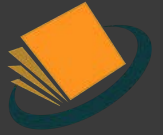


AUTHOR REPUTATION PRESS



AUTHOR'S GUIDE

**FIND YOUR PATH TO
SUCCESSFUL PUBLISHING
INSIDE**

2021 EDITION



General Manager's Message

Congratulations! By now, your manuscript may be ready for publication. However, for indie authors, in particular, publishing a book can often be a tricky path, one that leads either to success or failure.

The self-publishing industry has dramatically changed the way books are published over the past decade, thanks to the new and innovative methods. With the remarkable success enjoyed by indie writers like Hugh Howey and E. L. James, many authors are seriously considering hopping on the self-publishing bandwagon.

Now, you may ask: "What's the best publishing path for me?" With a broad range of options offered by different self-publishing companies these days, it is more important than ever to choose the right publishing route. Of course, this can only be done after your manuscript has completed every stage of book production.

This guide will walk you through the process of putting your manuscript in print. In addition, this blueprint lays down the various publishing options available to authors.

Our goal is to help you gain a holistic view of the path you will be embarking on and prepare for your publishing journey ahead.

Nick Samuels

NICK SAMUELS
GENERAL MANAGER

WHAT OUR AUTHORS HAVE TO SAY ABOUT US:

"I will rate ARPress at 5 that is based on the diligence of the contact that they worked with of the first two novels. They gave the same service through the entire process of books 1 and 2. We are looking forward to the completion of our new novels."

- Carl Berryman, author of *Divided We Fall*

"Working with ARPress has been friendly, professional, and an eye-opener to the possibilities of getting my books professionally bound and marketed. I have been very pleased with the information and the planning they have set up for my books. There is no reason to fail under their guided journey to bring new scribblings to light. Thus, my books have found a home and they will not languish in the basement unread."

- Annie Aaron, author of *December Alliance*

"Navigating through the publishing world can be a very daunting task. I have self published books before and never had the chance to possibly have them in major bookstores and libraries around the world. With Author Reputation Press, I now have the chance for the world to see and discover my book. Of course, it takes serious dedication to try and cultivate a bestseller, but I feel it is within reach with Author Reputation Press."

- Dewey B. Reynolds, author of the Stuart Duffelmeyer series

*"I have had a remarkable experience publishing my two books *Premeltons in DNA* and *Organization of DNA in Chromatin* with Author Reputation Press. These two books describe a conceptual theory I have put forward to understand a great deal of experimental information in the area of molecular biology and medicine, and represent a milestone in my understanding in these areas. Premeltons are small regions of DNA that nucleate DNA unravelling (i.e., melting) by the RNA polymerase enzyme during the process of gene activation. Importantly, they define the beginning and ends of genes. The presence of premeltons also play a role in discussions of the organization of DNA in chromatin. They lead to an understanding of how DNA bends and unwinds within the chromatin fibers, and how genes are sequentially activated during embryogenesis within billions of cells in all multicellular organisms. Thanks again, Authors Reputation Press!"*

- Henry M. Sobell, author of *Premeltons in DNA*

"They followed through on everything they said they would do. Very easy, very efficient."

- Rio Olesky, author of *Clouds Over Pemberley*

"As I wait in anticipation for the finishing touches awaited to me; I am reminded how I started on this journey. For 3 years I was gun shy; leery, unsure – defeated. I spoke with publisher after publisher afraid to commit, to trust. Jason assured me and spoke at length several times over the last eight months believing in me and assuring me I have something worth republishing. I took a leap of faith and now I await the release dates for my novel and poetry book. Thank you for the hand up, Jason and your patience. and thank you Mark P. for your kindness and expertise in seeing my vision. I hope I do you proud as you have made me proud to be a part of Author Reputation Press. I am a believer once again."

- S.G. McAfee, author of *Windswept*

"Nothing but outstanding service and attention to detail in my experience with them. Formally a self-published author they took my book under their wing and revamped it with beautiful cover and font. Now I am taking advantage of their marketing expertise which will enable my book to be viewed by as many eyes as possible. I look forward to an ongoing business relationship with Author Reputation in the future. Well done!"

- Steven Nicolle, author of *How I Took Bartender Course and Traveled for Seventeen Years*

"Author Reputation Press is awesome!!! They really improved my book's illustrations! MUCH BETTER!!! Mark is wonderful to talk to and very understanding! Thanks A.R.P!!!"

- Michael Cristian, author of *The Princess: A Fairy Tale*

"The people at ARP are knowledgeable and very supportive in assisting me with promoting my autobiography "Destiny". They return my e-mails and phone calls promptly and always help me with any technical issues I may have. I had copies of my book within 5 weeks of submitting the manuscript. Currently, we are in the marketing phase. Thus far, they are continuing to provide the same level of guidance and support with the marketing as was shown with the publication. I will be eagerly awaiting for some positive results, as this was not the case with my last publisher."

- Mahlon Palmer, author of *Destiny*

"Very helpful, supportive and professional. Really and Mark are the best to work with. They guide you through the whole process."

- Kimerly Roberson, author of *The Last Letter*

"Author Reputation Press published my book, The Jiger and the Tiraffe, and it is being released for sales immediately. ARP did a great job, and I am extremely proud of it! Even though this is a remake of the original book, it is so much better! it was finished in record time, 7 months from start to finish. I am very pleased with the work! I am giving Author Reputation Press 5 stars and a note of appreciation for the work done!"

- Penny Higgins, author of *The Jiger and Tiraffe*

"ARPress is caring, creative, professional and gets things done for the author."

- Arthur Cola, author of *Murder in the Vatican*

"Dear Author Reputation Press, I am very thankful for your help regarding the publishing of my book, "Where are you going human?" I was highly satisfied with your interaction, therefore I ask Honey and Hannah to publish my story book "Empire of Fairytales" for children. I thank you, all very much to helping me you gave me a great experience with publishing whereas I was upset with my earlier publisher."

- Zsazsa K. Louis, author of *Where are you going, human?*

"It was a pleasure to work with the whole team of ARP. Because of the smooth and speed in solving any issues the republished book was ready for release in less than four months. The book cover design received a lot of praise. The Book Trailer is powerful and certainly the struggle of my life. I am looking forward to further undertaking with ARP."

- Giselle Robin, author of *Shadows Over The Sun*

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SELF-PUBLISHING MISCONCEPTIONS

A common misconception about self-publishing is that authors have to do it alone. In order to stand out in an already crowded market, you need the help of professionals who know how to navigate the publishing industry like the back of their hands.

To be competitive, you need someone with excellent skills in editing, designing, formatting, and printing a book that looks better than the ones currently sold on the bookstores.

You don't have to do it all by yourself. Author Reputation Press comprises a team of professional book editors, writers, and designers trained in publishing.

We understand the industry better than any other publishing houses. Our hawk-eyed editors can instantly spot even the smallest typos in your manuscript. Our book critics know exactly how to improve your text so it looks more appealing to readers. Our marketing experts know how to get your books to brick-and-mortar retailers easily.

Look beyond your small circle of friends who "guarantee" your book will sell in the market and start hiring people who have acquired their skills through years of experience in publishing.

You need a guide. Think of this guide as your compass in publishing. It provides insights into the best way to get started with writing your manuscript as well as the biggest considerations you have to take when publishing your book.

Before choosing the publishing route that's right for you, there are key factors you need to consider.

What's the progress of your manuscript? Have you completed it? This is important in order to gauge where you are in your publishing process.

What is your goal? You need to have a set of milestones that you must achieve step by step. Couple this with a practical publishing timeline that fits your schedule.

Throughout the publishing process, you also need to choose the best type of editing service that will significantly benefit your book. On top of that, another important consideration is your cover design and interior layout. Once these are done, think of the best distribution channels for your book and the marketing campaigns you wish to launch.

Finally, determine your budget. As a self-publishing author, these factors are the key to your success.

GENERATE IDEAS

Getting down to your first draft often feels like entering an unknown place and getting disoriented. You start from scratch. But, of course, all forms of creation are always a process of building from raw pieces until your work starts taking its form. To help you get started with your first draft, here are our suggestions:

1. **Create an outline.** Think of an outline as the scaffolding for what you are going to build or, in this case, write. An outline will give you an outlook on the overall structure of your book, how it should start, how it should develop, and how to wrap it up. Outlines can also be flexible, so you won't have to worry about having to make small changes to your draft as it progresses. Along the way, you'll have to revise your draft, and having an outline helps to keep reminding you where you're headed.

Conduct your research. Writing a story, be it fiction or non-fiction, involves research for the most part. Especially if you plan to write about specific topics that touch on certain fields such as medicine, warfare, teaching, crime investigation, and more, the need for research cannot be overstated. Integrating bits of technical details into your work helps add life to your story and create a virtual world that reflects the real one in practical terms.

Get down to writing. One of the greatest novelists of our time, Margaret Atwood, once said: "If I waited for perfection... I would never write a word." This rings a bell of pragmatism for most authors, and it is especially no less truer both for fiction and non-fiction writers. The idea is that there is no better time to start writing than this very moment. It's mostly about maintaining a habit of writing every day as a way to keep the flame of one's imagination burning.





WRITE YOUR MANUSCRIPT

Don't set your expectations too high

In a realistic setting, your first draft can be considered your “vomit draft.” It’s a practice of continuously pushing your ideas out of your mind until you unload yourself of everything that you want to put in paper, not caring about whether you are telling your story well. The beauty of this kind of draft is that you can keep it to yourself and fix later. There’s always time for that, of course.

If that sounds daunting, it is only normal. Many successful authors these days have not gone through that process without feeling ambivalent or afraid at first. But their persistence paid off in the end.

Get feedback from professionals

Writing our own manuscript can make you blind to our own flaws. That is why even the greatest writers would need a set of early readers who are book critics to scrutinize their first draft before submitting it to a publisher. These readers have deep knowledge of the subject you are writing about.

Meticulous readers are equally helpful as well. The goal is to have a team of impartial readers give feedback to your work. We're here to help authors who need this type of professional service.

CONSULT WITH AN AUTHOR ADVISOR



EDITING

After spending months or years writing your manuscript, it can be disconcerting to learn that your work still needs improvement. That's the reality of writing a book, one that must be accepted by authors no matter how intimidating it can be.

Lucky for you, our resident editors will recommend what type of editing is suitable for your book. Unlike what many people used to know, editing does not come only in a single form. There are various types of editing services, each of which having a different level of editorial concerns.

01

One type of editing is called developmental editing. For fictional books, developmental editing focuses on plot development, characterization, and dialogue. Non-fictional works, on the other hand, will be evaluated based on its structure, clarity of ideas, and consistency.

The other type is called copyediting, in which the editor checks for errors in grammar, style, spelling, punctuation, and word choice. This is often done after your manuscript went through the developmental editing stage.

Finally, proofreading is the final sweep through all remaining typos in your manuscript. This editing stage aims to make sure your work is ready for publishing.

COVER DESIGN

Your cover design is the first thing that readers see the moment they enter a bookstore or open Amazon's online bookstore section. It could be the difference between a reader picking up your book from the shelf or opting for the next title with an attractive cover.

02

One major obstacle that authors face when it comes to placing their books on brick-and-mortar bookstores is an unattractive cover design. This part of the book can either make or break an author's work, so it is important to come up with an excellent cover.

There are several factors to be considered when creating a cover design. First, your cover designer must be knowledgeable about your genre. There is a huge difference between using a stock photo from the internet for your cover and illustrating a cover that matches your book. Second, your cover must pique the curiosity of the readers and create an intrigue. Our artists can do both.

INTERIOR LAYOUT

03

An equally important part of your book is its interior layout. Our publishing specialist knows how to give your book that professional look by applying proper size of the margin, font style, header, and other style elements. We take this part of the process very seriously that we provide a sample to authors for approval before forwarding the final version of the manuscript to the printer.

DISTRIBUTION

04

Print-on-demand (POD) distribution is the go-to solution for many self-published authors. It is the most cost-effective method of bringing your book from the printer to the reader.

Compared to the traditional method of expanded distribution adopted by traditional publishers, POD distribution produces the same printing quality with a lower investment from the author. Most importantly, this method eliminates the risk of amassing a large inventory of unsold copies.

TIMELINE

EDITORIAL SERVICES:

2-3 WEEKS

Authors commonly ask about when their books will get published. While we have an idea about how long each of the steps in publishing takes, it's hard to tell how much time is needed for the revision stage and for your final approval.

ILLUSTRATION SERVICES:

1-2 MONTHS

Throughout the publishing stage, our fulfillment team will provide you with files and documents that need your review and consent prior to production. Some authors may take action on this step right away while others may take weeks before giving their approval.

PUBLISHING PROCESS:

2-3 MONTHS

Reviewing the changes you might request for your manuscript or illustrations can also take time. But don't rush through them. We'll only need your responsiveness to get things done within the timeline. In general, your publishing timeline depends on how responsive you are in completing each step of the publishing process.



CHOOSE A PUBLISHING PACKAGE

Full Color Packages

At this stage, you are now ready to choose from our publishing packages. From children's books to photography, travel and cookbooks— get all the auspices of an attractive full color volume and compete in any marketplace you want to pursue.



COPERNICUS

01

The Copernicus publishing platform is our most affordable course to full-color book publication. You can custom create your own book cover and interior layout with the help of our professional graphic artists. This bundle also provides unlimited graphic insertions and a wide range of trim sizes for your book. Our team will handle all the legwork for your copyrights and LOC registration to save you time and effort. Complimentary copies for giveaways during promotional events are also in tow.

NEWTON

02

The Newton publishing platform is ideal for authors looking for more format availability in a cost-effective manner, unique customization options, and the security of our Book Returns Insurance. It combines the best features from our Copernicus package plus additional services including custom design for your book cover and layout. This bundle will also expand the availability of your book across large marketplaces such as Amazon, both in paperback and hardcover formats.

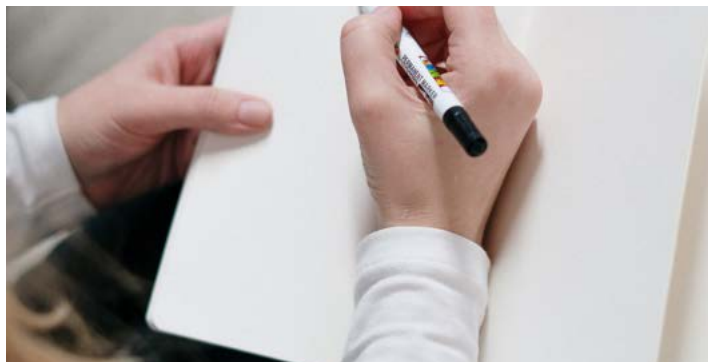
EINSTEIN

03

The Einstein publishing platform offers all the advantages of our premium publishing services to increase the visibility of your work to the market. It provides plenty of ways to get your book to the hands of readers with the full potential of both traditional media platforms and the internet. With this bundle, your book gets a dedicated website and social media profiles, plus the most number of complimentary copies and fully customized features from the book cover to interior layout formatting.

Black & White Packages

The route to self-publishing is often a tricky path. Authors who are new to this approach may face a number of daunting challenges including the costs and requirements for launching their first book. Our Black & White publishing service offers the most affordable packages for turning your manuscript into print.



ARISTOTLE

01

The Aristotle publishing platform offers the best value for authors with a variety of options to launch their book in whatever format, from softcover to e-books. It's perfect for all types of books, from autobiography to works of fiction. This platform also gives you the freedom to custom create your own cover and interior with assistance from our professional graphic artists. Plus, you can take advantage of unlimited graphic insertions at your disposal and choose from our wide array of trim sizes for your book.

PLATO

02

The Plato platform is bundled with hardback format and more complimentary copies. This package combines the best services from our Aristotle platform with additional features including the creation of a unique custom cover design, availability of hardback copies, ISBN assignment, and guaranteed listing on large marketplaces such as Amazon and Waterstones. It also offers a scaled-up publishing service to help accelerate the publication and release of your book to the market.

SOCRATES

03

The Socrates platform combines the best-in-class publishing and marketing services to give your book the best treatment possible while offering great value for your investment. This package provides plenty of ways to get your book to the hands of readers by leveraging the full potential of both traditional media platforms and the internet. With this bundle, your book gets a dedicated website and social media profiles, plus the most number of complimentary copies and fully customized features from the book cover to interior layout formatting.

Children's Book Packages

Children's books not only help tickle the imagination of kids, they also play a vital role in nurturing their vocabulary and language skills. Bearing this in mind will do authors good as they tell their story to kids through text and illustrations. On top of those considerations, spicing up your book with humor is a sure way to pick up steam in this segment. However, those are only initial steps of the whole process. Creating an attractive cover design, doing proper planning, and formulating an effective marketing strategy are equally important for your book's success.



SEUSS

01

Regale the children with your stories of magical creatures or animated objects. Let us help you turn those tales into print with our Seuss publishing package, complete with your desired illustrations and other inclusions.

BARRIE

02


Unleash your creative stories for children with a publishing package that best suits your goals. Our Barrie package offers an ideal option to bring your imagination about fairy tales or enchanted realms to life. Choose up to eight (8) illustrations for your book, complete with your preferred layout.

LEWIS

03

Our Lewis publishing package provides a complete set of services for your children's book, from the design to the marketing aspect of your work. Plus, take advantage of our 12-month Booksellers Return Program to ensure your book gets its deserved space in physical bookshops, among other benefits.

PUBLISH YOUR BOOK



"Our goal is to make your book more visible to the readers and traditional publishers."

At this stage, congratulations are in order for having pushed your book through to publication. What's next? Now, your major concerns are the pricing and distribution of your published book.

Author Reputation Press has teamed up with several libraries to distribute your masterpiece and make it easily available to book lovers who are already willing to spend hours reading your book, thus saving you time and effort for marketing.

We are also proud to be in partnership with Ingram Catalog, a leading book marketing and distribution company in the U.S.

The partnership enables us to connect with a network of libraries and booksellers who access Ingram's millions of print and digital titles as their reliable source of books.

Our alliance with Ingram exposes the works of our authors to more than 71,000 retail and library customers worldwide, thus increasing the books' sales potential.

For more than two decades now, over 13,500 booksellers and librarians access Ingram's comprehensive title listing that comprises non-fiction and fictional titles, graphic novels and comics, science fiction and fantasy, teen, mystery and suspense.

INVEST IN MARKETING CAMPAIGNS

Self-publishing offers plenty of benefits to authors, not least of them the longer exposure of their title on bookstores and libraries, higher royalty rates, faster time to market, and more editorial control over the content and design of their book.

However, beyond these advantages, authors also need to expand the scope of their readership if they are to become successful writers.

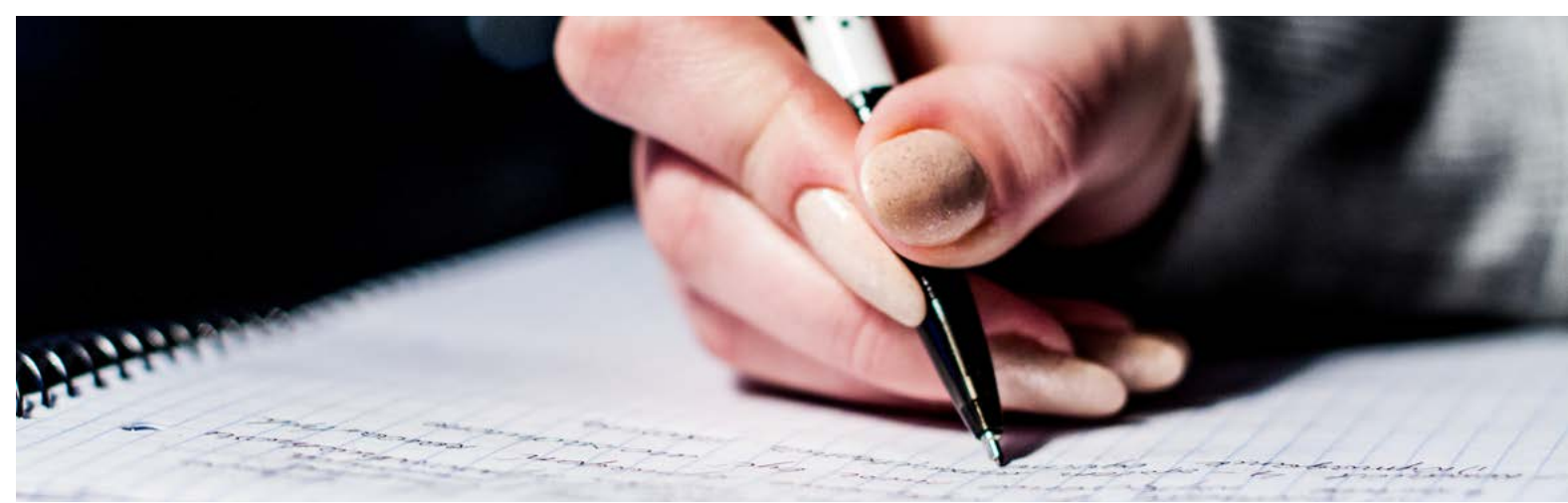
With hundreds of thousands of books self-published every year, there is no doubt that the creativity of independent authors only grows with each passing time.

As new titles keep piling up exponentially, it also becomes increasingly challenging to get the books to the hands of readers or have them discovered by filmmakers, bookstore owners, and libraries.

While success in publishing has been typically associated with "The Big Five" traditional houses or industry validation, Author Reputation Press helps authors achieve a kind of success in the self-publishing arena with the same level of significance as the traditional model. We constantly adapt our marketing strategies based on changes in the industry to ensure your goals are met.

The company strives to keep its commitment to deliver total satisfaction to our authors and help make every published story an exceptional piece of literary work with our first-rate editorial services. Having already released millions of books to readers worldwide, our only way forward is to work with more authors who are driven by passion to tell their story.





YOUR TURN

**Thank you for taking time to sift
through our publishing guide.**

Now, it's your turn to take action and choose
the publishing path that fits your goals and
budget.

Connect with our author consultants today
and get answers for your questions.

Call us at 1-800-220-7660.