GUIDE TO BLACK & WHITE PUBLISHING SERVICES

Xlibris
WRITE YOUR OWN SUCCESS
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Welcome!

Thank you for enquiring about publishing your book with Xlibris. You may be publishing a memoir, a collection of short stories or the greatest novel ever written in the history of the world. Writers ourselves, we understand that each book tells a different story and every author has his or her own reason for wanting to publish.

Xlibris started fifteen years ago when self-publishing and independent publishing had a negative connotation in the publishing world, but now book reviewers are increasingly writing about these niche-published works, and hundreds of authors that were first published through independent publishing have been picked up by major houses. In addition, brand-name authors with out-of-print titles are turning to the new technology to keep their works in print. Best-selling fantasy author Piers Anthony, for example, currently has 16 of his backlist titles in print through Xlibris.

Until very recently two-thirds of all newly published titles came from major publishing houses. That has all changed over the past few years. Print-on-demand specialists such as Xlibris have revolutionized the industry. Bowker reported more than 1 million books were published in 2009. Over 70% of these titles were penned by self-published authors, proving that becoming published is a dream every writer can achieve.

There is an old proverb that says, “a journey of a thousand miles starts with a single step”. For writers embarking on their maiden self-publishing adventure, that first step can look like a giant leap across crocodile-infested waters. Our goal is to make your publishing experience as effortless and enjoyable as possible.

We wish you the best of luck in all your endeavours.

Sincerely,

The Xlibris Team
The Power to Publish

Publication is a right, not a privilege.
In the past, authors believed that they should never have to pay to publish their work. But the face of publishing has changed. It is becoming increasingly difficult to get noticed by traditional publishing houses, and as a result, many compelling stories have been left untold.

The self-publishing industry has revolutionised the world of publishing and opened up a whole new array of options for writers. You no longer have to wait to be recognised by a publisher or an agent to see your work in print. You now have the power to become a published author with a finished, professional book available to your readers, no matter who they are, no matter where in the world they live, and no matter when they order.

Publication is no longer just for the selected few. It is now an exciting goal that everyone can attain. Self-publishing has placed the power to publish in your hands.
Why Self-Publish?

Gone are the days when self-publishing was virtually synonymous with self-defeating.

Many larger book publishers now scour the shelves and the Internet for self-published books that fit their publishing programme. Many amazing authors have chosen to self-publish at some point in their careers: Rudyard Kipling, Ernest Hemingway, Margaret Atwood, Stephen King, Carl Sandburg, James Redfield, Mark Twain and Walt Whitman, just to name a few. You would do well to be among this honoured group.

Six good reasons to self-publish

1. **Time** | Traditional publishing takes too long; most work on an 18-month production cycle. Choose to self-publish and your book could be ready for the market within two months.

2. **Your book – the way you want it** | Your book is a reflection of you. When you self-publish, you have complete control on the direction of your book. The decisions are exclusively yours and not limited by third parties with intentions and interests different from your own.

3. **Retain all rights** | As a self-publisher, you own all rights to your book. If you use a traditional publishing house, they will own the rights. If they lose interest in your book, you will not be able to print additional copies unless you purchase those rights back.

4. **Testing the market** | Because your book may fill a niche that has not been met, you can test the market by self-publishing. Find out how well your book will sell and how successful it will be.

5. **A limited market** | Your book may appeal to a limited market and, therefore, may not be of interest to a large publishing house.

6. **Legacy** | Each of us has a unique life story to tell, complete with ordinary incidents, moments of brilliance, tragedy and humour. Your book is an expression of yourself and a great legacy to leave behind.

ALL GOOD REASONS! Whatever your reasons for self-publishing, make sure you enjoy the process by choosing people to work with who share your vision for your book.
About Xlibris

Xlibris is one of the pioneers of the print-on-demand publishing services industry, and still leads the way today. Over the years we are proud to have helped almost 25,000 authors publish more than 28,000 titles to date.

One of our founding principles, dating back to when we were newly incorporated and making books out of a basement office, is that authors should have control over their work. This principle still stands today as we help hundreds of authors every month publish their work in the manner and form that they envision.

Giving authors control is why we don’t take rights and why we’re nonexclusive. This means that you can achieve publication with us and offer your work to publishers and agents. And if you are one of the fortunate few, you can immediately go with your new publisher with no strings attached. Xlibris is here to provide services that help you succeed as a writer.
Why Xlibris?

Xlibris has led the way in Independent Publishing for more than a decade. With over 28,000 titles now in print for almost 25,000 authors, you can count on Xlibris’ extensive expertise and experience to provide you with dependable, long-term, individualised support throughout the publishing process and in the years that follow.

*When you publish with Xlibris:*
  - You retain all the rights to your book
  - You have complete control over the book design
  - You can publish quickly
  - You can prove the value of your work
  - You can have paperback, hardback and electronic availability
  - You can distribute your book worldwide
  - You can target your niche market
  - You gain access to your audience
  - You earn royalties on every sale
  - Your book will never go out of print
  - You have access to around-the-clock customer support
What’s your story?

Each writer has their own story behind the story. Xlibris authors hail from all walks of life and have unique tales to tell about the road they traveled to publishing success. No matter what your path is, Xlibris can help you along the way.

Poet, musician and wedding planner, Angel Logan knows something about dreams and the challenge of reaching for one’s goals. In her first published book and introduction to the literary world, *Wings of an Angel*, a collection of poetry, Logan reaches out to inspire others to believe in themselves and pursue their dreams. "I want my words to touch my readers on a level that enables them to relate and say to themselves, 'Wow, I am not alone and I can succeed.'"

Angel felt overwhelmed by the thought of publishing through the traditional route. Rejection letters were many, and chances for success were few. She knew that this did not reflect upon her talent or skill as a writer and refused to be discouraged.

"I had never heard of self-publishing, but after a friend told me about Xlibris, I knew that it would be a great option. It was my dream to write and publish a book. With Xlibris, I was confident that I would have absolute control, and that was important to me. I am now a staunch supporter of self-publishing, and at every opportunity, I share my experience with other writers."

Angel Logan is actively promoting *Wings of an Angel* by scheduling interviews, and sending out press releases and review copies. She has been interviewed and reviewed in print, radio and TV and is working towards the completion of her first novel.
Brad Platt spent many years working on Deadstream, the first installment of a planned trilogy, and thinks about it constantly. “I took up writing seriously seven or eight years ago. I knew I had good stories to tell and I started studying at the Writer’s Loft in Chicago. I want to be the writer who writes how people actually think. My goal is to be known as a great writer of literary fiction.”

Platt would be thrilled if a traditional publisher picked up Deadstream. But getting his book out there and controlling all editorial, design and distribution elements seemed to make more sense. Not a fan of playing by someone else’s rules, Platt has a “nothing is going to stop me” approach to publishing. After doing his homework, he settled on Xlibris. “Xlibris always came out on top. I had no interest in the cheapest product out there.”

Platt takes his craft seriously. He’s sought criticism from a writing coach. He’s hustled hard with the press to get reviews, and he’s pushing his book’s distribution. There is a great deal of work in getting a first book published, not to mention the hope of a bestseller; but no one can say that Platt hasn’t gone the extra mile on that score.

Born and raised in the historical town of Deadwood, South Dakota as one of twelve children in a poor family, Yvonne graduated from high school, married early (as you did in the ’50s) and, with her husband, raised two boys. Her next forty years were spent mostly caring for and about others. Other than writing a few “letters to the editor” and some poetry, she never had the chance to start the novel she always knew she could write.

Finally, at the age of 63, Yvonne decided that it was time to fulfill her dreams. After a year of writing, she sent Seeds Of Sin to 25 listed publishers. A few kept her dangling for about a year and then said no; others didn’t even bother to reply. “I learned only 3% of writers ever get published and realised what an uphill battle it would be. I wanted my novel in a book, even if it was only for my family to have in generations to come.”

She researched Independent Publishing, and found Xlibris to be the most supportive and accessible. “Xlibris was available by both telephone and e-mail to solve my problems and provide me with answers. I was a new writer and needed all the help I could get. Without self-publishing, I would still be floundering with the traditional publishers, no matter how good my story is.”
The Xlibris Experience

Publishing a book can be a daunting prospect. At Xlibris, we make your publishing adventure easy because we are available every step of the way. Our knowledgeable staff are responsive to your needs — we realise that your success is our success and we view the publication process as a collaborative effort that requires your participation. This ultimately leads to a fulfilling experience and ensures that we produce the best book possible.

Setting Your Publishing Goals

Goal-setting is a fundamental aspect of achieving success in any endeavour, and publishing a book is no exception. You simply cannot go somewhere if you do not know where you want to go. With goals, you can create the future in advance. With goals, you can literally create your own destiny.

To determine your publishing goals try asking yourself questions like:

- What is the vision I have for my book? Commercial success? Personal satisfaction? Professional recognition?
- Do I have any specific requirements or strict formatting instructions?
- Could my manuscript benefit from editorial services?
- What is the best way to market and promote my work?
- Who would be interested in buying my book?
- How many copies do I hope to sell?

With the goals you establish from answering these questions, you can better customise your publishing experience and choose the Xlibris services that best fit your vision of success.
Getting Started

Now that you know more about Xlibris, and the Independent Publishing alternative, there is nothing to stop you from taking the first step down the road to realising your publishing dreams.

The extensive range of products and services that we offer is outlined in the rest of this guide. Our publishing consultants can answer any questions you may have and are available for free consultation from 10:00 a.m. to 7:00 p.m. AEST, Monday through Friday. Call 1800-455-039 to speak with your personal consultant today, or e-mail us at publishtoday@xlibris.com.au.

Xlibris provided me with the timely and professional assistance I needed to get my first novel published. The entire process went without a hitch. I recommend any new or continuing author use their services.

Gary L. Bridges, The Cuchara Chronicles
Publishing Services

Whatever your publishing needs may be, Xlibris offers a wide variety of high-quality publishing packages to suit you. Our packages offer various combinations of publishing, editorial and marketing services for a truly customised self-publishing experience.

eAdvantage
Take the web by storm with this complete ePublishing Package.
More on page 12

Advantage
The Advantage service is a streamlined and practical service for books with simple design requirements.
More on page 14

Basic
The Basic service is an economical service, which provides multiple options for cover and interior design.
More on page 16

Professional
The Professional service allows you even more sophisticated design choices and includes a hardback edition.
More on page 18

Custom
The Custom service is an ideal package for the author who has a clear artistic vision of the way their book should be presented.
More on page 20

Premium
The Premium service is a full-service package that enables you to deliver a first-class book to the marketplace and provides you with the tools you need to attract your target market.
More on page 22

*For prices, please visit www.xlibris.com.au.
## Which Package is right for you?

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*For prices, please visit www.xlibris.com.au.
Take the web by storm with this complete e-Publishing package. See your book on Amazon, Sony, Scribd, Barnes & Noble, Books On Board, Google Editions and the Xlibris Online bookstore.

**eAdvantage**

Design and image features:
- Full layout customization
- Allowance of cover art and author photo (supplied by author)

Production features:
- Availability of your book in e-book format
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process

Post-publication features:
- Assignment of ISBN
- Worldwide distribution
- Registrations with Amazon, Scribd.com, Sony, BN.com/Nook, BooksonBoard.com and Google Editions
- Online book sales and royalty accounting
- Book and author webpages in the Xlibris online bookstore – you control the content
- Quarterly royalty payments
- Ten (10) bookstubs

Marketing features:
- Google SEM 50
Why Are We Different?

By publishing with Xlibris, your book taps into a distribution network of over 25,000 online bookstores and retailers across the US, Canada, UK, Australia and New Zealand. That’s the power to be virtually omnipresent through prestigious booksellers including Amazon, Barnes & Noble and the Xlibris online bookstore, among others!
A streamlined service that enables you to publish a quality paperback book at an affordable price. Advantage is an especially good choice for those authors who want to publish a book for their friends and family or who simply want the satisfaction of having a printed version of their work.

Advantage

- Availability of your book in e-book format
- One Author Copy
- Choice of three cover and two interior templates (see template insert)
- Allowance of cover art and author photo (supplied by author)
- Quarterly royalty payments
- Ten (10) BookStubs

*For prices, please visit www.xlibris.com.au
CHAPTER 3

Why Are We Different?
Xlibris has been around for over a decade, a pioneer in the independent publishing revolution, and we still lead the way today. We boast the most extensive range of publishing and marketing services to not only help you publish your manuscript, but promote it as well.
This economical service provides multiple options and includes all the elements required to turn your manuscript into a quality paperback book. Your book will be listed in the industry’s leading distribution network and will be available to order in more than 25,000 retail outlets worldwide including Amazon.com, BarnesandNoble.com and the Xlibris online bookstore.

**Basic**

- Three paperback copies (delivered after production is completed)
- Availability of your book in paperback and e-book format
- One Author Copy
- 50 postcards
- 50 bookmarks
- 50 business cards
- 5 posters
- Choice of eight cover and five interior templates (see template insert)
- Allowance of cover art and author photo (supplied by author)
- Worldwide distribution
- Registrations with online booksellers through national distributor
- Registration with Books In Print database
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Book and author webpages in the Xlibris online bookstore – you control the content
- Online book sales and royalty accounting

*For prices, please visit www.xlibris.com.au*
CHAPTER TEN

I just wanted to take a moment and let you know how happy and satisfied I am with the work you have done in making my dream a reality.

Darla Murray Loomis,
Temporary Temples of Beauty
The Professional Service combines our most popular publishing features into a robust package. It includes books, marketing materials, design options and hardback availability. Authors using the Professional service may customise elements of the interior templates to create an interior that is truly unique.

**Professional**

**Design and image features:**
- Choice of eighteen book cover templates
- Choice of nine interior templates
- Allowance of cover art (up to 3 images) and author photo (supplied by author)
- Ability to customize certain elements of the interior templates
- 20 allotted interior graphics and 5 tables

**Production features:**
- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Author Learning Center 12-Month Subscription

**Post-publication features:**
- One paperback and one hardback Author Copies
- Print copies
- Eight (8) paperback copies *
- One (1) hardback copy *
- Assignment of ISBN
- Registration with Books In Print database
- Worldwide distribution
- Registrations with online booksellers through national distributor
- Online book sales and royalty accounting
- Book and author webpages in the Xlibris online bookstore – you control the content
- Quarterly royalty payments
- Twenty (20) BookStubs

**Marketing features:**
- 50 postcards
- 50 bookmarks
- 50 business cards
- 5 posters

*For prices, please visit [www.xlibris.com.au](http://www.xlibris.com.au)
Chapter 1

STUCK:

Why Are We Different?
We provide a galley after initial cover design, after initial interior design, and after every subsequent set of corrections. We do not move ahead until we have your expressed approval.
The Custom service presents an ideal package for the author who has a clear artistic vision of the way their book should be presented. As a custom author, you communicate your ideas directly to our team of designers to create something truly exceptional. Enjoy all of the services offered in the Professional service with more books, more marketing materials and added features.

**Custom**

- 15 paperback copies (delivered after production is completed)
- 5 hardback copies (delivered after production is completed)
- Availability of your book in paperback, hardback and e-book format
- One paperback and one hardback Author Copies
- 50 postcards
- 50 bookmarks
- 50 business cards
- 5 posters
- Personalised Web Design – Starter service
- Customisation of cover and interior
- Consultation with Xlibris interior and cover designer
- Allowance of cover art and author photo (supplied by author)
- Inclusion of up to 40 interior graphics and tables
- Worldwide distribution
- Registrations with online booksellers through international distributor
- Registration with Books In Print database

- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Book and author webpages in the Xlibris online bookstore – you control the content
- Online book sales and royalty accounting
- Quarterly royalty payments
- Barnes & Noble See Inside
- Google Book Search
- Amazon Book Search

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I just wanted to say thank you for your awesome expertise. You called me this morning and talked with me on the telephone about the vision I had for my cover for all of five minutes; then, in less than two hours, after checking my e-mail, I found a most awesome cover. You are a genius.

Dr. Jacqueline Lawrence,
Top Secret
Premium Package

Premium service. Premium value. This package provides all the elements of Custom, plus everything you need to create a bestseller. It is the perfect choice for authors who want to deliver a fully customised, first-class book to a vast marketplace. In today’s competitive publishing environment, the Premium service provides authors with the tools they need to design, customise, distribute, and market their manuscript.

Premium

- 30 paperback copies (delivered after production is completed)
- 10 hardback copies (delivered after production is completed)
- Availability of your book in paperback, hardback and e-book format
- One paperback and one hardback Primary Print Copy
- 50 bookmarks, 50 business cards and 50 postcards
- 5 posters
- Press Release Campaign – 100 media outlets
- Personalised Web Design – Starter service
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations, footnotes and endnotes
- Author alterations service - 2 rounds
- CD Archive
- 50 Bookstubs
- Peek-a-book Service

- Customisation of cover and interior
- Consultation with Xlibris interior and cover designer
- Allowance of cover art and author photo (supplied by author)
- Unlimited interior graphics and tables
- Worldwide distribution
- Registrations with online booksellers through international distributor
- Registration with Books In Print database
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Book and author webpages in the Xlibris online bookstore – you control the content
- Online book sales and royalty accounting
- Quarterly royalty payments
- Barnes and Noble  See Inside
- Google Book Search
- Amazon Book Search

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Retain complete control of your work. We are nonexclusive, which means you can self-publish with us and still offer your work to agents and publishers. We’re not interested in owning your work... after all, we didn’t write it.
Executive Package

Enjoy all the benefits of our Premium package plus over 100 books including an exclusive leather edition. This VIP package gives you even more marketing tools and materials to help give your book the maximum exposure it deserves. Set your own book price, enjoy unlimited customisation options, coincide the launch of your book with an advanced webpage design and an extensive marketing bundle all designed to give your book the competitive edge it needs to take the market by storm.

Executive

- 60 paperback copies (delivered after production is completed)
- 20 hardback copies (delivered after production is completed)
- 1 leather bound edition (The Consul edition)
- Availability of your book in paperback, hardback and e-book format
- One paperback and one hardback Author Copies
- 50 bookmarks and 50 postcards
- 300 business cards
- 5 posters
- Press Release Campaign – 500 media outlets
- Newswire service
- Personalised Web Design – Regular service
- Social Media Setup Guide with Training Video
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations, footnotes and endnotes
- Author alterations service - 2 rounds
- CD Archive
- 90 Bookstubs

- Peek-a-book Service
- Set Your Own Price
- Customisation of cover and interior
- Consultation with Xlibris interior and cover designer
- Allowance of cover art and author photo (supplied by author)
- Cover Design Service - Basic
- Unlimited interior graphics and tables
- Worldwide distribution
- Registrations with online booksellers through international distributor
- Registration with Books In Print database
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Book and author webpages in the Xlibris online bookstore – you control the content
- Online book sales and royalty accounting
- Quarterly royalty payments
- Barnes and Noble Search Inside
- Amazon Book Search
- Google Book Search

* For prices, please visit www.xlibris.com.au.
The publishing process, which I believed would be so difficult, has been a pleasure, thanks to the Xlibris crew. Though a writer, I still must say, words cannot express how grateful I am to be in the hands of such professionals.

Renee Hakim, Xerxes
The Rolls-Royce of publishing - the Paramount service offers an exclusive world of publishing privileges and benefits. You’ll enjoy true 24/7 ultra-personalised service, up to 200 books plus an exquisite Ambassador leather bound, library edition, the ability to set your own price and royalties, and an incomparable assortment of marketing options. This is a luxury service that delivers unprecedented opportunities including a book trailer and social media marketing, Bookstore Returnability and maximum online exposure.

**Paramount**

- 120 paperback copies (delivered after production is completed)
- 40 hardback copies (delivered after production is completed)
- 1 leather bound Ambassador edition
- Availability of your book in paperback, hardback and e-book format
- One paperback and one hardback Author Copies
- 300 business cards, 300 bookmarks and 300 postcards
- 30 posters
- Press Release Campaign – 1,000 media outlets
- Newswire service
- Personalised Web Design – Advanced service
- Social Media Setup Guide with Training Video
- Book Video with Voice Over
- Google Search Engine Marketing 250
- Book Exhibition Show
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations, footnotes and endnotes
- Author alterations service
- CD Archive
- Set Your Own Price

- Customisation of cover and interior
- Consultation with Xlibris interior and cover designer
- Allowance of cover art and author photo (supplied by author)
- Optional interior template customisations (see template insert)
- Cover Design Service - Advanced
- Unlimited number of graphics and tables
- Worldwide distribution
- Registrations with online booksellers through international distributor
- Registration with Books In Print database
- Ability to track book production progress through our website
- Author Service Representative who provides support throughout the publication process
- Book and author webpages in the Xlibris online bookstore – you control the content
- Online book sales and royalty accounting
- Quarterly royalty payments
- Barnes and Noble See Inside
- Google Book Search
- Amazon Book Search

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Xlibris Specialty Publishing Packages are designed specifically for writers who are after a book publishing service specific to their genre. Here at Xlibris, we understand that each kind of book has unique needs, and want to make sure that your book publishing experience is custom made to fit your publishing vision.

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FORMAT** | | | | | | | | | | | | | | | |
| Paperback | ✔ | | | | | | | | | | | | | | |
| Hardback | ✔ | | | | | | | | | | | | | | |
| E-book | | | | | | | | | | | | | | | |
| Kindle and Sony | | | | | | | | | | | | | | | |
| Interior Graphics | | 20 | | | | 25 | 100 | | | 25 | | | | |
| **INTERIOR** | | | | | | | | | | | | | | | |
| Basic Interior Templates | | | | | | | | | | | | | | | |
| Professional Interior Templates | | | | | | | | | | | | | | | |
| Customise Elements of Interior Templates | | | | | | | | | | | | | | | |
| Consultation with an Xlibris Designer | | | | | | | | | | | | | | | |
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| Professional Cover Templates | | | | | | | | | | | | | | | |
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| Consultation with Xlibris Designer | | | | | | | | | | | | | | | |
| Supply your own cover | | | | | | | | | | | | | | | |
| Cover Images | | | | | | | | | | | | | | | |
| Cover Design Service | | | | | | | | | | | | | | | |
| Electronic Galleys | | | | | | | | | | | | | | | |
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| Paper Galleys | | | | | | | | | | | | | | | |
| Package Books | | | | | | | | | | | | | | | |
| Paperback | 1 | 5 | 3 | 10 | 1 | | | | | | | | | | |
| Hardback | | | | | | | | | | | | | | | |
| Leatherbound | | | | | | | | | | | | | | | |
| BookStubs | 10 | 10 | 10 | 20 | 30 | | | | | | | | | | |
| Author Copies | | | | | | | | | | | | | | | |
| Paperback | 1 | 1 | 1 | 1 | 1 | | | | | | | | | | |
| Hardback | | | | | | | | | | | | | | | |
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| Control of Excerpts | | | | | | | | | | | | | | | |
| Email Forwarding | | | | | | | | | | | | | | | |
| Worldwide Distribution with online retailers | | | | | | | | | | | | | | | |
| Data Entry Service | | | | | | | | | | | | | | | |
| Copyediting Service | | | | | | | | | | | | | | | |
| Set your own price (SYOP) | | | | | | | | | | | | | | | |
| Business Cards | 50 | 50 | 50 | 100 | | | | | | | | | | | |
| Postcards | 0 | 50 | 50 | 100 | | | | | | | | | | | |
| Bookmarks | 50 | 50 | 50 | 100 | | | | | | | | | | | |
| Posters | | | | | | | | | | | | | | | |
| Merchandising Services | | | | | | | | | | | | | | | |
| Church Bulletin Insert Design Template | | | | | | | | | | | | | | | |
| Christian Post- Publisher’s Pick | | | | | | | | | | | | | | | |
| Christian Post- News Release | | | | | | | | | | | | | | | |
| Sci-Fi advertisement | | | | | | | | | | | | | | | |
| Yellow 30 Sci-Fi Review | | | | | | | | | | | | | | | |
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Making editorial or content changes adds both time and money to the publication process. For this reason, we encourage you to have your book professionally edited before submission. If your book has not yet been professionally edited, we recommend the Xlibris Copyediting service (see page 29).

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Xlibris' copyeditors will review your manuscript word by word, correcting spelling, grammar, punctuation, and syntax, verify cross-references and impose industry-standard style considerations. Of course you retain creative control as the final decision regarding any changes is completely yours.

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- Press Release Campaign - 500 media outlets
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Nobody is as passionate about your story as you are. So who makes a better marketer for your book than you do? Introduce your book to as many people, as often as you can.

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Our assortment of printed materials feature your book’s cover, summary, and ordering information. These are great to leave in public places or give to your peers, and are invaluable for book signing events.

- Bookmarks (100 pieces)
- Business Cards (150 pieces)
- Postcards (96 pieces)
- Posters (set of 5)

Marketing Starter Kit
A set of valuable marketing tools that help create awareness for your book and generate sales. The kit includes 50 postcards, 50 bookmarks and 50 business cards.

Marketing Pro Kit
An advanced version of the Starter Kit, it contains more printed materials, plus five posters of your book’s cover, five bound galleys for reviewers, a press release and media contact information to help you generate media coverage, obtain reviews and increase sales.

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Marketing Services

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- Critique Package

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A trade show can really help your sales by hitting the right target audience. Xlibris Book Exhibition Marketing now gives you the power to do so. Choose from over 20 shows each year at which to display your book and unleash the full potential of your marketing campaign by establishing a physical presence. Combine your book exhibit with the Press Release Service and the Newswire to get maximum exposure for your work.
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- Book Signing Packages

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- Tester - Quarter Page
- Tester - Half Page
- Advanced - Quarter Page
- Advanced - Half Page
- Broadband - Quarter Page
- Broadband - Half Page

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Feature your book in the premier literary intellectual magazine in the English language. Reaching a total paid circulation of over 130,000 people, your book will reach an audience who not only read reviews of books but also buy them- 4,032,000 collectively at an average of 32 books per year each.

- Single Slot Ad
- Double Slot Ad
- Half Page Ad

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The largest selling literary title in Europe for almost 30 years, the London Review of Books is widely acclaimed as the journal for the intellectually elite. With almost 50,000 subscribers and a x3 pass along readership, reach out to almost 150,000 readers who are also eager buyers, purchasing on average over 40 books per year. A badge of allegiance of the world’s intellectuals, the London Review of Books is an involved and demanding read. Its readers enjoy the benefits of excellent education, affluence and social influence. Advertise your work in the LRB and reach out to this prestigious audience.

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The Publishing Process in a Nutshell

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2. Choose your package plus necessary add-ons, editorial and marketing services that go with your package
3. Submit your manuscript together with the Agreement and Order Forms
4. Review your book’s electronic layout and cover proofs with an Xlibris associate
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Submission | Xlibris will review your order and contact you within two to three business days from the time you sign up. Once we receive your complete materials, please allow two to three business days for us to review them to make sure they are ready for production.

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Author review of proofs | You will receive proofs of your book's cover and interior for your review before we proceed with publication. The faster you return the proof, the faster your book will be completed.

Corrections | You may make any corrections (see page 28) you like to the galleys. You will receive a second set of proofs to confirm these corrections. This process takes roughly ten business days per set of corrections.

Premier Print Copy process | A printed, bound Author Review Copy will be produced so that you can verify that your book is in its final format and is ready for sale. This step generally takes two to three weeks.

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Write your book and author summaries | Supply a digital file with the text for your book and author summaries to appear on the book's back cover and the webpage.

Save your materials on a disk | Save all your materials on a CD-ROM, DVD-ROM, Memory Stick, Zip disk or 3.5-inch floppy disk.

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• Write the following summaries using your word-processing programme and save them as a single file, separate from your main book file:
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  o Author Biography: 2,000 words max. A longer description of yourself or a message to your readers. It will appear on the author biography page that readers view when they click on your name within the Xlibris Website.

• Dedication: 100 words max. Will appear at the beginning of your book.

• Book Summary: 100 words max. A short one-paragraph description of your book that appears on the back cover of your book and with your book listing on the Xlibris Website.

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