

FROM MANUSCRIPT TO MARKETPLACE

FAQs for navigating the book-publishing process

Q: I'm so excited to get started. What's the first thing I need to do?

A: Establish a Vervante Author Account. It's free, quick and easy. Just go to www.vervante.com and click on Sign Up. Once you're set up, you will be able to access your Author Dashboard, your personal mission control that gives you access to everything from Support and Resources to Activity Reports and Invoice details and overall Account Management.

Q: OK, I've got the material for my book written, now what?

A: We recommend that once your manuscript is written, you have it professionally copyedited. This ensures that you will provide your audience with a high-quality product. We do not provide this service, but strongly feel that this step is essential for the quality and success of your finished product. For recommendations contact us at customerservice@vervante.com.

Q: What is an ISBN and do I need to have one?

A: If you plan on retail distribution for your book, such as on Amazon or in bookstores, yes, you will

need an ISBN (International Standard Book Number). The most important identifier your book can have is the ISBN. ISBNs provide unique identification for books and simplify the distribution of your books throughout the global supply chain. Without an ISBN, your book will not be found in bookstores, whether online or down the street from your house. You can buy your own at www.Bowker.com, or purchase one at a low cost from Vervante – Just log into your Author Account and click on "Purchase ISBN." Note: The imprint within an ISBN indicates the publisher of record. When you purchase an ISBN through Vervante, the publisher of record is automatically shown as Vervante. This publisher information is usually shown in places like the book's inside cover or in the product details list for books that are sold on Amazon.com. If you would like your own imprint, you can purchase an ISBN directly from www.isbn.org.

Q: Are there steps I can take to protect my book legally?

A: Yes, Copyright registration is important and a simple task you should do as soon as your book is complete. You can complete the Application to

Participate online and you will receive an account and password. Once your book is complete, you can send a copy of the book to the Library of Congress at: Library of Congress, Cataloging in Publication Division 101, Independence Ave. SE, Washington, DC, 20540-4320. The website is at <http://www.loc.gov/publish/pcn/newaccount.html>. For more details and to register your book, go to <http://www.copyright.gov/>. If you prefer to have our team submit the copyright registration for you, please complete the request document in your Vervante Author Account.

Q: What about a Library of Congress Control Number (LCCN)?

A: The LCCN is a unique identification number that the Library of Congress assigns to book titles. There is no charge for registering your book with the Library of Congress. You can complete the Application to Participate online and you will receive an account and password. You will receive an email with the LCCN in approximately 10-14 days.

We offer done-for-you LCCN services as well for a small fee. All you need to do is request it through

your Vervante author dashboard, we'll complete the registration on your behalf and email the LCCN as soon as we receive it, usually within 10 business days.

Q: Who owns the rights to my book?

A: When you self-publish with Vervante, you benefit from our unique system in which you simply grant us the rights to print and distribute the book on your behalf. Our contracts with authors are non-exclusive. This arrangement is rare in the publishing world and is very much to your benefit as the author. You retain all rights as the sole owner of your book. Period.

Q: OK, I've got the manuscript back from my editor – now what?

A: Now it's time to format the interior pages of your book. Formatting is the process of creating a print-ready PDF.

Q: What are some decisions I need to make regarding formatting?

A: Here are two important decisions that will affect your book's appearance:



1. **Binding:** We offer perfect bound paperback books, saddle-stitch, spiral binding, hard cover case bound books and hard cover wire-o. There are print specs and templates of each available on the “Print Specs & Templates” page on the Vervante web site. Better yet - for real-life examples to help you make your choice, check out the sample packages we offer at www.vervante.com/samples.
2. **Size:** We do not have pre-set sizes. We can print small books or booklets to accompany your card deck, or large coffee table books.
3. **Color:** We can print your book black & white, full color or a mix of black & white and color – some pages can be printed in color and the rest black & white

Q: What about my cover?

A: We require a print-ready PDF of the cover. You can find detailed specs and templates on our website [HERE](#).

Q: My text and cover files are ready to go. What next?

A: Once your files are ready, you can upload both content and cover art files from your Author Account using the Send Files link.

Q: How long does it take to get my book published?

A: Once we have a final, approved-by-you, high-resolution PDF of the book content and cover, we can usually print your book within three to five business days and distribute anywhere in the world according to your needs and deadlines. If your book will be printed as a hard cover book, the turnaround time could be a few weeks.

Q: What about ebooks?

A: You provide us with your formatted ebook files and we can post your ebook to Amazon or Barnes & Noble. For more detailed information and the steps to get started, please log in to your Vervante Author Account and go to the Retail Distribution page accessible via the Services menu.

Q: Can I use the same ISBN for my ebook?

A: No, you cannot 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.

Q: What are the fees for using Vervante’s publishing services?

A: No set-up fees, no monthly minimums, no management fees. You only pay for printing and distribution costs.

Q: What will be my cost for printing the book?

A: Products printed on demand include production, packaging and fulfillment. For products printed in bulk and drop shipped on demand, there is an order fee and pick fee per item. Each book is unique and Vervante will quote you the exact printing price as soon as the book is set up for publishing.

Q. How are orders shipped?

A: We send the majority of shipments via USPS, First Class or Priority Mail and International Airmail. We charge postage based on weight and destination. We do not have a flat shipping fee and we do not inflate the postage rates.

Q: Who sets the retail price of my book?

A: The price you list on your book is up to you. We provide you with a quote for printing and fulfillment costs, as well as potential royalty scenarios depending on the sales and distribution channels you choose to use.

Q: What about royalties for sales on Amazon or other retailers? How will I be paid?

A: All transactions for your book are recorded in your free Vervante Author account. Royalty payments can be sent to you as a check or online via PayPal.

Q: How do you process orders? What about compatibility with shopping carts?

A: We have no shopping cart preference and, in fact, can process your orders from any shopping cart or merchant solution. Orders can be processed in a variety of ways:

- Automatically processed from the order confirmation emails generated from your shopping cart.
- Automatically processed from an email notification set up in Vervante specified format outlined in our detailed user guide (available from your Author Dashboard)
- You can log into your Vervante account and place orders
- You can email your orders to myorders@vervante.com for processing.

You can find information about automated order processing [HERE](#).

Q: Can you help me list my books for sale?

A: We can add your book to the following channels for direct sales:

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

Vervante Bookstore is a great option if you don't want the hassle of setting up a sales page, website or merchant bank for credit card processing. We will be happy to sell your book or product through our public bookstore. There is a 10% per transaction fee. You set the retail price for the product. The buyer selects and pays for the shipping and postage.

Amazon Marketplace is the most popular option for Amazon because it only takes a 15% discount plus \$1.80 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 post the credit for the Amazon purchases in your Author Account. You set the retail price for the book in Amazon Marketplace. (***We highly recommend Amazon Marketplace – see our note below*)

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.

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. *Please note: Your book cover must contain the ISBN barcode including the ISBN number PLUS price. This is a Barnes & Noble requirement.*

Baker & Taylor is one of the largest wholesale distributors in the world. 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 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.

PLEASE NOTE: There are some risks associated with listing your book with Amazon Advantage, Barnes & Noble and Baker & Taylor. They are:

- Your suggested list price may not be what the book is actually listed for on these sites. These companies may choose 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.
- 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 \$1.80 per transaction
- You determine how much you want the buyer to pay for postage
- 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

Q: How can I keep track of the books that are shipped to me or my customers?

A: When your orders are shipped, you or your customer will receive a shipping confirmation email notifying when the product has shipped and a link to track the order. You may log on at any time into your Vervante author account to view the status of your orders, tracking information, order details, online reporting and customization of your packing slip.

Q: How do I know who bought my book or follow up with them?

A: Retail booksellers such as Amazon and Barnes & Noble do not share customer contact information

VERVANTE EXPERT GUIDE

with you. Listing directly on Amazon, or sending your buyer to purchase your book on another site like CreateSpace, Lulu or Blurb, turns your customer into their customer, and denies you access to any of their information.

That's why we strongly recommend that you sell your book from your website. This gives you the benefit of knowing who your customers are, and how to contact them to follow up.

We recognize the power of Amazon and suggest using them as a secondary sales option using the Amazon Marketplace program. This gives authors all the advantages of Amazon, while still retaining control of sales and customer information by using Vervante as your publisher and distributor.

Using Vervante as your back-end publishing and distribution partner allows you to have the best of both worlds – your own solution where you sell the book from your site, collect customer contact

information critical for building your business, and have professional solutions you trust to handle printing and shipping. PLUS we handle the sales and processing for your books and products by working with your shopping cart (we can work with them all!) and listing your book on Amazon. It's a win-win solution for authors all around. You have access to critical customer data. Your book enjoys the visibility and prestige Amazon offers. You are in control, every step of the way.

Feeling a little more confident about self-publishing? With this expert guidance, you now possess the big-picture knowledge to address important decisions and issues that are the foundation of self-publishing – and your book's success. For questions or free quotes please feel free to contact our publishing specialists at customerservice@vervante.com. We're here to help!

