

# How it Works

## Surrogate Press® Publishing Services

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We publish your book, you own the rights and receive all the profits.

We are here to bring your book to life. With the complex, sometimes perplexing world of publishing, bringing your story to market can seem daunting, even unattainable. But with Surrogate Press, we provide the publishing services, bring your book to market, and you take over from there.

With complete management over marketing and distribution, along with receiving ALL the profits\* you have the control of the success of your book.

Here's how it works

### **Book Content and Layout:**

- Submit your approved manuscript. (We may require that you have your manuscript reviewed by our partner organization – The Memoir Midwife – for content, consistency and quality.)
- Decide on the format that's best for your book – paperback, hardcopy, black and white, color, etc. We use CreateSpace for paperback books and will recommend printers for hardcopy books.
- Work with our designers to determine the layout, style, and formatting of your book. (Books are required to use our layout services to ensure consistent quality, proper formatting, and timely, affordable production.)
- Work with a designer to create the cover for your book. We can recommend designers.
- Upload your completed book file to the printer. We will coordinate with the printer of choice to ensure the proper file formatting.
- Send you proofs to approve, and modify if necessary.
- Finalize the files for printing and availability.
- Set up your ebook in Kindle format through our layout services.

### **Publishing Needs and Requirements:**

- As your publishing company, we take care of the publishing requirements, listed below.
- We file the copyright for your work, in your name. We send you the final copyright certificate along with other correspondence and filing notices.
- Help you decide on the BISAC (Book Industry Standards and Communications) code to determine the category for your book.
- An ISBN (International Standard Book Number) is assigned to your book. This is the identifier for your book and is required for all sales and listings. Your ISBN belongs to Surrogate Press as the publisher. The ISBN listing includes author information, genre, distributors, pricing, etc.

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- File for a Library of Congress Control Number and submit your book for their catalogue. This adds your book to the US Library of Congress database.
- Provide the barcode for your book. In order to sell your books through retailers and distribution channels, you need a barcode assigned to your book that includes the price.

### **Accounts and Sales:**

- For paperback (print-on-demand) books, the recommended and best way to sell your books on line is through Amazon's CreateSpace. We set up your account\*\* for sale on Amazon. You then fill out the necessary payment information so the royalties go straight to you.
- For hardcover books, we help you decide on the best Amazon selling service.
- For eBooks, we set up your account at Amazon's Kindle program. You then fill out the necessary payment information so the royalties go straight to you.
- A listing will be created with Ingram Spark for distribution to other wholesale and book outlets (i.e. book retailers and other sellers). This is for paperback, print-on-demand formats only. Payments from Ingram Spark will be submitted through Surrogate Press. We take a 5% processing fee, topping out at \$10 per payment. Ingram Spark pays Surrogate Press every six months. From there we send you a check for the royalties, minus the service fee.
- You receive a sales sheet with information about your book that you can then print and distribute to potential wholesale buyers.
- To sell books yourself, we will show you how to order and pay for books through CreateSpace (at the manufacturing price) to then distribute – for sales to friends and family, at events or to local bookstores.

### **Other Included Services:**

- You will be listed on the Surrogate Press site in our Catalogue listing. Your book and bio along with links to purchase your book and your site (if you have one) will be included.
- If you need, we will help you with your Author Bio so that readers can know more about you.
- Free resources on marketing and distribution tips.

### **Extra Services We Offer:**

- For Design of bookmarks for you to have printed (\$75).
- Business cards designed for you and your books for you to have printed (\$75).

*\* We charge a small process fee for all payments received through Ingram Spark.*