

Traditional and Co-Operative Book Production and Marketing Services

The **TRADITIONAL** route is for established writers with a solid marketing plan, who are not asked to buy any copies.

CO-OPERATIVE PUBLISHING: While some publishers charge thousands of dollars for design, editing and distribution, Anaphora strives to make this option one that will leave the writers with a profit. Writers are asked to buy 50 softcover copies of their book at 25% off the retail price, with shipping included, so that they can resell these at a 25% profit. The 50 copies price includes all of the design, formatting, editing, ISBN purchase, LCCN copy mailing, printing, shipping, and various other items. 3 editions are made for each title: softcover, hardcover and EBSCO EBook. Writers receive 1 free hardcover book with a 50+ softcover purchase. The first re-design of the book is free if edits are needed after release or to create a pre-release galley. Writers who plan on teaching their book in a class or have contacts interested in buying it, immediately come out ahead. After the initial 50 copies, writers can make even more through direct sales, as they can purchase copies of their book from Anaphora at a 40-55% discount. Anaphora splits royalties with writers 50/50% for all books that sell through distributors, bookstores and all other venues, on top of books re-sold by the author.

There are 7.2 billion potential writers in the world, and only 5 major "traditional" publishers left. Anaphora offers writers a chance to publish the books they believe in, even if they are deemed as too un-commercial, radical, controversial, or literary by those few surviving traditional publishers. In addition, traditional and academic publishers offer writers 8% or less in royalties. If a traditional publisher accepts your book, it's likely your marketing plan shows that you can sell significant quantities of it on your own, and if this is the case, you can make significantly more in profits from those same sales by working with Anaphora. Anaphora has released over 170 titles over its seven years in operation. Testimonials from previous authors are available on Anaphora's homepage.

Professional Software: CS6: Photoshop, InDesign: perfect for any printing platform.

Experienced Professional Designer: 7+ years of publishing and design experience. Digitally certified with Ingram.

Flexible, and happy to work with your individual preferences and requirements.

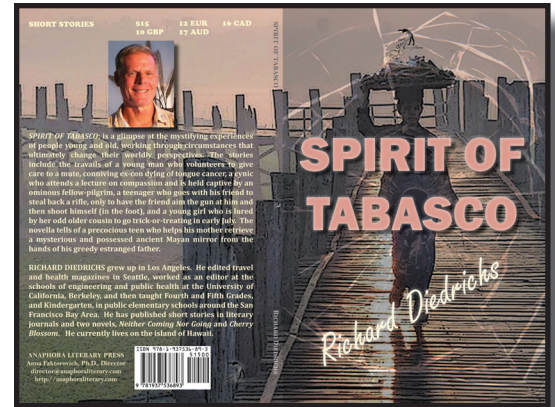
1-Day Turn-Around: Almost any design can be completed within a day of payment.

Easy payment methods: Chase electronic checks (free), PayPal (4%), SquareUp (3%), mailed checks, and other methods upon request.

Diversified: Logo, banner, brochure, press release, and other types of design services available for free with a cooperative publication upon request.

International: Able to adjust to special preferences from international clients: 3% extra for currency exchanges into US\$ from any other currency, 4% for PayPal international payments. \$15 wire transfer fee. Books printed in US, UK and AU.

1-Day Review Process: Email MS, bio & marketing plan in a Word .doc/x



There are two standard cover prices that apply to the majority of Anaphora's softcover books:

\$15 for books under 120 pages

X.75 = \$11.25 * 50 copies = \$562.50

Profits from re-sale: \$187.50

or

\$20 for books 120-300 pages

X.75 = \$15 * 50 copies = \$750

Profits from re-sale: \$250

ADDITIONAL SERVICES:

- **\$30: Ingram Catalog Advance Listing**
- Any quantity of **review copies** mailed for 25% off the retail price
- **Free: Cover re-design** after blurbs come in during pre-release and **1 hardcover** with 50 softcovers.
- Free design for: Electronic **EBSCO**, **Kindle** and **hardcover** editions of the book



Visit anaphoraliterary.com
Email queries to:
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Anaphora's **BOOK PRODUCTION GUIDE** is available for free on several platforms, including Smashwords, Kindle, and via this PDF link: <https://app.box.com/s/de11a4c8fdcca586f7c5>. It explains the stages of Anaphora's book production process to make it easier for the writer to positively participate in releasing their book.

PRODUCTION SERVICES:

- Proofreading and editing
- Book cover and interior design, typesetting, and formatting
- Various formats available: hard cover, leather bound or paperback; color or BW; 6X9", 8.5X11" or other sizes; creme or white page color; and matte or gloss cover finishes
- Unlimited image editing in Photoshop and InDesign, including creative re-painting of author's photographs, and image placement into your book's interior and cover
- Maps, diagrams, graphs and other illustrations design
- Authors can work with outside designers, who will be provided with standard Anaphora templates
- ISBN and LCCN number assignment
- Printing with Lightning Source: Ingram Complete (an exclusive special program)
- PDF proof review and editing
- Indexing and other special services for academic books
- CDs, audio books, and movies can also be packaged and distributed
- Options to make the book returnable or non-returnable
- Replies to all author-emailed requests within 24 hours

MARKETING SERVICES:

- Stylish press release and letter creation
- Releases emailed to thousands of newspaper and reviewer contacts
- Press releases created with: PR.com, free-press-release.com, prlog.org, which submit the news to Google and other search engines
- Distribution through Ingram to most major worldwide online and traditional distributors, including Amazon, Barnes and Noble, and BooksAMillion
- Individual pages for each author on the Anaphora webpage: anaphoraliterary.com. These pages are updated with links to authors' reviews, interviews, and other media content, as it comes in
- Electronic (pdf, mobi or epub) review copies provided for reviewers and acquisition representatives in Box
- Amazon LookInside files submission
- Award nomination mailing and processing for select titles, or upon request
- Listing for each title in the Anaphora Catalog, which can be ordered as a printed version on Amazon or Barnes and Noble, or accessed for free on the Catalog tab. Annual or bi-annual Anaphora catalog mailings are sent to the top 200 US libraries.
- Potential distribution through Coutts Information Services
- Potential distribution with Follett Corporation, which has a distributor contract with Anaphora
- International printing and distribution through Ingram in the US, UK, and Australia
- Marketing discounts through membership in IBPA and Ingram Complete
- Acquisition queries emailed to bookstores and libraries
- Anaphora exhibitor tables market the Anaphora brand at conferences, such as ALA, SIBA, Miami Book Fair, and SAMLA
- Bookmarks, t-shirts, banners, and other materials can be designed with specific books and authors in-mind. Prior printing relationships exist with Staples' print shop and TotallyPromotion.com
- YouTube book trailers
- Listings in Bowker's Books in Print and the UK Nielsen PubWeb
- US LCCN and UK Library of Congress book registration
- Order fulfillment, with 40-55% discounts offered to bookstores and distributors

BOOK DESIGN FOR SELF-PUBLISHERS:

Want to self-publish your book with CreateSpace, Lulu, Ingram Spark, or one of the other self-publishing platforms? Anaphora can design your cover for \$50 and your interior for \$100.

SIMPLE ORDERING: Email all of your materials (manuscript, paragraph biography, cover blurb/ summary, and marketing plan in a single .doc(x) attachment), and a specific request for the services you are requesting to director@anaphoraliterary.com.

