

Let Your
Creativity
Flow

User Guide

VERVANTÉ™

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Welcome to Vervante!

We offer digital on-demand printing, offset printing, publishing and distribution solutions for books, eBooks, CDs, DVDs, training and coaching programs, information products, card decks, calendars and more using state of the art technology. We are proud to serve the publishing needs of world-class entrepreneurs and business owners, home-based solo business owners, self-published authors and leaders throughout a wide range of industries. We also work with international corporations including IBM, Juniper Networks, and Altova Software who have trusted us for nearly 20 years as their go-to resource for printing thousands of books and training manuals.

Add Vervante to your team and you'll soon be calling us your secret weapon for lead generation, passive income and explosive business growth.

THE BASICS

Creating and Managing Your Account

If you haven't already, please create your free Author Account. Just go to the Vervante home page at www.vervante.com, click on the "Log In" link at the top of the page and follow the directions for creating your new account.

Once you log in, you'll be taken to your Author Dashboard. Think of this page as your "mission control" for Vervante. It's an all-in-one location for placing orders, checking invoices, customizing products and more. From your Author Dashboard, you can:

- Place an order
- View your orders and their status
- View and download reports
- Manage and update your profile
- Update your credit card information
- Upload your print and audio files
- Purchase ISBN and UPC codes for retail sales of your product
- Customize your packing slip
- Access free resources
- And much, much more....

Navigating Your Account

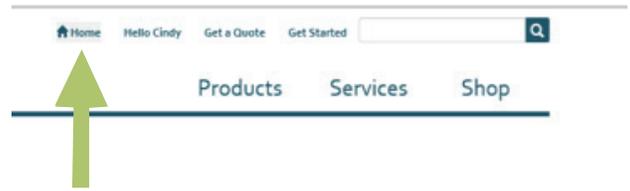
Changing/updating credit cards: If you need to update your credit card information or add a new credit card for your Vervante account, click on the link that says "Update Your Credit Card Info" in the My Profile section. This will take you to a page where you can add new credit cards, delete old ones and select one as the default to use for future transactions.

My Profile

- [Update My Profile](#)
- [Change My Password](#)
- [Update My Credit Card Info](#)
- [Customize My Packing Slip](#)
- [Select Specific Shipping Methods](#)

How do I get back to my Author Dashboard?

If you are logged in, viewing a different page on the Vervante website, and want to navigate back to the Author Dashboard, click the HOME button.



CREATING PRODUCTS

Vervante offers publishing and distribution solutions for books, CDs, DVDs, training and coaching programs, information products, card decks, calendars, journals, binders, bookmarks, greeting cards and more using state of the art technology, with project support every step of the way.

Great products deserve great packaging and we are happy to also offer a large variety of packaging options that work for everything from retail sales and home study courses to training materials and coaching programs.

Print Specifications & Templates

When you're ready to format your product, click [HERE](#) to access print specs and templates for a wide variety of products available on our website "Templates" page including:

- Binders
- Books
- Calendars
- Cards
- Disc Art
- Disc Packaging
- USB Packaging

ISBNs, Copyrights & More

ISBN: If you plan to sell your book, you must have an ISBN code. An ISBN (International Standard Book Number) is required for books sold through retail channels such as Amazon or wholesalers such as Baker & Taylor. You can purchase an ISBN from Vervante or use one that you may have purchased online. Vervante sells ISBN numbers and you may purchase them directly from your Author Dashboard. If you purchase your ISBN through Vervante, you are the sole owner of that number and Vervante retains no rights to it or your content.

Universal Product Code (UPC): A UPC bar code is required for CD or DVD products sold through retail channels such as Amazon. Vervante sells UPC codes and you may purchase them directly from your Author Dashboard. If you purchase a UPC from Vervante you own the UPC and Vervante has no rights to the UPC or your content.

Managing Your ISBNs and UPCs: Once you purchase ISBNs or UPCs from Vervante, you will be able to access them all from your Author Dashboard. Just click on the “Manage ISBN Titles” or “Manage UPC titles” links visible in the ISBN & UPC section.

Library of Congress Control Number (LCCN): The LCCN number is a unique identification number that the Library of Congress assigns to titles. This is not the same as a copyright registration with the Library of Congress. There is no charge for registering your book with the Library of Congress, or you can submit the form available in your account and we will process the LCCN assignment. You can complete the Application to Participate online and you will receive an account number and password, usually within two weeks. Once the book is complete you can send a copy to the Library of Congress. If you would like our team at Vervante to submit the LCCN application, please complete the form in your account.

The address is:
Library of Congress
Cataloging in Publication Division
101 Independence Ave, SE
Washington, DC 20540-4320

Copyright Registration: Copyright registration of your book is important and a simple task that will protect you and your book. For more details and to register your book, go to <http://www.copyright.gov/>. If you would like our team at Vervante to submit the registration and send the book for you, please complete the form in your account. The physical certificate will be mailed to you directly from the Copyright Office.

Uploading Your Files

We’re excited that your files are ready to go! Here are the quick-and-easy steps for uploading them to Vervante HQ.

- Log in to your Author Dashboard by clicking on the “Log In” button on the Vervante website.
- Click on the link that says “Upload Files”
- You will go to a page called “Specification Document.” Find the section for the type of project you are submitting (book, CD, binder, etc.) and fill out as much information as you can for the product’s specifications. Click on the “Submit” button at the bottom and you will be taken to a link for attaching and uploading your files.

Print files should be in a PDF format.

Audio files should be mp3 or wav files.

DVD products require a physical DVD master.

Adding extra items

You are welcome to include items with your information product that we don't produce such as a t-shirt, special markers or a gift for your customer. Please include this information with your quote request. We will assign a part number to these items and you can send these to our production facility. When you're ready to send the extra items in, please email customerservice@vervante.com, let us know what your plans are, and we will provide you with the address and a form to be included with the shipment. Please include the part number when you send these items. We'll receive the items into inventory and you can keep track of the quantities by checking your Inventory Report available from your Author Dashboard.

OOPS – you found a mistake! No worries – You are welcome to send us updated files for your product at any time. There is no charge for changes.

We move quickly here at Vervante so that your products can be shared with the world as soon as possible. As soon as we receive your print-ready files, your new product will be accessible via your personal Vervante Author Dashboard within 24-48 hours. If there are any issues, we will let you know. If not, you will receive an email once it has been added to your Author Dashboard. As soon as you see the product listed in your Author Dashboard, you can start placing orders right away.

Ordering Products

Placing Orders

We know your time is valuable, so we've made it super easy to place orders for your products

- First, log in to your Author Dashboard by clicking on the "Log In" button on the Vervante website.
- The first thing you'll see at the top of your Author Dashboard page is "Place an Order." Click on that link and you will see a list of all your products.
- Fill in the quantity desired for each product, then click on "Order" to add them to your shopping cart.
- Fill in the shipping address and select the shipping method. Click on "Place Order" at the bottom and your products will be on their way! Questions? Just let us know, we're here for you!

Quick delivery is our middle name – most orders are printed and shipped within 3-5 business days. Need it sooner? No worries. We can often accommodate rush orders, send us an email at customerservice@vervante.com with your request and we'll be happy to help.

Syncing Your Shopping Cart

If you use 1ShoppingCart, InfusionSoft, Nanacast, PayPal, ClickBank, WahmCart, Volusion or any other online sales resource for your products, we can help you establish automatic processes for delivering order information directly to Vervante for fulfillment and distribution.

We have no shopping cart preference and we can process your orders from any shopping cart or merchant solution. Orders can be processed in four basic ways:

- Automatically processed from emails generated from your shopping cart or other application.
- Automatically processed from an email notification set up in the Vervante-specified format outlined below.
- You can log into your Vervante account and manually place orders.
- Sending orders by email to orders@vervante.com for processing.

PLEASE NOTE: Each of your products with Vervante will be assigned a part number. This part number must be included on all emailed order requests.

Monthly Distribution / Subscription Programs

You can send us an excel spreadsheet with your monthly distribution / subscription programs. Send this list or excel file to customerservice@vervante.com and we will process and import the batch of orders for you.

Selling Products

Retail Sales & Distribution

Would you like to add your book, CD, DVD or information product to the Vervante public bookstore and let us take care of the hassle of credit card transactions and fulfillment? Or perhaps you already have a website and sale page for your book or product and you are just looking for additional distribution channels? You have come to the right place. We will be happy to add your book or product to any of the following channels for direct sales:

- Vervante Bookstore
- Amazon.com
- Barnes & Noble.com
- Barnes & Noble Nook
- Baker & Taylor
- Amazon Kindle

Books and other information products such as CDs, DVDs, coaching or training programs can be listed on Vervante.com or Amazon.com. Only books can be listed with Barnes & Noble and Baker & Taylor. All activity is available in your online account. Each month we will reconcile sales of your products and send you a statement. If you have a credit of less than \$100 the balance will remain in your account. If the credit is more than \$100 or once your account reaches \$100 for sales we will send you a check or refund via PayPal.

Amazon Marketplace

Amazon Marketplace is the most popular option because Amazon only takes a 15% discount plus \$1.35 per transaction fee. We receive the orders when your book or product is purchased on Amazon. The transaction is entered in your order report in your author account so you will see all transactions. Amazon pays Vervante for transactions and we will reconcile your Amazon purchases with your monthly invoice. You set the retail price for the book in Amazon Marketplace. The Vervante printing and postage costs are just examples. The actual printing cost is based on the actual book specs and the postage is based on weight and shipping method.

Amazon Marketplace Sample Transaction	
Purchase Price on Amazon*	\$ 20.00
15% Amazon Commission	\$ (3.00)
Per Transaction Fee	\$ (1.35)
Reimbursement for Postage	\$ 3.99
Total Amazon Transaction	\$ 19.64
Cost to print book with Vervante*	\$ 6.98
Cost to ship book (Media Mail)*	\$ 2.38
Total Cost to Print & Ship	\$ 9.36
Total Profit on Amazon Marketplace Transaction	\$ 10.28

*Estimates Only

Amazon Advantage

Amazon Advantage is a consignment program with Amazon. When we list your book in this program, Amazon will order usually 1-2 initial copies for their inventory. When the book is sold, Amazon will ship the book directly to the customer and will take a 55% discount on the retail price of the book. You are also responsible for the postage costs to ship the book to Amazon.

Amazon Advantage Sample Transaction	
Suggested List Price on Amazon*	\$ 20.00
55% Amazon Commission	\$ (11.00)
Total Amazon Transaction	\$ 9.00
Cost to print book with Vervante*	\$ 6.98
Cost to ship book (Media Mail)*	\$ 2.38
Total Cost to Print & Ship	\$ 9.36
Total Profit on Amazon Advantage Transaction	\$ (.36)

**Estimates Only

Barnes & Noble.com

Barnes & Noble.com is a consignment program. When we list your book in this program, BN.com will order usually 1-2 initial copies for their inventory. When the book is sold, BN.com will ship the book directly to the customer and will take a 40% discount on the retail price of the book. You are also responsible for the postage costs to ship the book to BN.com.

Barnes & Noble Sample Transaction

Suggested List Price on Barnes & Noble*	\$ 20.00
40% Barnes & Noble Commission	\$ (8.00)
Total Barnes & Noble Transaction	\$ 12.00
Cost to print book with Vervante*	\$ 6.98
Cost to ship book (Media Mail)*	\$ 2.38
Total Cost to Print & Ship	\$ 9.36
Total Profit on Barnes & Noble Transaction	\$ 2.64

****Estimates Only**

Baker & Taylor

Baker & Taylor is one of the largest wholesale distributors. We can list your book in their database and then any book reseller can order and stock your book in their store. Baker & Taylor sells and distributes to book stores, internet and physical locations, such as Amazon, Border, Barnes & Noble, etc. If your book is listed in the Baker & Taylor database, a customer can also special order the book from any bookstore. Baker & Taylor takes a 55% discount off of the price of the book and you pay for shipping to the Baker & Taylor warehouse. There are no pre-orders with this program. Baker & Taylor will only order your book if they have an order for the book.

Baker & Taylor Sample Transaction

Suggested List Price on Baker & Taylor*	\$ 20.00
55% Baker & Taylor Commission	\$ (11.00)
Total Baker & Taylor Transaction	\$ 9.00
Cost to print book with Vervante*	\$ 6.98
Cost to ship book (Media Mail)*	\$ 2.38
Total Cost to Print & Ship	\$ 9.36
Total Profit on Baker & Taylor Transaction	\$ (.36)

***Estimates Only**

NOTE

Please note that there are some risks associated with listing your book with Amazon Advantage, Barnes & Noble and Baker & Taylor. These are:

1. Your suggested list price may not be what the book is actually listed for on these sites. These companies may chose to list your book at a discounted price and you may then have a competitive situation where you have the book listed on your site for the full list price and the distributor may be selling it at a discount.
2. If you list your book with Baker & Taylor, Amazon may import this listing and chose to sell your book at a discount. The book on Amazon will show "Out of Stock" and may never show in stock because Amazon might list the book but never order it from Baker & Taylor.

We highly recommend the Amazon Marketplace option for a few important reasons:

- You control the list price
- The product is never out of stock
- We ship the product so you know who is buying your book
- You pay 15% commission plus \$1.35 per transaction and you are reimbursed \$3.99 for postage and shipping
- We have full control over the listing so if you want to make changes or update the product description or price, we can do this for you quickly and easily

If you would like your book listed in any of these distribution channels, we need the following information.

An ISBN number (International Standard Book Number) is required for books and CDs sold through retail channels such as Amazon or Baker & Taylor.

A UPC code (Universal Product Code) is required for a DVD product sold through retail channels such as Amazon.

Vervante sells ISBN and UPC codes. You can purchase these from your Author Dashboard. If you would like to list your book in any of these retail channels, please complete the retail listing form available from your Author Dashboard.

eBook Sales

We can list your eBook for sales on Amazon Kindle and Barnes & Noble Nook.

Amazon Kindle

You will be paid a royalty off the List Price according to the following terms:

Amazon Kindle	Min List Price	Max List Price	Royalty
Less than or equal to 3MB	\$.99	\$200.00	35%
Greater than 3MB and less than 10MB	\$1.99	\$200.00	35%
10MB or greater	\$2.99	\$200.00	35%
Less than 50MB	\$2.99	\$9.99	70%

- If Vervante is not listed as the publisher of the physical book we must obtain a statement in writing that states that Vervante holds the book publishing rights to the specific title.
- Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. You can supply your own ISBN or you can purchase an ISBN from Vervante via your Author Dashboard.
- 70 percent royalty option applies only to purchases of qualifying Digital Books by customers in the U.S., U.K., Canada, Germany, Austria, Switzerland, Luxembourg, and Liechtenstein.
- For more details and information about eBook formatting, publication and sales, please see our **Expert Guides**.

Barnes & Noble Nook

You must ensure that the eBook List Price:

- Is not greater than the eBook’s List Price at any other retailer, website, or sales channel.
- Is not greater than the eBook’s print edition (if applicable).
- Complies with the minimum and maximum pricing policy as stated above.
- You set the List Price for each eBook between \$0.99 and \$199.99. You will be paid a royalty off the List Price according to the following terms

Nook List Price	Royalty
\$2.99 - \$9.99	65%
\$.99 - \$2.98	40%
\$10.00 - \$199.00	40%

- If Vervante is not listed as the publisher of the physical book we must obtain a statement in writing that states that Vervante holds the book publishing rights to the specific title.
- Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. You can supply your own ISBN or you can purchase an ISBN from Vervante via your Author Dashboard.
- For more details and information about eBook formatting, publication and sales, please see our **Expert Guides**.

Shipping/Distribution

Customizing Your Packing Slip

To customize packing slips, log into your author account at www.vervante.com, then click on the “Customize Your Packing Slip” link in the My Profile section.

You can use this area to add your logo, address and any personal notes to be included.

This is also a great place to add your returns policy and if you would like returns sent to you, please include this information on the packing slip.

Note: for more information on returns, see the “Returns” section in this guide.

Shipping

Most products are shipped via the US Postal Service. If a product weighs less than 13 ounces it is shipped via 1st Class Mail. Orders weighing more than 13 ounces are sent via Priority Mail. We send international orders via the Postal Service via 1st Class (under four pounds) or Priority Mail (over 4 pounds). Media Mail is also available for shipments in the U.S. We offer UPS services for expedited shipping in the US and worldwide. If you have an event or a deadline, please place the order and email customerservice@vervante.com with the order number and deadline so we can prioritize and expedite the order and ship accordingly.

We automatically ship your products using the least expensive shipping method based on the weight and zip/postal code used. However, you can select a shipping method that best fits your needs. If you want to designate a specific default shipping method for any of your products, you can make that determination from your dashboard.

Shipping Notification Emails

If an email address is included in your product order, Vervante will send an automated email to that address that includes:

- The tracking number
- The ship date
- The name of the business the product shipped from. (Note: This is automatically filled in using the entry you made on your author dashboard profile for “business name.”)

If you prefer that customers do not receive shipping notification emails, send us an email at customerservice@vervante.com and we can turn them off.

NOTE: Shipping notification emails and packing slips do NOT include any prices.

 My Profile

- Update My Profile
- Change My Password
- Update My Credit Card Info
- Customize My Packing Slip
- Select Specific Shipping Methods

CUSTOMER SERVICE

Returns

We accept returns at no charge. When a return is received our receiving department will email you that the package has been returned.

Returned books or other products are not reused and we do not credit your account for return orders.

We do not have the staff to thoroughly review each return to determine if it can be restocked and reshipped, so returns are recycled and not reused.

We do, however, offer you the ability to customize the package slips to include your return information and address if you would like returns sent to your office. This is a popular choice, as often authors can then re-use the books as promotional products, gifts or sales at live events.

If you would like to have returns sent to us, please send them to:

Vervante Returns
400 North Geneva Road
Lindon, Utah 84042

Invoicing & Payments

Within the first 1-2 days of each month you will receive an email invoice from Vervante Accounting. The invoice is a one line item invoice for the orders and postage we shipped for you the previous month. Details for this invoice are available online in the reports section of your account.

The credit card on file will be charged within the next 1-2 days. If you pay by check, wire transfer or PayPal payment is due immediately.

To view up-to-date monthly activity or past monthly statements, go to your Author Dashboard and select the "Monthly Activity" or "Statements" links in the Reports & Statements section.

Reports & Statements

Reporting is available in summary format or in a detailed breakdown for accounting purposes. To access your various reports, log in to your Author Dashboard and go to the Reports & Statements section.

Reports

When you click on "View Monthly Activity," you will have two options for reports:

- Download line item detail for accounting



Reports & Statements

- [My Vervante Part Numbers](#)
- [View Inventory Report](#)
- [View Monthly Activity](#)
- [Statements](#)

- Download line item detail for marketing

The accounting report will provide you with a detailed line item breakdown for a selected date range. This report breaks down the product cost and shipping costs for accounting purposes.

The marketing report will provide you with an export of all information on the order such as customer name, email address, address and item(s) ordered.

Statements

The Statements links will show you all past invoices and payments with links to download each one if needed.

Inventory

If we have products in stock for you that have been supplied to us or you have pre-ordered and paid for, these items will be listed on your Author Dashboard. You set the minimum quantity and when we reach this amount an automatic email will be sent notifying you that we have reached the re-order point. Inventory numbers are updated when orders are shipped.

FAQs & Expert Guidance

FAQ Page: We've compiled a list of the most frequently asked questions for everything from product specs to reporting, shipping, formatting and even sustainability issues. Check it out by clicking [HERE](#).

(To see the answers, just click on the question that you're interested in.)

Expert Guides: We invite you to check out our extensive Resource Library by clicking [HERE](#) to gain instant, free access to expert guides, checklists, videos and reports.

Contact Information

Need help? No problem! We're here to make sure that your questions are addressed quickly and efficiently to ensure that your project is a success.

- First, be sure to check out our FAQ page. Detailed answers to many common questions about our products and services can be found here, quick and easy.
- Email is the best way to get the personalized support you need - and perfect for keeping your entire team in the loop. Email us at the appropriate address from the categories below and you will hear from a Vervante team member within 24 hours, Monday through Friday.
- To schedule a phone conversation with one of our publishing experts, email customerservice@vervante.com with your name, phone number and questions and you'll hear from us within 24 hours, Monday through Friday.

Email Contact Addresses
 customerservice@vervante.com
 sales@vervante.com
 accounting@vervante.com

Remittance Address
 Vervante
 224 South Main St STE 202
 Springville, UT 84663

Returns, DVD Masters and Supplied Items
 Vervante 400 North Geneva Rd, STE C
 Lindon, Utah 84042