

Self-Publishing with Write-On Publishing and SA Catholic Online Books

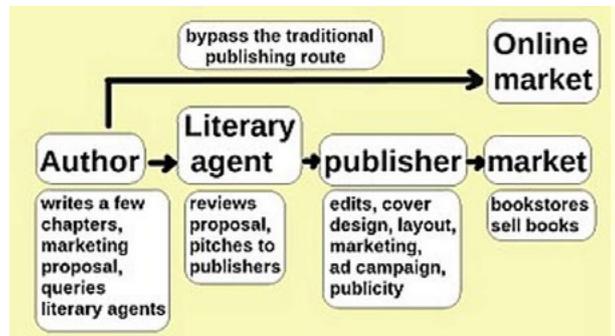
Publishing has changed a great deal over the past number of years and there is now a much greater emphasis on self-publishing, mainly because of the technology and the fact that the cost has been reduced dramatically.

In the traditional publishing model, a publishing house evaluates your book, accepts or rejects it for publication, and, if it is accepted, pays you an advance, (if you are lucky!), which allows them to take total control of the book, and then prints numbers of books for distribution to booksellers nationally or internationally - a process that can take years! The chances of books, especially from first-time authors, being accepted by traditional publishers, are remote at best.

The alternative is self-publishing - where you have total control of the process. That is where we come in - we are here to assist with the technicalities of getting your book into print on a self-publishing basis. We are not traditional publishers - even though we do publish books on behalf of authors under our imprints - we are instead a publishing facilitator, helping authors to self-publish and to get their books into print, whether it is under our imprint or the author's own.

Even if books are published under our imprints, we never take ownership of these books - another big difference between us and traditional publishers - and the author is free to take it to another, more traditional, publisher at any time. As a consequence of that, we do not pay advances, nor do we get directly involved in marketing or the physical distribution of books. We simply do not have the resources for that, although we can assist. The onus is on the author to do those things.

We provide a menu of services to the independent or self-publishing author, and authors can choose from this menu. The following diagram indicates what our services are:



IMPRINTS

Write-On Publishing and SA Catholic Online Books are the publishing imprints under which we publish the books we assist authors to self-publish.

Write-On is used for general publishing, and SA Catholic Online is used for books about the Catholic faith specifically, written by Catholic authors. An Imprint is the logo, name, address details etc of a book, which are linked to the book's ISBN number. Authors are of course free to use their own names and/or imprints, but would then need to apply personally for ISBN numbers.

ISBN

ISBN (International Standard Book Number) is an internationally recognised identification number for books, which is mandatory if the book is to be sold. It is also used as the basis for the book's barcode.

How Write-On Publishing And SA Catholic Online Books Can Help You Publish Your Book!

 <p>PROOFREADING & EDITING "TO ERR IS HUMAN, TO EDIT DIVINE!"</p>	 <p>PRE-PRINT PRODUCTION INCLUDES: TYPESETTING LAYOUT ISBN NUMBER BARCODE COVER DESIGN</p>	 <p>PICTURES & GRAPHICS INCLUDES: SCANNING AND/OR DIGITAL ENHANCEMENT</p>	 <p>EBOOK CREATION & SALES LOCALLY & INTERNATIONALLY</p>	 <p>LOCAL SHORT-RUN PRINTING FOR PERSONAL SALES & DISTRIBUTION REVIEW COPIES GIFTS</p>	 <p>PRINT-ON-DEMAND SALES LOCALLY & INTERNATIONALLY TAKEALOT AMAZON INGRAMS</p>
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SERVICES AND PROCEDURES

Menu Item 1. Proofreading & Editing

Authors should preferably submit their work in Microsoft Word format - spacing or fonts are not relevant, and may be as per the author's preference. The process entails doing (a) technical (spelling etc) and language corrections in the manuscript, and (b) commenting on and suggesting changes or improvements in style. The corrected draft is submitted to the author for approval or otherwise, and once final corrections are completed, the production process begins.

Menu Item 2. Design, Layout, Typesetting & Pre-Print Production

This entails setting up the book - we use State-of-the-Art software called Adobe Indesign to do the typesetting, layout, cover design* and to produce print-ready material - as well as obtaining an ISBN number and bar code. A final draft in PDF format is submitted to the author for approval. At this point, it is still acceptable to correct any remaining typos or spelling errors, but any further drastic changes in content (additional material etc) will be subject to additional "author's corrections" charges. (*Can cost anything from R5000 elsewhere).

Menu Item 3. - Picture Work

Many non-fiction works include pictures and graphics. Digital pictures and graphics should be submitted in a separate digital folder and should be as large (digitally) as possible, with the relevant captions. Authors may include pictures in their Word document to indicate where the pictures should be placed. Physical pictures and graphics must be sent to the publisher by courier, and should have captions attached. This item is subject to separate fee, as it can involve considerable work - we have in the past produced books containing more than 200 illustrations! Digital pictures have to be digitally manipulated to print-ready standard, and physical pictures have to be scanned and then also digitally manipulated and enhanced.

Menu Item 4 - Create An eBook

We can create an eBook from the prepared material in a variety of formats - Interactive PDF, ePub, Mobi (for Amazon Kindle). At this point we can supply these eBooks to you and you are free to market them in whatever way you wish, or you can make use of our various sales platforms for this purpose.

Menu Item 5 - Print Author's Copies

There is nothing for an author like holding the fruits of your writing labour in your hands! No longer is it necessary to print hundreds or thousands of books to arrive at an affordable per copy price for your books! Through our partnership with one of the leading digital book printers in the country, we can and have supplied authors with numbers of books ranging from 10 to 2,000! In addition to wanting a printed book for yourself, you may wish to (a) gift them to family and friends, (b) sell them in your own community, (c) send copies out to reviewers. We will supply author's copies at a very affordable price, subject to a very short lead time. The supply of these books will be done on a quotation basis once the final size (no of pages) of the book is known. Reprints are also available on request, as many times as you wish.

FEES

Our services are provided on the basis of a quoted fee for each item on our "menu", some of which are optional. The quoted fee is subject a view of part (at least a chapter) of the book to evaluate the amount of work required, as well as the total word count, and an indication of how many pictures or graphics are to be included.

We work on the basis of a 50% deposit of the overall fee for the services selected, payable before we begin work on the book. The balance of the fee is payable on completion of the final print-ready material and before the book actually goes to print.

TIMELINES

It can take from six weeks to three months for the full production cycle to be completed, depending on the complexity of the work - this also depends on how many projects are in the pipeline at any given time. Projects are completed in the order in which they are received.

POST-PRODUCTION DISTRIBUTION AND SALES SERVICES

We have previously limited our services to the above-mentioned menu items, plus a rudimentary online sales facility on our own websites. Over time, we have become aware that simply providing those services to our authors is no longer enough.

Self-published authors, especially in South Africa, have always faced the problem of the marketing, sales and distribution of their books. Most do not have the budgets, know-how or logistics to undertake sophisticated marketing and distribution. Traditional physical sales channels are usually beyond them, as well. This has become even more apparent as a result of the Coronavirus pandemic, which has severely constrained even the limited channels available to them. While we cannot get involved in the physical distribution of books to bookstores etc, we can already offer authors several options for online sales platforms.

Option 1. International Distribution and Sales - Print and eBooks

We can upload your print book to Amazon and you eBook to Amazon Kindle. The Amazon option also means you can get author's copies (cheaper than the Amazon list price) delivered anywhere in the world. Other international platforms will also soon be available. Uploading to these platforms carries a small fee.

Option 2. Local Distribution and Sales - Print Books

We can make your print book available on a print-on-demand basis on Takealot, South Africa's version of Amazon. This service is available through our printers, Print On Demand, who has negotiated a bulk deal for the books it has printed. This service is also subject to an upload fee. There is also an annual Access Fee, payable in advance. This remains in force as long as the book remains listed on the Takealot website. It should be noted that the upload fee and annual fee are levied by Takealot through Print On Demand. The benefit of this system is that the author has no capital outlay upfront, except for the small upload fee, and no issues with postage and dispatch - simply direct customers to Takealot, and all will be done for you! Here is a link to one of our own books on Takealot, so that you can see what it looks like: <https://www.takealot.com/recipes-from-bechuanaland/PLID68544920>

Option 3. Local eBook Sales

We have set up our own eBook sales platform, especially for self-published and independent authors. Please see the site at <https://www.indiebookshelf.online/eBookshop>

We will convert your print book to the appropriate eBook format and make it available on this site for sale and download. This service also carries a conversion and an upload fee. You will receive a royalty on sales from this site which can be as much as 60% of the retail price.

Fees

All the fees for the above services are available upon request for a quote. It should be noted that the fees levied by Takealot/Print On Demand have been negotiated on a bulk basis. Individual authors are of course free to deal directly with Print On Demand, but the fees involved are higher than those levied through Write-On Publishing.

Royalty Payments and What's in it for us

At this time, royalties for all sales of books uploaded to international and local platforms by SA Catholic Online and Write-On Publishing are channeled through Write-On Publishing, which will levy a 10% handling fee on all royalties paid. Royalties are paid quarterly, and will be accompanied by a detailed sales statement.

NB. It should be noted that the Print On Demand/Takealot option is only available to those authors who have had a minimum of 10 books printed by Print On Demand.



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