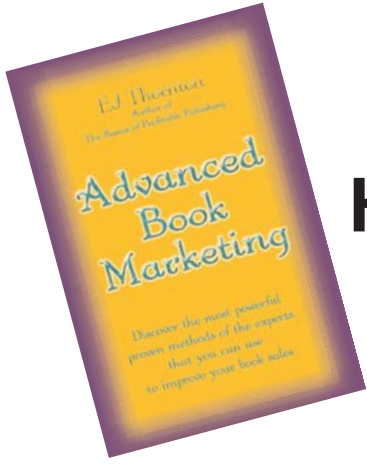


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Groundrules:

1. _____

2. _____

Free Publishing Book's Website:

Four Clues:

1. _____
2. _____
3. _____
4. _____

Answer:

Four Types of Publishing:

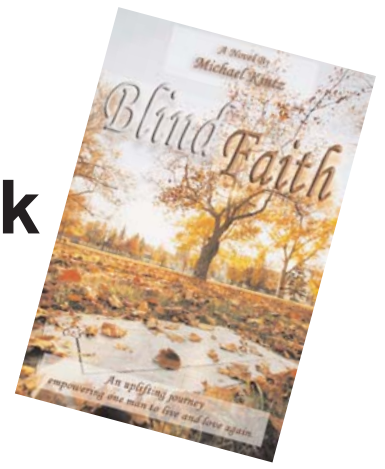
1. _____
2. _____
3. _____
4. _____

Disclaimer: _____

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Where do I go to ask EJ a question about this class?

Things to listen for:

When did Angel On Board first publish? _____

How many query letters did EJ send out? _____

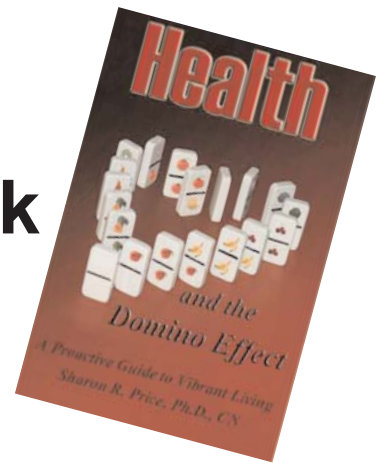
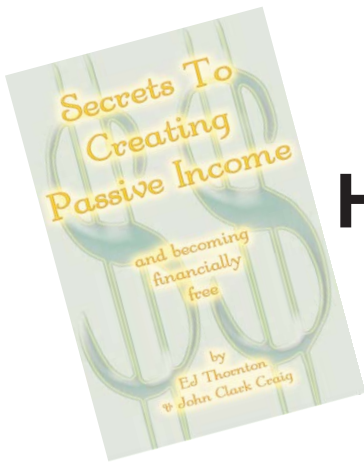
How much would 5000 Angel On Board's have cost her? _____

How much did a single print of Angel On Board cost? _____

Who else was in Christian Writers of Idaho? _____

What do you do the first time you see your book in print? _____

When did EJ start her publishing company? _____



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Commercial Publishing

Definition: A _____ publisher pays you a
_____ for every _____ that is sold.

Retail Cost: _____ Your Royalty %: _____ \$/book _____

Advance Amount: _____

Advance Installment Amount: _____ When Paid: _____

How long can the commercial publishing process take? _____

What does 'Upon Completion' mean? _____

Distributor gets _____ % - _____ / book

How much does the publisher make?

Gross: _____ % _____ /book

What does that have to pay for? _____,
_____, _____

What is the publisher net profit? _____ % _____ / book

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Commercial Publishing



Things to listen for:

How big is the initial print run? _____

How many copies does the publisher have to sell to break even?

What is the shelf life of a book in a bookstore? _____

What is remaindered? _____

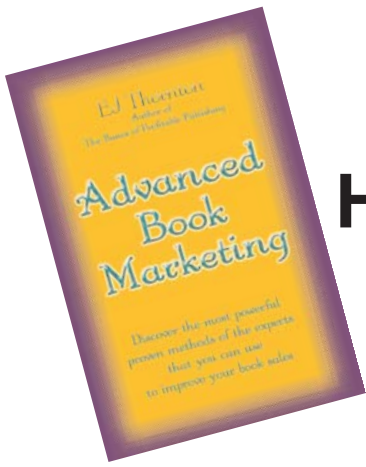
Do you get royalties on remaindered books? _____

Independent Research:

Who owns the rights to a commercially published book? _____

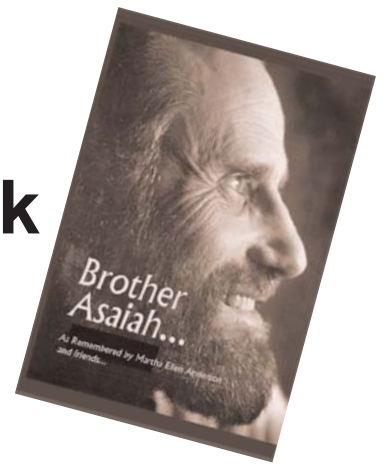
Can editors at a commercial publisher change your book title? _____

Is it a good idea to buy your remaindered books before the publisher sells them to the book vultures? _____



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Self-Publishing



What does the author have hire out?

Service	Range	Median
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____

Services Cost Total: _____

Quantity to Print: _____ Price Per Print: _____ Cost: _____

Total Upfront Investment: _____

What is the first guarantee if you take the full course?

How many editors should you audition?

What do you want your book cover to do?

Go to ejthornton.com & click "Cover Design" to to learn more about cover designers

Where do you find illustrators?

Do you have to pay for ISBN's?

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Self-Publishing

Things to listen for:

Other potential upfront costs:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

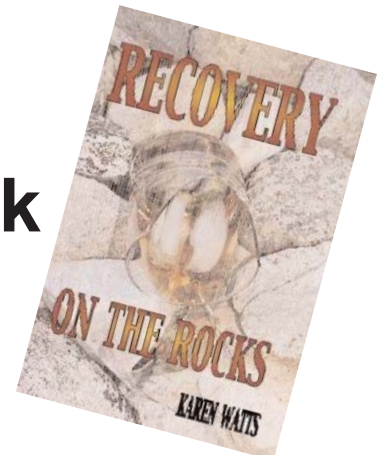
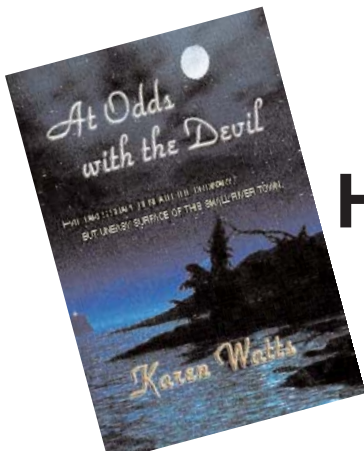
What do editors base their price on? _____

What do you send an editor to get them to bid your edit? _____

How many books do you have to sell at full retail to see a

complete Return on Investment: _____

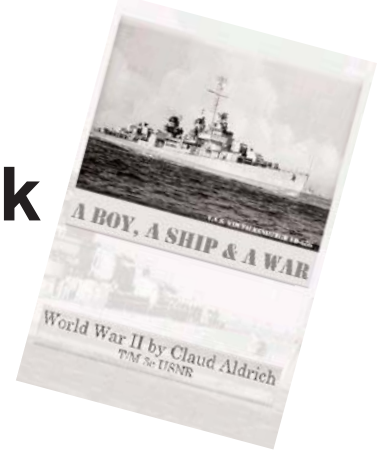
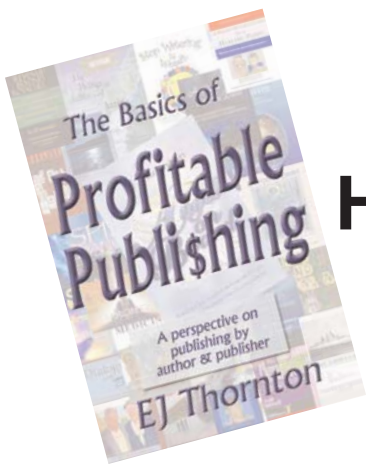
Profit per book at wholesale? _____ ROI: _____



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Self-Publishing



Things to listen for:

Where do you sell books for full retail? _____
_____, _____
_____, _____
_____, _____

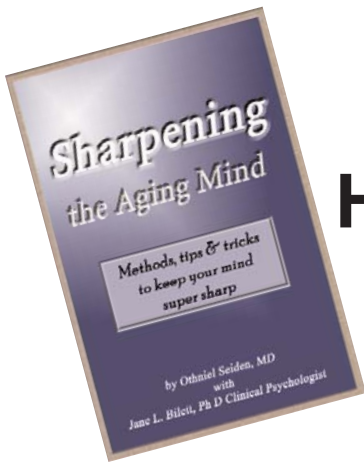
When does starting with this self-publishing method make the most sense for a first time author? _____

When doesn't self-publishing make sense? _____

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Print on Demand



What does Print On Demand mean?

What does it eliminate from the self-publishing process?

What quantity price are you always working with? _____

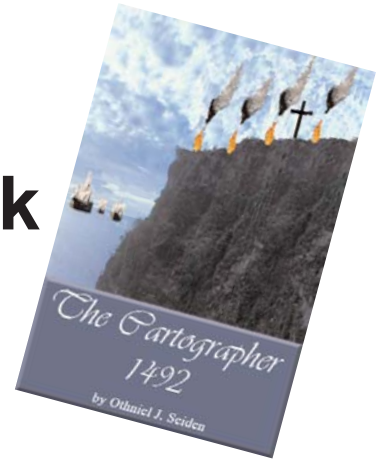
What is the wildcard?

What does that buy you?

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Print on Demand



What you have to pay for?

Service	Range	Median
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____

Services Cost Total: _____

Price Per Print: _____

Total Upfront Investment: _____

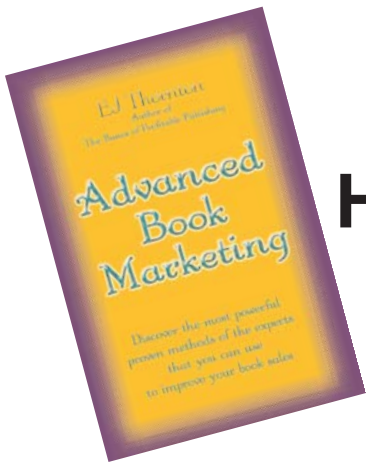
Profit if you sell the book? _____ ROI: _____

Profit if sold thru distributor? _____ ROI: _____

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Print on Demand



What projects are the best for Print on Demand publishing?

What's a great way to use POD if you do want commercial success?

What is the biggest problem Print on Demand books have?

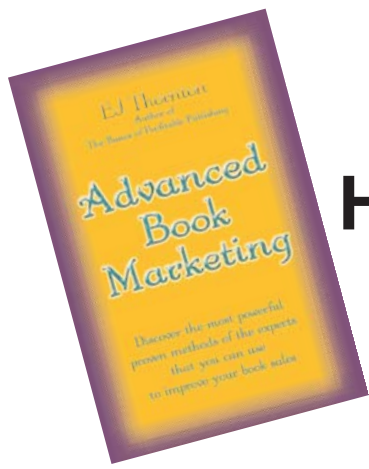
What are bookstores really asking if they ask you if you're book is POD?

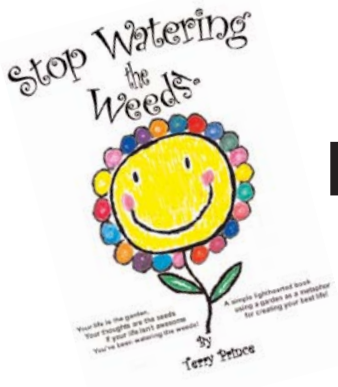
What should you tell them?

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Partner Publishing



Things to listen for:

Typically, how long is this process? _____

What sets Partner Publishing apart from the other methods of publishing?

What is the first print run called? _____

What is the average size of the first print run? _____

Why is it still considered self-publishing? _____

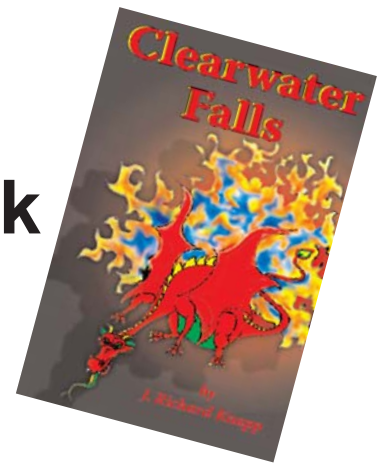
Why is it also considered commercial publishing? _____



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Partner Publishing



What you have to pay for?

Service	Range	Median
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____
_____	_____ - _____	_____

Services Cost Total: _____

Retail Price: \$20 Price Per Print: _____

Profit per book if you sell the book at full retail? _____

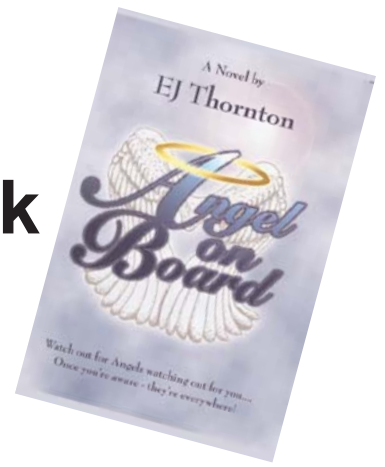
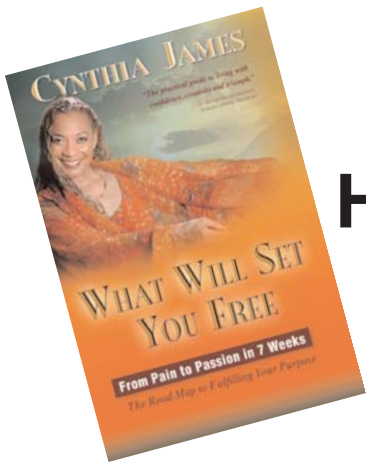
Complete ROI after how many books? _____

What happens to your price per book with your second print run?

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How many should you print in your first print run?

Minimum of: _____ + _____

What is the second guarantee?

Shelf life with brick and mortar bookstores?

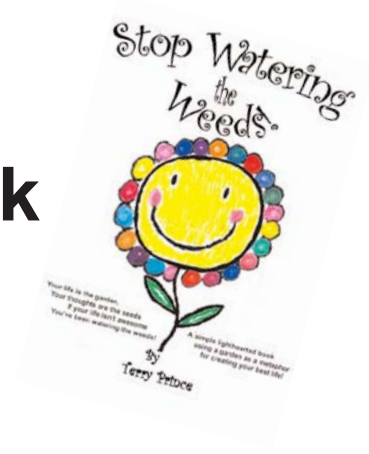
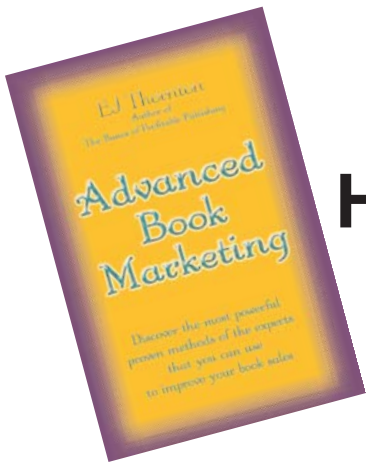
Shelf life with the Internet?

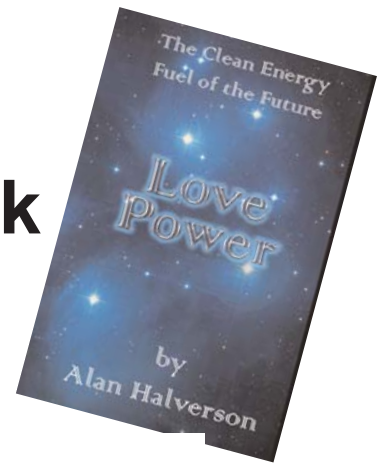
Who are the internet booksellers? What are they really?

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How to Publish Your Book

Become an educated publishing services consumer. Spend you money most cost-effectively!

What topics will be covered?

Who will be interviewed?

What are the dates?

What time? _____ What is it in your time zone? _____

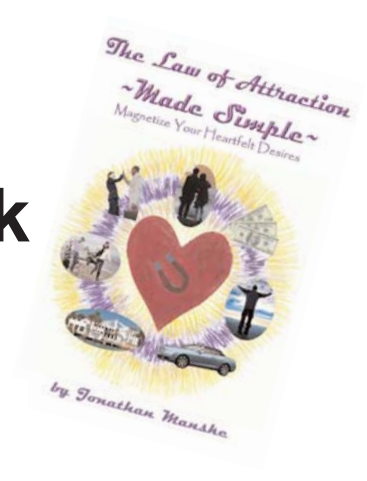
Will it be recorded? _____

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What's covered in future classes



How much is the course? _____

What does a good publisher do? _____

Where do I go to figure out the clues? _____

What do I need to find? _____

What are some more free resources?

Where do I go to give EJ feedback on this class?

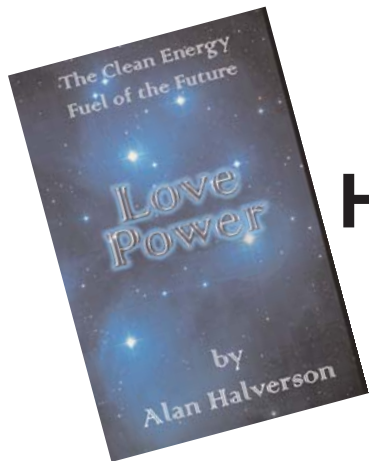
Where do I go to register?

BooksToBelieveIn.com and click "How to Publish Your Book"

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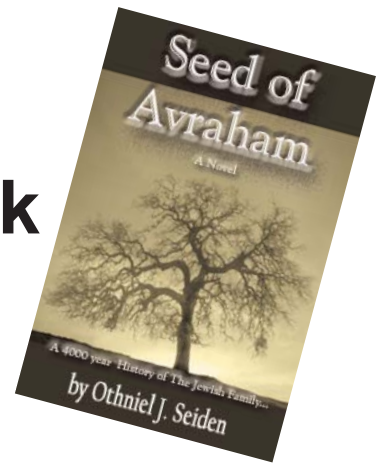
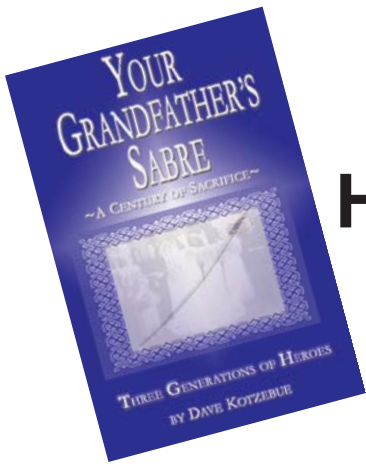


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Questions to ask EJ
at ejthornton.com (Contact EJ)



1. _____

2. _____

3. _____

4. _____

5. _____

6. _____
