress.com/art

The available format choices for the Pearl are:

- ✓ 8.5" x 8.5" saddle-stitched paperback (4-23 pages)
- ✓ 8.5" x 8.5" perfect bound paperback (24 pages & up)
- ✓ 8.5" x 11" saddle-stitched paperback (4-23 pages)
- ✓ 8.5" x 11" perfect bound paperback (24 pages & up)

Choose the Pearl Publishing Package if you...

- ✓ Want a book with full-color printing on the inside
- ✓ Want a unique ISBN number and barcode
- ✓ Want unlimited wholesale book printing
- ✓ Want worldwide online wholesale distribution with Ingram, Baker & Taylor, Bertram, Gardners
- ✓ Want automatic online availability with Amazon, Barnes & Noble, Borders, Powells, BMM
- ✓ Want a professionally designed full-color book interior
- ✓ Want access to full-color custom illustration packages
- ✓ Want Marketing COACH assistance via email



The best way to experience our full-color quality and see actual examples of our amazing original illustration styles is to get the paperback edition of *Adventures in Publishing* at Amazon.com for \$9.95.



Diamond Publishing Package

For full details about the \$999 Ultimate Diamond Publishing Package, visit our website at www.outskirtspress.com/diamond

The available format choices for Diamond books are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 5" x 8" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback
- ✓ 6.14" x 9.21" perfect bound paperback
- ✓ 7.5" x 9.25" perfect bound paperback
- ✓ 7.4" x 9.7" perfect bound paperback
- ✓ 8.3" x 11.7" perfect bound paperback
- ✓ 7" x 10" perfect bound paperback
- ✓ 8.25" x 11" perfect bound paperback
- ✓ 5.5" x 8.5" laminated hardback (optional upgrade)
- ✓ 6" x 9" laminated hardback (optional upgrade)
- ✓ 6.14" x 9.21" laminated hardback (optional upgrade)
- ✓ 7" x 10" laminated hardback (optional upgrade)
- ✓ 5.5" x 8.5" hardback with dust jacket (optional upgrade)
- ✓ 6" x 9" hardback with dust jacket (optional upgrade)
- ✓ 6.14" x 9.21" hardback with dust jacket (optional upgrade)

Choose the Diamond Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want unlimited wholesale book printing
- ✓ Want worldwide online wholesale distribution with Ingram, Baker & Taylor, Bertram, Gardners
- ✓ Want automatic online availability with Amazon, Barnes & Noble, Borders, Powells, BAMM
- ✓ Want a professionally designed book interior
- ✓ Want the lowest print price and highest profit margin
- ✓ Want \$300 of free optional upgrades
- ✓ Want Marketing COACH assistance via email



Ruby Publishing Package

For full details about the \$699 Ruby Publishing Package, visit our website at www.outskirtspress.com/ruby

The available format choices for the Ruby are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 5" x 8" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback
- ✓ 5.5" x 8.5" laminated hardback (optional upgrade)
- ✓ 6" x 9" laminated hardback (optional upgrade)
- ✓ 5.5" x 8.5" hardback with dust jacket (optional upgrade)
- ✓ 6" x 9" hardback with dust jacket (optional upgrade)

Choose the Ruby Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want unlimited wholesale book printing
- ✓ Want worldwide online wholesale distribution with Ingram, Baker & Taylor, Bertram, Gardners
- ✓ Want automatic online availability with Amazon, Barnes & Noble, Borders, Powells, BAMM
- ✓ Want a professionally designed standard book interior



TIPS

Consider the Diamond over the Ruby if you want the most pricing flexibility, meaning access to the lowest retail price or highest profit margin possible.



Sapphire Publishing Package

For full details about the \$399 Sapphire Publishing Package, visit our website at www.outskirtspress.com/sapphire

The available format choices for the Sapphire are:

- ✓ 5.5" x 8.5" perfect bound paperback
- ✓ 6" x 9" perfect bound paperback

Choose the Sapphire Publishing Package if you...

- ✓ Want a unique ISBN number and barcode
- ✓ Want unlimited wholesale book printing
- ✓ Want U.S. online wholesale distribution with Ingram
- ✓ Want automatic online availability with Amazon, Barnes & Noble, Borders
- ✓ Want a standard book interior



TIPS

Consider the Ruby over the Sapphire if you want worldwide wholesale distribution with access to more production and post-publication options.



Emerald Printing Package

For full details about the \$199 Emerald Printing Package without distribution, visit our website at www.outskirtspress.com/emerald

The available format for the Emerald is:

- ✓ 5.5" x 8.5" perfect bound paperback

Choose the Emerald Publishing Package if you...

- ✓ Do not need an ISBN number
- ✓ Do not need wholesale distribution
- ✓ Do not want retail availability



TIPS

Consider the Sapphire over the Emerald if you require an ISBN for your book. ISBNs are necessary for wholesale distribution or retail sales.

"I took just as much care looking for the right publisher as I did writing my book and Outskirts Press won hands down. They were professional throughout the entire process and always available to answer any questions I had. Outskirts Press is absolutely the best publisher any author could hope for.



From my first contact with them to the day my book was in my hands and in the marketplace, Outskirts Press went above and beyond my expectations and led me every step of the way to becoming a successfully published author. My book is being purchased in seven countries so far. The sky is the limit with Outskirts Press.

After hearing horror stories from other authors about experiences they had with their publishers, I was extremely careful in my decision to choose Outskirts Press. It has truly been a dream come true. Every day I get comments on how great my book looks. I highly recommend Outskirts Press to anyone with a dream of becoming a published author." - Dennis Hambricht










PRODUCTION OPTIONS

Once you have selected and paid for your publishing package, the fun of customizing your book begins. Do you want a hardback edition along with a paperback edition? Do you want a 6" x 9" paperback or laminated hardback? Do you want to use our optional copyediting service or optional custom cover designers?






These questions are an example of the fun customizations you get to make during the online pre-production process. To make it easier for you, each choice comes with a recommendation, so you can easily complete these steps in a recommended way. Or, if you prefer, you can fully customize your book exactly as you want it. Everything is up to you.

The variety of production options you have at your disposal is determined by the publishing package you select. As the name implies, our options are entirely optional. Remember that any production options you want must be ordered prior to approving production for your book. The check marks on the next page indicate options that come included with certain packages.

Optional Production Services & Upgrades

Optional Production Services and Upgrades	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
Publisher's Manuscript Evaluation	✓	✓	✓	✓	✓
Expedited Service	\$99	\$99	\$99	\$99	\$99
Basic Copyediting (per word)	1.4¢	1.4¢	1.4¢	1.4¢	1.4¢
Moderate Copyediting (see below)	*	*	*	*	*
Extensive Copyediting (see below)	*	*	*	*	*
Ghost Writing (see below)	*	*	*	*	*
Indexing (per page)	\$4	\$4	\$4	\$4	\$4
Transcription (per page)	\$3	\$3	\$3	\$3	\$3
B/W Hardcopy Scanning (per page)		50¢	50¢	50¢	50¢
Package of 10 digital images	\$49	\$49	\$49	\$49	\$49
Package of 10 hardcopy images	\$99	\$99	\$99	\$99	\$99
Mail Submission Service	\$99	\$99	\$99	\$99	\$99
Cover Scribing Services	\$99	\$99	\$99	\$99	\$99
Author Photo on Cover	✓	✓	✓	✓	

* By quote. Price based upon complexity of manuscript.

Optional Production Services and Upgrades	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
E-Book Edition	\$99	✓	\$99		
Select Your Own Cover Image	\$99	✓	\$99		
Professional Custom Cover Design	\$299	\$299	\$299		
Official Copyright Registration	\$99	\$99	\$99		
Library of Congress Number	\$99	\$99	\$99		
Back Page Promotion	\$99	\$99	\$99		
Ingram Publication Announcement	\$99	\$99	\$99		
Retail Returns (per year & format)	\$499	\$499	\$499		
Hardback Format Only		\$199	\$199		
Hardback & Paperback		\$299	\$299		
Original Illustrations (see below)	**	**			
Author Loyalty Program		✓			

** Prices begin at \$100 each and are best with our full-color Pearl package, since interior illustrations will print in black/white with the Diamond package.

Publisher's Manuscript Evaluation

Our evaluation is not a subjective opinion of your book, but rather a logistic analysis to determine if we can accept your manuscript based upon content and length. The evaluator may also recommend a package and options to help improve your book's final publication.

Expedited Service

Accelerate the publication of your book! There are no guarantees but as long as you provide all the required materials and information in a timely and complete manner, your book is whisked through the production process in as few as 5 weeks, but typically between 7-10 weeks following your approval of production, depending upon additional options you may have ordered.

Copyediting Services

If you want your manuscript edited for typos, misspellings, and contextual word use, the basic option is for you. There is a 15,000 word (\$210) minimum. If you have a work of poetry, editing services are charged at \$50 per hour. Moderate and extensive editing choices are also available if necessary or requested by the author. After your manuscript is edited, you will receive it back to accept or reject each of the editor's recommendations. That way, you always maintain control of your book's "voice" and content. Editing extends your publication time line.

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If you only have a hard copy manuscript of your book, you may be interested in the Transcription Services offered by Outskirts Press, which converts your hard copy book into a Microsoft Word file to allow you to take advantage of our full range of publishing packages and services.

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The submission and publication process can take place entirely online. If you prefer to send materials through the mail, the Mail Submission Service fee will apply.

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The back cover copy and author biography is second only to a dynamic cover when it comes to motivating a reader to buy. Select this optional upgrade so the words on your back cover shine with professionally written zing and marketing muscle.

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If you want your photograph on the back of your book, upload it during the pre-production process as a high-resolution image. You must own the rights to the image you supply (meaning if it was taken professionally, we will need the photographer's permission to publish it). If you elect not to include an author photo, notify your Author Representative.

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According to the U.S. Copyright Office, copyright law protects a literary work once it is placed in a tangible medium such as a manuscript, e-book, or even a word processor file. Nevertheless, many authors choose to secure their copyright officially with the Copyright Office. With this option Outskirts Press handles all the details involved in registering copyright for you.

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A Library of Congress Number helps facilitate distribution through the United States library system and also includes the submission of your book to the Library of Congress after publication.

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Have you published more than one book with Outskirts Press? We will create a graphic announcement for your previous book(s) in the back of your new book. Current readers are the best market for your other books.

Ingram Publication Announcement

All our packages (except the Emerald) include wholesale distribution through Ingram with or without this optional upgrade. But if you want your book within the pages of Ingram's monthly catalog announcing new publications, this is the option for you. The Ingram *Advance* is distributed to wholesalers, bookstores, libraries, and readers on a monthly basis. In addition to a cover image, your listing includes your pricing information and ISBN number to facilitate ordering.

Hardback Formats

Would you prefer to have a hardback book instead of a paperback? Diamond and Ruby authors can elect to publish just a hardback edition of their book, or can add a hardback edition in addition to their paperback. The hardback edition includes its own unique ISBN, barcode, distribution, and Pricing Plan. The author's base price, retail price, and royalty are calculated independently of the paperback edition.

Hardback format choices include a full-color laminated case-bound cover or a hardback cloth cover with a full-color laminated wrap-around dust jacket. The hardback with a dust jacket features gold foil stamping on the spine of the cloth case-bound for the title (and author byline, space permitting).

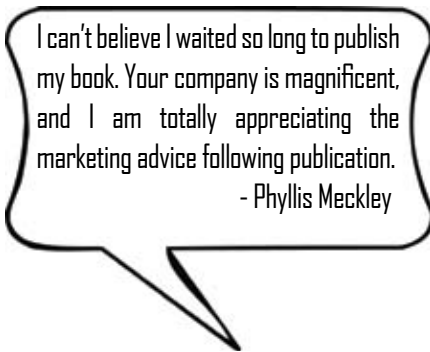
Author Loyalty Program

Writing and publishing one book is hard enough, much less two. Returning Diamond Authors receive a 10% discount on their subsequent Diamond Publishing Package fees. Call it an "advance" if you want. It is just our way of thanking you for your business, and encouraging you to keep on writing and publishing.

Annual Retail Returns Program

Traditional book retailers often look for four things when deciding to order a book: Availability with a distributor, a very attractive price, a returns policy, and demand.

Creating demand, or “buzz,” is up to your promotional efforts, but Outskirts Press provides the necessary means to fulfill the other criteria. The Retail Returns Program allows retailers who order through Ingram to return your book for up to 18 months after they ordered it for a full wholesale refund. Some retailers will not order books that are not returnable.



Outskirts Press is one of the few on-demand publishers that offers retail returns. In fact, most retailers automatically and incorrectly assume *all* on-demand books are not returnable. If you select this option you can inform them that your book *is* returnable.

Price Plan 40 is a requirement for this option and Price Plan 50 is highly recommended. After all, there is no reason to get the Returns Program if the retailer isn't making enough money to sell it anyway.

Of course, there is never any guarantee that a store will stock/order your book as a result of participating in this program (that is up to each book buyer), but meeting this requirement is one of the first things many retailers look for. The Retail Returns Program is billed annually for each format (paperback and/or hardback) enrolled in the program.



POST-PUBLICATION OPTIONS

Unlike the Production Options discussed in the previous chapter, most Post-Publication Options can be ordered at any time, either before or after publication. Remember that we can rarely start working on post-publication options until after your book is published since most of them focus on marketing your published book.

Marketing options come in two basic categories: Products and services. Products include bookmarks, postcards, websites, media kits, etc. Services include options like webpage formatting, review and award submission services, personal marketing assistance, etc.

The value you receive from our marketing support will depend upon the effort you put into it. For example, the Marketing COACH offers Creative Online Assistance, Coaching, and Help via email but this marketing advice is only valuable if you, as the author, act upon the suggestions offered by the Marketing COACH. Publication is not the end of the journey. It is only an exciting milestone along the way. Marketing and promotion is an ongoing process; Outskirts Press offers all the optional marketing services and products to help you reach your goals.

Optional Post-Publication Services, Products, and Upgrades

	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
Free Author Webpage Styles	16	16	9	3	1
Audio Excerpt on Webpage	\$99	✓	\$99		
Standard Press Release	\$99	✓	\$99		
Custom Press Release	\$199	\$199	\$199		
HTML Support on Webpage	\$49	\$49	\$49		
PR Publicist Campaign	\$199	\$199	\$199		
CD Media/Press Kit	\$499	\$499	\$499		
Additional Press Kit CDs (5)	\$50	\$50	\$50		
Bookmarks (500)	\$199	\$199	\$199		
Business Cards (500)	\$199	\$199	\$199		
Postcards (500)	\$225	\$225	\$225		
Large Posters (5)	\$225	\$225	\$225		
Small Posters (5)	\$149	\$149	\$149		
Book Teaser Video	\$99	\$99	\$99		
Book Video Trailer	\$399	\$399	\$399		
Book Video CDs (5)	\$99	\$99	\$99		
Search Inside the Book Submission	\$99	\$99	\$99		
Amazon Kindle Edition	\$99	\$99	\$99		
Enhanced Website (see below)	*	*	*		

* \$299 set-up plus \$29/month

	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
Marketing COACH email tips	✓	✓			
Book Review Submission Service	\$299	\$299			
ForeWord Magazine Co-Op Ad	\$250	\$250			
Book Fair Co-Ops	\$500	\$500			
Personal Marketing Assistant	\$250	\$250			
Ben Franklin Awards Submission	\$299	\$299			
Book of the Year Submission	\$249	\$249			
Reader Views Award Submission	\$199	\$199			
Indie Book Awards Submission	\$249	\$249			
Writer's Digest Awards Submission	\$249	\$249			
USA Book News Submission	\$199	\$199			
EVVY Nominee (by invitation only)	\$199	\$199			
Global Book Tour (save 25%)	\$1499	\$1499			
Gold Marketing Package (save 33%)	\$999	\$999			
Post Publication Revision Set-up	\$149	\$149	\$149	\$149	\$149

Free Author Webpage

You have up to 16 different webpage formats to choose from, depending upon your publishing package.

- ✓ Diamond and Pearl authors have the most style choices, including designs that display an image of your book, the book format, price, ISBN number, back cover/synopsis, sample text, biography, and your author photo (if supplied during the production process). There are four color choices (silver, red, green, and blue). Book orders are directed straight to your Amazon or Barnes & Noble listing and a “Contact Author” button allows readers to communicate directly with you. The e-book option offers credit card functionality and instant e-book downloading. Plus some styles highlight your other books you have published with Outskirts Press (including links to those webpages) instead of the “Featured Books.”
- ✓ Ruby styles display an image of your book, the book format, price, ISBN number, back cover/synopsis, sample text, biography, and your author photo (if supplied during the production process). There are three color choices (red, green, and blue). Book orders are directed straight to your Amazon or Barnes & Noble listing for enhanced buyer confidence. The e-book option also offers credit card functionality and instant e-book downloading.
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- ✓ Emerald styles display an image of your book, the book format, price and back cover/synopsis information. Since Emerald books are not distributed, buyers may contact the author directly for purchase details.

Marketing COACH Email Tips

What do you do once your book is published? How do you pursue book reviews? How do you participate in book fairs like Book Expo of America? What is the process for submitting a book to Oprah? Those are an example of the questions our Marketing COACH answers via email for our Diamond and Pearl authors. The Marketing COACH provides Creative Online Assistance, Coaching and Help to you via email for over two years after your first book with Outskirts Press is published.

Audio Excerpt on Webpage

Particularly valuable for professional speakers who have published a book (but a catchy promotional hook for others), the Audio Excerpt option provides the opportunity to record a 3-minute section of your book, or just explain in your own voice what motivated you to write, or what message you would like to share with your fans or readers. It is as easy as calling a toll-free number and talking into a phone. Within one week your audio excerpt is added to your free webpage for others to hear via streaming audio. This option is free with the Diamond Package.

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The Author Webpages are fairly flexible and customizable. If you are proficient with HTML, you can make moderate aesthetic improvements to the content areas over which you have control (such as bolding text, bullet points, colored fonts, etc.). What do you do if you wish to enhance your webpage in this manner but your proficiencies in HTML are lacking? You order this optional service.

Standard Press Release

Outskirts Press will compose a standard press release announcing the publication of your book and distribute your press release to an international syndicate of reviewers, journalists, newspapers, reporters, and websites. Recipients include all the big players like The New York Times, The Wall Street Journal, Publisher's Weekly, and others. This press release only exists electronically and the author is not supplied with a copy, although it can typically be found online after distribution by conducting a search on Google. This is free with the Diamond Publishing Package.

Custom Press Release Writing

There are only a few events in your lifetime that justify a professional press release, and publishing a book is certainly one of them! The professionals at Outskirts Press will compose a custom press release for you based upon their review of your book. You will review the final release before distribution and maintain a copy for your personal use. The Custom Press Release is then distributed in the same manner as our Standard Press Release (above).

PR Publicist Campaign

Do you need a publicist to handle additional, customized distribution of your single press release, including phone call follow-up to key leads and markets? Do you want personal media leads sent directly to you for follow-up (including tips on how to follow-up)? How about a clipping service that notifies you whenever your book is mentioned on the Internet? Then this service is for you.

Book Teaser Video

Through popular sites like YouTube and mySpace, any author can upload videos for the purposes of promotion. The trick becomes having something worth uploading. Producing professional looking videos is complicated, time-consuming, and difficult. That's where Book Teasers and Book Videos comes in handy. Book Teasers are approximately 30 seconds in length, fast and flashy, featuring the book cover, the author photo (if provided during production), and online availability. The author receives the final .mp4 video file via email.

Book Video Trailer

Be among the first authors anywhere to use video and online viral marketing to promote your book after publication. Outskirts Press will produce a book video trailer (like a movie trailer) for your book, including images that sell your book and background music. Upon your approval, the book video file is provided to you for your purposes. It is also added to the "Media Center" section of your Author Webpage, where it can be viewed by your webpage visitors. Additionally, your video is uploaded to a number of highly active social networking websites like YouTube, Google Video, Yahoo Video, AOL Video, mySpace, and many more. The length of the video is approximately 1 minute, an optimal length for viewing over the Internet.

Book Video CDs

What do you do if you ordered the Book Video Trailer but also want your video on a custom-labeled CD that runs automatically once inserted into a CD drive? You get this service. Sold in packs of 5 custom-labeled CDs, this is the perfect supplement to the Book Video Trailer option.

Personal Marketing Assistant

Receive five hours of personal marketing assistance if you need help soliciting reviews, pitching radio shows, completing your marketing plan, or help with other specific marketing efforts.

Bookmarks, Business Cards, Postcards

Available in quantities of 500, bookmarks, business cards, and postcards feature the cover of the book on the front in full color, along with specific information about the book (or the author in the case of the business cards) in black/white on the back. The author approves the proof before printing. Free standard shipping within the continental United States.

Posters (Large & Small)

Large posters are 35” high by 23” wide. Small posters are 17” high by 11” wide. Both are full-color enlargements of the front cover of your book, perfect for marketing events and book signings. The author does not see the file before printing since it is simply an enlargement of the cover. Free standard shipping within the continental United States.

Search Inside the Book Submission

All our books (except Emeralds) with the appropriate Pricing Plan appear for sale on Amazon. One of Amazon’s most popular online marketing features is called Search Inside the Book, where select samples of your book are made available for customers to browse online. This service includes fulfilling all the necessary technical and administrative requirements for Amazon on your behalf.

CD Media/Press Kit

The CD Media/Press Kit is a customized CD that contains everything a book buyer, journalist, or media contact will need to make a decision about purchasing your book or interviewing you. Each CD includes a secure e-book version of your book, a high-resolution image of the entire cover (front and back), a high-resolution author photo (if provided during the production process), your author biography, and the book summary information you provided for the back cover.

A professionally written press release, a copy of your sales sheet, and your provided marketing plan/promotional schedule are also included. At the time of your order, you will receive a marketing template from the Author Support Department to complete. Fill it out to create your marketing plan and promotional schedule, then return it to us for inclusion. Book buyers often require this information.

You receive five copies of the custom-labeled CD Media/Press Kit, five color copies of your sales sheet, and five copies of your professional press release to further help you with marketing and promotion. Additional copies of your custom-labeled CD are available in packs of 5.

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Co-op advertising within ForeWord Magazine allows you to secure premium, full-color exposure for your book in a high-quality trade publication for a minimal amount of money. Your book will occupy a 2" x 2.5" space along with 11 other Outskirts Press titles within a full-color, full-page ad of an issue that is delivered to librarians, booksellers, agents, and other industry professionals. Additionally, ForeWord is sent directly to small press buyers at the chains (B&N, Borders, Chapters, Books-A-Million, etc).

ForeWord Book of the Year Awards

Win cash or prizes with the ForeWord Magazine Book of the Year Awards, which were established to bring increased attention from librarians and booksellers to the literary achievements of independent publishers and their authors. Outskirts Press will handle all the administrative details of the submission for you. This is a part of the Fall Season for Award Submissions.

Benjamin Franklin Book Awards

The Independent Book Publishers Association's annual Ben Franklin Awards recognize publication excellence in both editorial and design. The specific genre categories are judged by three industry professionals who come from the library, bookstore, reviewer, designer, publicity or editorial markets. Outskirts Press will handle all the submission details, including the submission fee, printing and mailing the necessary copies to the judges, and all the administrative paperwork. This is a part of the Fall Season for Award Submissions.

Reader Views Literary Awards

Reader Views Literary Award winners in the past have received thousands of dollars of marketing support from participating sponsors, in addition to the award itself. Outskirts Press will handle all the details involved in submitting your book, including the submission fee, printing and mailing the necessary copies to the judges, and all the administrative paperwork. This is a part of the Fall Season for Award Submissions.

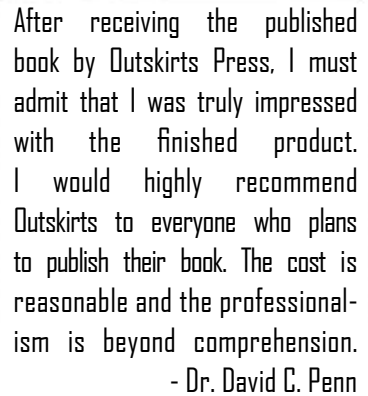
Official Outskirts Press EVVY Nomination

Each fall, Outskirts Press officially nominates approximately 5% of the books we have published during the year for submission to the Colorado Independent Publishers Association's EVVY Awards. Your book must be a Diamond or Pearl to be considered.

Our nominations are by invitation only and represent our very best books of the year as determined by Outskirts Press executives and members of the production teams. Potential nominees are notified via email in the fall. There is no obligation to accept the nomination; just being recognized is a great accomplishment. Once the nomination is accepted, Outskirts Press will handle all the details, including the submission fee, printing and mailing the necessary copies to the judges, and all the administrative paperwork.

One of the advantages of receiving an Outskirts Press official EVVY Nomination is the confidence it can inspire to pursue other book contests and award programs. After all, knowing your book is among our top 5% for the year puts your book in very good company.

Outskirts Press official nominees and EVVY Award winners often receive additional exposure of their books through Outskirts Press marketing efforts. This is part of the Fall Season for Award Submissions.

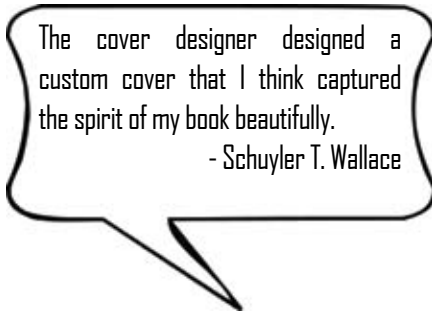


After receiving the published book by Outskirts Press, I must admit that I was truly impressed with the finished product. I would highly recommend Outskirts to everyone who plans to publish their book. The cost is reasonable and the professionalism is beyond comprehension.

- Dr. David C. Penn

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USA News National Best Books Awards

Every year USA Book News honors outstanding mainstream and independent books with their National Best Books Award. Winners in the past have received national media and industry exposure in addition to the award itself. Outskirts Press will handle all the submission details, including the submission fee, printing and mailing the necessary copies to the judges, and all the administrative paperwork. This is a part of the Spring Season for Award Submissions.

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Save 33% on a package of 1000 bookmarks, 1000 post-cards, 1000 business cards and 10 small posters.

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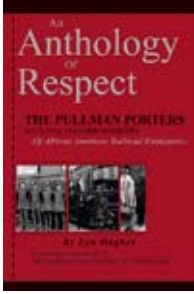


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The level of support we provide to authors before, during, and after publication is unprecedented. Most on-demand publishers consider their work done once your book is published. By comparison, Outskirts Press continues to offer post-publication support in the way of optional marketing services and products designed to help your book reach your goals.

Perhaps the best testament to this is the sheer number of award-winning books we have published over the years. We cannot possibly highlight them all, but here's just a small sample. In this day and age of self-publishing, don't you owe it to your book to publish with an award-winning company that excels in both quality and customer service?

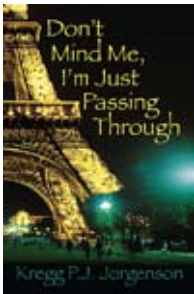


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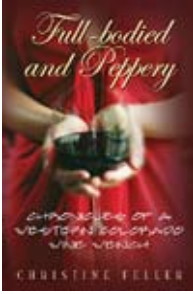


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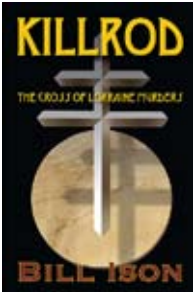
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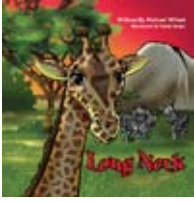
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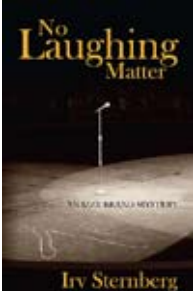


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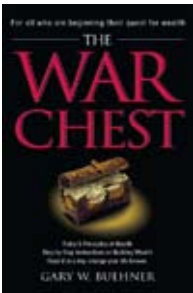


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A WORD FROM OUR AUTHORS

This book attempts to share some advice about the different publishing paths available to you and why we feel Outskirts Press is your best publishing option. But don't take our word for it. Below you will find comments from just a few of our thousands of satisfied authors.

Read many more on our website. We make the publishing process as easy as possible, but the joy and satisfaction of being a published author lasts a lifetime!



“Outskirts Press made the most sense to me. They had the most publishing options to choose from, and when my book was published, it fulfilled all my expectations. Now I have a 3rd full-color storybook and a novel in the works, too.”

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“Thank you for making my dream a reality. Your resources and Author Representatives are top notch and professional in every sense of the word.”

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author of *The Nemesis Chronicles*



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“I am very pleased with Outskirts Press! They have been with me each step of the way from publishing to marketing. I was impressed also that they suggested I place my subtitle, *Changing the Situation*, on the book. The Author Rep & the Marketing COACH have opened up tremendous potential so that anyone who desires, can ‘change their situation.’ Thank you Outskirts!”

Reverend Ken Griffiths,
author of *Oh God, Change This Scene!*



“I truly feel that my Author Rep was always there for me, very inspiring and highly dependable. It is also an honor to have my book published by Outskirts Press because it is so respected by the English Professors who teach writing classes at Brooklyn College.”

Irene Brodsky,
author of *Poetry Unplugged*



“I’d been searching for a publisher for several months and finally decided to go with Outskirts Press, not just because it was one of the least expensive publishers but it seemed to be the only publisher that would let me hold on to my rights, not to mention they offered *a la carte* services such as business cards. I was very impressed with my Author Rep. She was more than willing to work with me on the details that were very important to me, such as the book’s cover, my author photo and even the format of the book itself. The turnaround time from start to finish was incredible; the whole process including my time to review the formats was about a month and a half. When my sample copies of the book arrived in the mail I was blown away by the completed product; the book was even better than I originally imagined. It is so awesome to finally see my book and my name in print. Thank you so much! I will definitely recommend Outskirts Press to anyone in need of publishing their future books.”

Peter Moore,
author of *Skip-Trace*



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J. Ivey Davis,
author of *The Struggle Among Ideas*



“It was my pleasure to work with Outskirts Press and my Author Rep. They did a great job in keeping me inspired. I now have two books published and a third one on the way. *A Sin at Birth* was fun and exciting, working with everyone at my side like family. My Author Rep has been a wonderful step-by-step person who had the answers to every question at all times. Thank you Outskirts Press for the compassion and fast work. I appreciate the awesome job you’ve completed.”

Robin L. Anderson,
author of *A Sin At Birth* and *I’m Coming For Yah*



“The scale in which I have been treated from Outskirts Press is beyond measure. My Author Rep was fantastic, the Marketing COACH is very informative. The entire staff has made me feel as though I belong. I was so pleased with my book that I want Outskirts Press to publish my next books, two of which I am currently writing. I looked at several on-demand-publishing companies, but I was continually drawn to Outskirts Press; now I know why. I thank God that I followed my first thought. It is said, ‘A first thought is the right thought.’ I thank Outskirts Press for validating that for me.”

Loretta Taylor,
author of *Running Back Past Forward*



“I researched numerous self-publishing options over a year before deciding on Outskirts Press. When I began the process, I was more than pleased with how my manuscript was managed. It took me more than nine months to finalize the process; yet my Author Representative was so patient and supportive! Not once did anyone pressure me to move faster than I was ready to. I was so hesitant, being a first-time author, but everyone I dealt with went that extra mile to assist me in finishing what had been more than a five-year process from start to finish. For a writer, bringing a story to life is like giving birth. Holding my family’s story in my hands and seeing the final product in print was an experience I will never forget. I would recommend Outskirts Press to anyone!”

Susie DeGhelder,
author of *The Gate Called Beautiful*



“Since I first got in touch with Outskirts Press I have been impressed with the immediacy and helpfulness of contacts at all stages of production in the task of publishing my book, *Hot Feet and Far Hills*. I was carefully guided through the printing process which – although printing and publishing are familiar to me – can have pitfalls for those of us not easy with forms and formulas, especially when living as far away as Australia. However, my guide steered me through with unflinching patience and practicality. Voilà the book is published and appears on data sites such as Amazon and Barnes & Noble for all the world to see (and buy). Since publication I have also been highly impressed by the marketing follow-up. Ideas and information have clearly pointed me in several directions to further publicize my book. Positive help can be priceless. Enthusiastically I anticipate that the US edition of *Hot Feet and Far Hills* will sell from coast to coast and know already it has also found readers in Canada and the UK. There is one word for the service Outskirts Press provides. It is Outstanding.”

Judy Cannon,
author of *Hot Feet and Far Hills*



“I researched a lot of different Print-On-Demand publishers before I decided to go with Outskirts Press, and I’m glad I made the right choice. My Author Rep was great. She went all out to help me. She was professional, courteous, patient and eager to help. Even when I had a couple of lay-out concerns, she reassured me that she and the designers at Outskirts would work with me to make sure that the final version of my book was what I had envisioned . . . and it was. I can’t even describe the feeling of holding my published book in my hands for the first time. It came out better than I had imagined. Thank you to everyone at Outskirts for helping me accomplish something I never thought I would . . . becoming a published author. If I’m ever in the position to publish another book someday, I wouldn’t think of going anywhere else but Outskirts Press for my publishing needs.”

Toula Magi,
author of *What Can We Do Next?*



“I had just planned to publish my husband’s biography as Christmas gifts to our children and relatives. However it turned out so much better than I had expected and everyone who knew him wants a copy. The reviews have been heart-warming and I owe it all to my Author Rep. She made the whole experience a delight.”

Edwin M Weigel,
author of *Windswept Heights*



“What a great adventure I have had these last few months. My dreams came true when my book *On Angels Wings Softball* was published by Outskirts Press. The illustrations I purchased through Outskirts were outstanding. I know without a doubt that the illustrator brought my book to life with his extraordinary gift. Will I use him again in my series of children’s books? A definite yes. I couldn’t have asked for a better representative who worked so hard to help and guide me in such a positive direction. What I liked so much about him was the fact that he was there for me when I needed him by phone or email. The marketing team has given me so many creative ideas on how to promote my book. I like the fact that this part of the publishing process will carry on far after the publication of my book. I was unsure about going with a self-publishing company, but what I read about them I find to be true: ‘Outskirts Press represents the future of book publishing, today.’ I also loved the fact that I was able to keep my rights to my work and was consulted when it came to setting my retail price. Thank you, Outskirts. I look forward to publishing with you again.”

Denise McCorkle,
author of *On Angels Wings Softball*



“The frequency of communication was quite impressive. I was astounded at how efficient the process was. My Author Representative was a pleasure to work with. I have suggested that many friends of mine contact Outskirts Press for their book ideas.”

Jay M. Greenfeld, M.A.,
author of *My Choice - My Life*



“Having worked through and met the challenge of writing a book I was not looking forward to the process of getting it published. Sending it out to all the ‘big boys’ only to hear back – and you can only hope you will hear back after several months – interesting story but does not suit our needs, or, interested but cannot publish for 1-2 years, was not my idea of a fruitful way to spend my time and efforts. I was also very skeptical about self-publishing from what I had seen. Why couldn’t there be some middle ground here? In the latest issue of *Writer’s Digest* I read the announcement that the winning manuscripts in their Annual Writing Competition would be published by Outskirts Press. Unfamiliar with this publisher I went to their website for more information. All the features they offered and the fact that the author actually decided how it would be handled and did not give up rights to their work was very impressive. They seemed to address all of my biggest concerns. I submitted my manuscript for evaluation in May and by September my book, *A Pawn of Fate*, was published. It was a very efficient, exciting and productive experience. My Author Rep considered all my needs and guided me through the entire process with confidence and competence. I have recommended Outskirts Press to all my fellow writers and will continue to do so. I have two other books that I will be submitting for publication in the near future.”

Rita Keeley Brown,
author of *A Pawn of Fate*



“I’ve tried several publishing companies, but I was directed right to Outskirts Press. I have never met a group of people like I did here. After signing on here, I received so much support and help. Outskirts Press has so many wonderful packages to choose from, and so much information to guide you through your publication that I was happy with all of them. So I would like to thank Outskirts Press for all they have done for me and a special thanks to my Author Reps for their hard work putting up with me.”

Michael Solomon,
author of *The Other Side of Me*



“I was totally impressed, happy and satisfied with Outskirts Press. Working with Outskirts was easy, fun, and exciting. I am definitely recommending Outskirts to anyone thinking about publishing. My Author Rep was awesome! She answered all my questions, as did every other staff at Outskirts Press. And I am looking forward to publishing my second book with you soon. Thank you!”

Yvonne Williams,
author of *Obama Mania*



“I want to thank all of you at Outskirts Press for everything you had to do to publish my book. I am so pleased with its appearance, the professional presentation, and how excellent the final product is. Most of all, I want you to know what an awesome Author Rep I had. Not only was she excellent in ensuring that I stayed focused on what I had to do, but she encouraged me to keep up my spirits and elevated me when I felt down, unsure, and plain thinking that my story was not worth telling. Please let her know that I highly recommend her for whatever she does, now and in the future. I know that one of the reasons I am so well pleased is because this organization is better than any Forbes 500 company, in my eyes.”

Barbara Tone Hilliard-Mims,
author of *Don’t Blame Me If I Got The Name Wrong*



“Outskirts Press handled the production process with skill and honesty regarding every step that I had taken. When I had questions, the assigned professional Author Representative for my book reviewed all my questions professionally. With my career in quality I can really appreciate having a person that cared and continues to be there when I have any question. It is unique in the publishing industry today. Outskirts Press has people that will make it happen. It made my day!”

Joe Vojt,
author of *Threshold of Consciousness*



“After months of research, we knew that Outskirts Press was truly the publisher for us. Compared to all the other publishers, Outskirts Press grants its authors the most rights, in addition to offering unmatched production and marketing support. The production process went remarkably well, and thanks to our flexible and caring Author Representative, our book was published much faster than we expected. Not only did Outskirts Press make sure that we were satisfied with every aspect of our book, but they also designed its cover, which turned out to be more attractive and enticing than we imagined possible. We were amazed at the exceptional quality of the end product and are grateful to Outskirts Press for helping our dream become a reality! The superior service and assistance Outskirts Press provides to its authors does not end with publication. Through the Marketing COACH, Outskirts Press helped us improve our Amazon and Barnes & Noble listings and continues to give us useful marketing tips and advice. Most importantly, whenever we have questions or concerns, Outskirts Press is always there to help, and its representatives are both considerate and efficient. Thank you Outskirts Press for all of your hard work and dedication!”

Anna and Ellie Sherise,
authors of *Magna Sententia*



“I love Outskirts Press! I think they are so wonderful in helping first time authors as well as experienced authors. I have grown in my knowledge concerning the publishing industry due to Outskirts Press, and I would highly recommend them to anyone wanting to get into the business of authorship. Outskirts Press offers a variety of packages that make it easy to decide upon, and their one-on-one help from the Author Representatives is an awesome experience as well. Outskirts Press is well worth the time and effort in getting your book(s) published!”

Nancy Lou Garcia,
author of *Thirty Days of Prayer, If I Die, and Hell*



“My experience with my Author Rep and Outskirts Press personnel was outstanding. I felt as though I had a helper day and night. I have and will continue to recommend Outskirts Press to everyone I meet.”

Winston S. Nurse,
author of *Through the Knot Hole*



“My experience publishing my first book, *In Search of Mr. Wonderful, The Journey From Myth To Madness*, with Outskirts Press was, and still is, phenomenal! I have never been treated in such a professional, supportive and relaxing manner. My dream of becoming a published author came true this August and I have not stopped receiving compliments on the book and its custom cover design yet. Saying thank you doesn’t seem strong enough to say and show how you have made me feel but it is all I have. Thank you, thank you, thank you!”

Monica Bouvier,
author of *In Search of Mr. Wonderful*



“I have published three books with Outskirts Press. The company’s professional staff, impeccable ethics, top-notch service, and outstanding finished product have enabled me to fulfill a life’s dream: To become a successfully published author.”

Andrew J. Rodriguez,
author of *The Teleportation of an American Teenager*,
Adios Havana, and *The Incredible Adventures of Enrique Diaz*



“Searching for the right publishing company took effort on my part. The impression, as well the encouragement from Outskirts Press, along with their honesty, helped regarding the publishing of *Spiritual Journey*. I love how information provided gives a clearer picture of the steps necessary for self-publishing. The end result now is a first—a finished project with a clearer understanding of what the right steps are involving self-publishing. Thank you, Outskirts Press, for your professionalism.”

Gerald Morrison,
author of *Spiritual Journey*



“I had been writing for some time now, and I accrued essays and story lines, which I crafted meticulously. I came up with a story, which I developed methodically. I needed a publisher, which would enable me to share my visions freely. And Outskirts Press helped me transform my dream into reality, quite spectacularly.”

Rory Macaraeg,
author of *The Fifth Dimension*



“Publishing *Malawi Moonsmoke* was a lifetime peak achievement for me, at the age of 79! Thanks to discovering Outskirts Press, I found their system that took this novice author step-by-step through my essential decisions for completing this high quality book. Very professional consultative help from the Outskirts staff was readily available, even as I finalized the manuscript while in Old Mexico! From the cover lay-out to superb interior format, I am thrilled with this book. Feedback from family and friends is excitedly positive. Now, with marketing and promotional assistance from Outskirts, I could not ask for better support from start to finish and into the future! Thanks to all the other professionals at Outskirts Press!”

Bee Biggs-Jarrell,
author of *Malawi Moonsmoke*



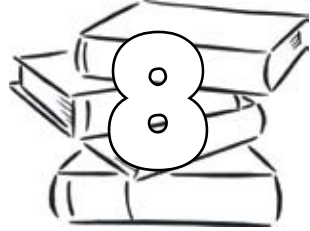
“With profound feelings of gratitude for a job well done, I write to inform you that I received my author’s copies of on Friday. To be frank, I was very impressed with what I saw - a fantastic work! You people are not just professionals; you are also very great. Extend my appreciation to the Outskirts Press team. And now that I have the book, I will engage into radical marketing of the book. I believe the book will sell very well. *Path of Fulfillment* will become a best-seller. Once again, accept my gratitude.”

Livy-Elcon Emereonye,
author of *Path of Fulfillment*



“I was thrilled when I found Outskirts Press for my children’s book. I selected one of their custom illustration packages and the illustrator did an awesome job with the illustrations. My children’s book is beautiful. When I am ready to publish my next book, Outskirts Press will be my publisher.”

Bernadine Motto,
author of *The Adventures of Fluff the Bunny*



Glossary

Base Price The book's per copy price when ordered by the author from his or her Author's Center in quantities of five (5) or more.

BISAC Facilitates the electronic data interchange of formats, books, and serial numbers based upon an international standard.

Blogs Short for web log, a blog is an online diary that can be beneficial when promoting a published book.

Book Profit The amount earned by the author for each wholesale copy sold. The book profit is set by the author at the time of submission and is the difference between the base price and the distributor's price.

CMYK Four-color printing process that is the standard for full-color. CMYK stands for Cyan, Magenta, Yellow, and Black.

DPI Short for Dots per Inch, this indicates the resolution of an image. The higher the dot count, the better the quality of an image.

EAN Barcode The European Article Number is also commonly referred to as the IAN for International Article Number and is the international barcode standard.

E-Book Short for electronic format book, e-books are capable of being viewed on computers or hand-held devices through universal formatting (most commonly PDF format).

GIF Short for Graphics Interchange Format, GIF images supports 256 colors and are the image file type most prevalent on the Internet.

Hard Return A *hard return* occurs when you strike the “return” or “carriage return” key at the end of a line in your document rather than allowing the word processor to word-wrap to the next line. When the page is formatted to a different size, *hard returns* remain, although they are no longer at the end of lines but often in the middle of lines. All *hard returns* must be removed prior to submission.

ISBN The International Standard Book Number is a unique identifier assigned by designated agencies to differentiate each published book in the marketplace.

JPG Shortened form of JPEG, which stands for Joint Photographic Experts Group, this image file format can compress color images for smaller files sizes, usually without sacrificing quality.

PDF Short for Portable Document Format, Adobe Systems introduced the PDF file format as a cross-platform utility that presents data as it was intended to be seen, independent of software or hardware. A free application called Adobe Reader is required to view PDF files.

Pen Name A fictitious name used by an author. See Pseudonym.

Perfect Bound The method of binding a paperback book whereby each page is attached to the adjoining pages and the cover by glue.

POD Print-on-Demand is the relatively new process of storing an electronic version of a book and then printing the book digitally in response to a customer's order.

Print Ready Derived from the similar term “camera ready,” it refers to a file that is fully prepared for production or publication.

Pseudonym A fictitious name used by an author.
See Pen Name.

Retail Margin The retailer's profit is determined by the difference between how much they pay for a book from a distributor and how much they sell that same book for to a customer.

Retail Price The retail selling price for a book suggested by the publisher or author.

RGB Color model displayed by devices such as computer monitors. RGB stands for Red, Green, and Blue.

Sales Sheet A detailed one or two page form containing all the relevant information about a book, including its ISBN number, format, size, page count, retail price, discount, and distribution data.

Signature A large sheet of paper that when printed and trimmed, forms four or more pages in the finished book.

TIF Short for Tag Image File Format, .tiff or .tif files are one of the most common universal graphic image formats. Unlike .jpg images, .tif images can be compressed without losing image quality.

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The difference between the retail price and the price offered to the distributor. The higher the discount, the higher the distribution opportunities. A 55% trade discounts results in a 40% retail margin.

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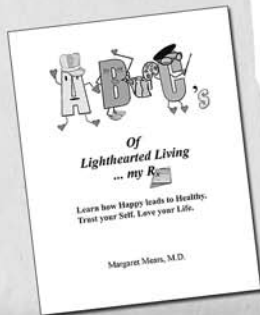
Wholesale price is what the retailer pays the distributor for your book.

"My experience as a new author with Outskirts Press has been nothing short of phenomenal. All questions and concerns were answered promptly. My Author Representative returned calls and emails, with needed information and just the right amount of humor, support and TLC that I needed.



I wasn't sure what to expect from the Marketing COACH but I have been extremely pleased. I could rave on for hours. The marketing tips are extraordinary, very easy to follow and obviously professional. I took advantage of the bulk mailing to professional reviewers and was very satisfied. This led to requests for radio interviews, an added result that has been most enjoyable. This department, I feel, is one of the best reasons to publish with Outskirts Press!

I thoroughly recommend Outskirts Press for new OR experienced authors and can hardly wait to complete my second book."
- Margaret Mears, M.D.





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21. This agreement shall remain in effect until terminated by either party as set forth in this Agreement.

22. Author may terminate this Agreement at any time with 30 days prior written notice to Outskirts Press. Upon termination by Author before Author approves production on Title, all submitted fees are refundable minus a \$49 administrative fee and any other applicable fees for which work has already commenced. Upon termination by Author after Author approves production on Title, all submitted fees become non-refundable. Any accrued author Royalties will be paid as set forth in Paragraph 12.

23. Outskirts Press may terminate this Agreement at any time and immediately cease print availability of Title upon any legitimate claim that Title violates the copyright or other legal rights of any person or entity, or upon the discovery by Outskirts Press that Author has violated any of the Warranties or Representations in Section IV above. In such case, all submitted fees become non-refundable and all accrued author Royalties will be paid as set forth in Paragraph 12.

24. Outskirts Press may terminate this Agreement and immediately cease any print availability of Title upon failure of Author to pay any amounts due after 60 days notification by Outskirts Press, or upon failure of Author to respond within 30 days to Outskirts Press' request for contact from Author. In such cases, all submitted fees become non-refundable and accrued author Royalties will be paid as set forth in Paragraph 12.

25. Outskirts Press reserves the right to terminate this Agreement during production or after publication if irreconcilable differences between the Author and Outskirts Press prevent Outskirts Press from professionally providing its services, in which case the author will receive a refund of their publishing package fee in the following amount: 100% before publication; 50% within the first year of publication; 25% within the second year of publication.

26. Upon termination, all rights granted within this agreement revert back to the author and within 30 days Outskirts Press will cease all print availability of Title and will cancel/remove the digital files of Title from LSI/Ingram, thus preventing any further printing of Title. However, Outskirts Press is not responsible for the failure of any third-party distribution, retail, or marketing sources to remove Title from listing, display, or sale.

VI. IDEMNIFICATION AND LIMITATION OF LIABILITY

27. Author shall defend, indemnify and hold harmless Outskirts Press, Inc., its parent companies, subsidiaries, and affiliates, and their respective officers, directors, employees, and agents from and against any and all third-party claims, actions, proceedings, damages, and expenses (including reasonable attorneys' fees and applicable costs of in-house counsel), in connection with a breach or alleged breach of the representations and warranties made in this Agreement. This includes any and all claims of copyright or ownership infringement by publication of Title and all claims for damages caused by the negligence of Author.

28. Author acknowledges that due to the nature of the Internet, digital content

may be sold in geographic territories for which neither Author nor Outskirts Press has territorial rights. Author waives any claim for damages against Outskirts Press for sales in territories for which it does not have the right to sell or distribute the digital content.

29. Any delay or failure of Outskirts Press to perform its obligations under this Agreement shall be excused if and to the extent that such delay or failure is caused by an event beyond the reasonable control of Outskirts Press, including without limitation, any act of God, act of terrorism, actions by any government authority, fires, floods, natural disasters, riots, wars, labor problems, failure of or interruptions in telecommunications or data transmission systems, or the inability to obtain materials, labor, equipment or transportation.

30. All services and products provided by Outskirts Press under this agreement are provided on an “as-is” basis. Outskirts Press does not warrant that the service or product provided will be uninterrupted or error free. Outskirts Press disclaims any and all representations and warranties, expressed or implied, including, without limitation, the implied warranties of merchantability, salability, or noninfringement of copyright. Outskirts Press’s total liability to Author or any third-party for any and all damages shall not exceed in the aggregate the amount of fees actually paid by Author to Outskirts Press during the one month period prior to Outskirts Press’ act giving rise to the liability. To the maximum extent permitted by applicable law, in no event shall Outskirts Press, its parent companies, subsidiaries, or affiliates, or any of their respective officers, directors, employees, or agents be liable for punitive, consequential, incidental, exemplary, indirect, or special damages, including without limitation damages for loss of profits, revenues, business data, or other intangibles, whether or not such damages were foreseeable and even if Outskirts Press had been advised of the possibility or likelihood of such damages.

31. All warranties and indemnifications made by Author herein shall survive termination of this Agreement and any license granted hereunder.

32. This Agreement shall be governed exclusively by and construed according to the laws of the State of Colorado, without giving effect to conflicts of law principles. Any legal action related to the terms of or obligations arising under this Agreement shall be brought in the District Court of Douglas County, State of Colorado.

By indicating your acceptance of this Agreement, you, as the Author, agree to be bound by the terms and conditions of the Outskirts Press Agreement for the Production, Printing, Distribution and Sale of Manuscript.