

So You Want to Write a Book?

Important Steps, Expert Strategies and Lots of FAQs to Help You On Your Way

Q: I'm 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 "Get Started". 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.

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: If you purchase your ISBN through Vervante, while you will own the ISBN, it will have a Vervante imprint.

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. For more details and to register your book, go to <http://www.copyright.gov/>.

Q: What does it mean when my ISBN has a Vervante imprint?

A: 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. For most people, this is not an issue. However, if you want to list yourself or your business as the publisher, you can purchase an ISBN separately at www.isbn.org.

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. 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>



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 the copyeditor – now what?

A: Now it's time to format the text of your book. Formatting is the process of creating print-ready digital files according to our specifications. This is when you decide on the size, binding and other details of your book. We have detailed information and pdf templates that you can access from your Author Dashboard and download easily for reference. You are welcome to work with your own graphic designer, or work with the Vervante graphics team to format your book and/or design your cover. For more details, you can access our expert guide, "Book Cover and Text Specifications" in the Resources section of our website.

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

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

- **Binding:** You can choose perfect bound, saddle-stitch or spiral binding for your book. There are photos, 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.
- **Size:** We can bind a book at any size up to 8.5 x 11 inches. We do not have pre-set sizes. One of the most popular sizes for paperback books is 6 x 9 inches but it is completely up to you what size your book should be. Depending on the binding style you choose, books can be from 25 to 800 pages long.

Q: What about my cover?

A: If you have your own graphic designer, you may supply Vervante with a print-ready PDF of your cover, or we are happy to help create a beautiful cover for you with the help of our experienced design team. For more details, you can access our expert guide, "Book Cover and Text Specifications" in the Resources section of our website.

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 print your book within three to five business days and distribute anywhere in the world according to your needs and deadlines.

Q: What about eBooks?

A: Using your final PDF for your book, we will convert your manuscript into Kindle and EPUB files for other digital booksellers. Turnaround time is generally 10 business days. For more detailed information on charges, setting a list price, royalty rates, distribution channels and more, please see the "List eBook for Retail" page on the Vervante website.

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. An ISBN for an eBook is not required.

Q: What are the fees for using Vervante's print on demand publishing services?

A: The beauty of print on demand (POD) is that no matter if you order five or 5,000 books, we are able to offer you no set-up fees, no monthly minimums, no management fees and no minimum run lengths. You only pay for printing and distribution costs.

Q: What will be my cost for printing the book and how do I pay it?

A: You will be invoiced once a month for orders shipped the previous month. The prices quoted include production, packaging and fulfillment. You also can receive bulk order discounts for larger orders. Each book is unique and Vervante will quote you the exact printing price as soon as the book is set up for publishing. The prices quoted do not include shipping, however. 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 those royalties? How will I be paid?

A: All transactions for your book are recorded in a free on-line account you will set up with Vervante. Profit from your book can be sent directly to you as a check or online via PayPal.

Q: Where can I start selling my books?

A: If you would like to have your book available for purchase from our bookstore, we can offer it immediately once it's ready for publishing. If you purchased an ISBN and are going to sell it online and in bookstores, we can help you set up sales through places like Amazon, Barnes & Noble and via your own shopping carts and websites. By setting these up with our help, we will automatically be notified whenever a book is ordered, and be able to print and fulfill those orders right away.

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. There is **NO** integration or coding required in order for us to accept orders from **ANY** shopping cart. 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 orders@vervante.com for processing.

We can accept and process orders from ANY shopping cart such as 1ShoppingCart, Infusionsoft, Nanacast, PayPal, Clickbank, Volusion, and Wahmcart.

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
- Amazon Marketplace
- Amazon Advantage
- 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. Each month we will reconcile sales of your products and send you a statement. We will give you a quote for the production cost for your product. You set the retail price and the difference less the 10% fee is your profit.



Amazon Marketplace is the most popular option for Amazon because it 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. (**We highly recommend Amazon Marketplace – see our note on the following page).

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 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.

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 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.
- 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

Q: What is an Amazon book launch? Can you help me with it?

A: Amazon book launches have become a popular method for creating an “event” around the debut of your book on Amazon that will increase visibility and sales. If you have plans for an Amazon book launch, we highly recommend that you begin planning at least 6-8 weeks before your launch date. This time frame is based upon years of experience supporting our clients through their own successful launches. To understand the time required, here is an outline of the process of getting your book set up and ready on Amazon:

- Once a book is ready and submitted to Amazon, it can take up to 7 days for Amazon to accept your listing and add the book to their database.
- After acceptance, the publisher of the book then receives a purchase order for 1-2 books only. This is standard procedure for Amazon.
- In preparation for a strategic book launch, your publisher should then send a stock-up request to Amazon, asking to send more books (depending on your projected sales estimates) in anticipation of a book launch day.
- If Amazon approves, they will send a revised purchase order for the larger shipment of books to have in stock. This can also take up to a week.
- Now add another week for printing and sending the books to Amazon and receiving confirmation that they are in stock and ready to go.

You can see how it’s safe to assume that this whole process can take between 6-8 weeks to assure a trouble-free book launch. Why is this so important to take note of? Well, without this planning, you risk not having enough books in stock at Amazon for your book launch. If the launch is done without stock to support orders, your readers can go through the process to order the book, and then receive a notice from Amazon a few hours later cancelling their order.

Great sales and a bestseller accomplishment to brag about are great, but overall it is happy readers and positive reviews that will elevate your book – and your launch – to something spectacular. For more details and an expert guide to guide you through this process, see “How to Plan a Successful Amazon Book Launch,” in the Resources Section of our website.

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 (only domestic orders receive tracking). 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.

Feeling a little more confident about self-publishing? With this expert guide, you now possess the big-picture knowledge to help you address important decisions and issues that are the foundation of self-publishing success.