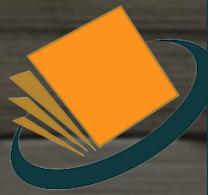


AUTHOR REPUTATION PRESS



AUTHOR'S GUIDE

FIND YOUR PATH TO
SUCCESSFUL PUBLISHING
INSIDE

2022 EDITION



CEO's Message

Congratulations! By now, your manuscript maybe 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.



MICHAEL KRAVITZ
CEO

WHAT OUR AUTHORS HAVE TO SAY ABOUT US:

"Author Reputation Press is a fantastic company. These folks seem eager to become friends with their authors and willing to go the extra mile to meet their clients' needs. David, Mark, and Hailey have been great and patient with me as I tend to have a hot temper and with my full time job I'm around a lot of loud equipment so when we talk on the phone the audio is very loud and annoying but they never complain. I respect them all as professionals and I trust their opinions and input--which have been very helpful in publishing my book. I noticed all the negative feedback on this site seems to be due to the clients' impatience, ignorance, and unreasonable expectations. Gotta read all the messages and listen when someone is talking otherwise one can easily miss important information. Remember you are not dealing with robots. These are people. They have the same wants and needs as anyone else. They have feelings and goals and families and everything just like you. Also, be flexible and accommodating when conducting business with someone. If not, they don't need to be that way for you either. It's a give and take. That's Business Negotiation 101. I published a book with AR Press and their reps were so sincere, patient, understanding, and helpful I decided to publish another book with them. I am considering a third book too. I have recommended AR Press to others and will continue to do so because I am impressed with their work."

- JONAH FONTENOT, AUTHOR OF BEYOND NOW

"Author Reputation Press has done everything they promised, and have been more than patient as I dealt with personal health issues that limited my ability to respond to their requests in a timely manner."

- JOAN CUNNINGHAM, AUTHOR OF MURDER UNINCORPORATED

"ARP told me what they will do to get my book before the public. They are fulfilling my expectations."

- LANCE FOGAN, AUTHOR OF DINGS

"I was treated with respect and courtesy. **** helped me understand the steps I would be taking in the publication of my book Wonderfultales from the **** of the *****. I look forward to the progression of my book and the possible publication of my next installment. Thank you. G.W.V.S. "

-GEORGE W. VAN SISE, AUTHOR OF WONDERFUL TALES FROM THE LAND OF THE SEVEN KINGDOMS

"The experience of working with the people at Author Reputation Press was exceptional! Their services are made for the author seeking a certain level of greatness, and a kind of professional status now desired in the current book selling industry. The author will soon be ready for the literary world at large. No regrets here!

-BETH NIGRO, AUTHOR OF THE CALL FROM WITHIN

"Author Reputation Press (ARP) contacted me about a book that I had created with another publisher. It took me totally by surprise. Within a matter of just a few months, this ARP created a cutting edge, eye appealing, catchy new book from my existing material. I was very astonished as to how well organized their graphic and marketing team were, ensuring that my new book would be promoted in an extremely effective manner. This company even worked with me, on paying with monthly installments, with their great accounting department. They made it slick, streamlined and simple in the payment process. I really enjoy working with Author Reputation Press. Their media, promotional managers, I was fortunate to get two of them, shepherded my book into the hands of top movie, publishing leaders. ARP has the connections. Rock solid. My overall experience with this company has been excellent and I encourage others out there to let this company evaluate their books, and see where it may lead them. Kudos to Authors Reputation Press!"

-ROLF STIBBE, AUTHOR OF THE ISLE OF THE DRAGON

"I feel ARP has been genuinely concern and attentiveness for all my questions, and has replied swiftly in the entirety of our correspondences. I have worked with two other self-publishing companies and found ARP to be the most thorough and patient."

-CRAIG DRAHEIM, AUTHOR OF BOYS OF BABYLON

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

- KIMERLY ROBERSON, AUTHOR OF THE LAST LETTER

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

- ARTHUR COLA, AUTHOR OF MURDER IN THE VATICAN

"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

"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 helpingme 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

"Nothing but outstanding service and attention to detail in my experience with them. Formerly a selfpublished 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

"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

"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

"I would like to thank all of the representatives who are with me at Author Reputation Press. Thank you for working diligently on my new book. It was a God send when Amy Clark my author advisor first called me to work on my new edition of my book "Green Eyed Suzy Girl." She has given me the needed inspiration and belief in my book to get it started this year. If I hadn't talked to Amy, my book would still be on the shelf. With that being said, I would like to especially thank Veronica Banks, my fulfillment officer who I have a great rapport with during this "Publication Process." Her expertise on my book's front and back cover designs where she validated my artwork for my front cover, working faithfully on all editorial changes to my satisfaction. Veronica's work on finalizing the new name of my book to be copyrighted along with my ISBN and LCCN numbers are greatly appreciated. Also on that note I would like to send a prayer to Sabrina Suarez, my former fulfillment officer who was briefly with me and is dearly missed by all Author Reputation Press representatives. Her kind heart with true professionalism obtained my copyright, ISBN and LCCN numbers for my book turned around quickly and courteously submitted corrections on the new title of my book. I have enjoyed my working relationship with Author Reputation Press's representatives who have made my book a top priority. I look forward to upcoming books with them in the near future."

- SUZAE CHEVALIER, AUTHOR OF GREEN-EYED GIRL SUZY VISITS HEYTHORN

	PAGE
Introduction: Self-publishing Misconceptions You don't have to do it all by yourself – You need a guide	1
PART I. WRITING AND EDITING	
Generate Ideas Create and outline – Researching – Getting to writing	2
Write Your Manuscript Setting your expectations – setting feedback from readers	3
PART II. PUBLISHING AND MARKETING	
Consult With an Author Advisor Editing – Cover design – Interior layout – Distribution	4
Know the Timeline Editorial services – Publishing services – Illustration services	6
Choose a Publishing Package Black and white – Full color – Children's book	7
Publish Your Book Ingram catalog	10
Invest in Marketing Campaigns Global exposure	11

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:

- **CREATE AN OUTLINE.**

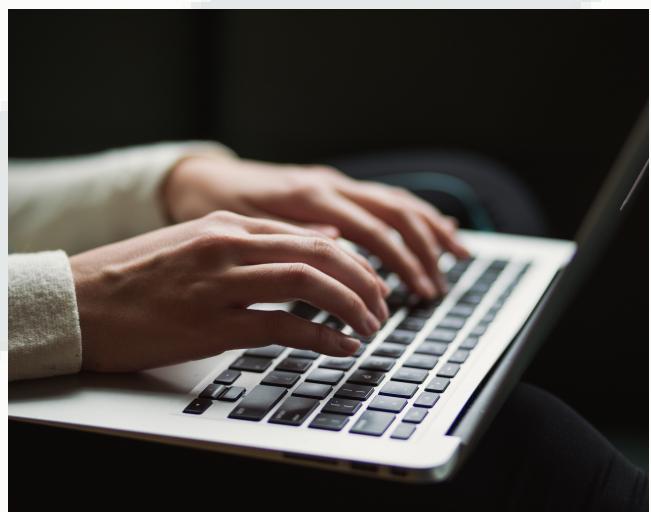
Think of an outline as the scaffolding for what you are going to build or, in this case, write. An outline will give you an outlook on the overall structure of your book, how it should start, how it should develop, and how to wrap it up. Outlines can also be flexible, so you won't have to worry about 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.

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 copy editing, 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.

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

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

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.

KNOW THE 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

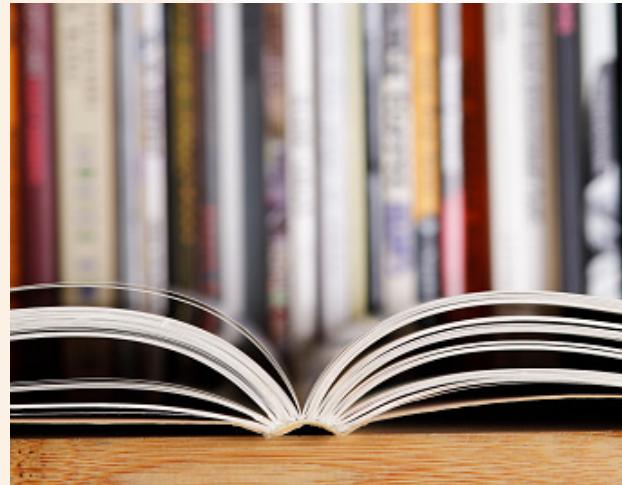
Reviewing the changes you might request for your manuscript or illustrations can also take time. But don't rush through them. We'll only need your responsiveness to get things done within the timeline. In general, your publishing timeline depends on how responsive you are in completing each step of the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

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

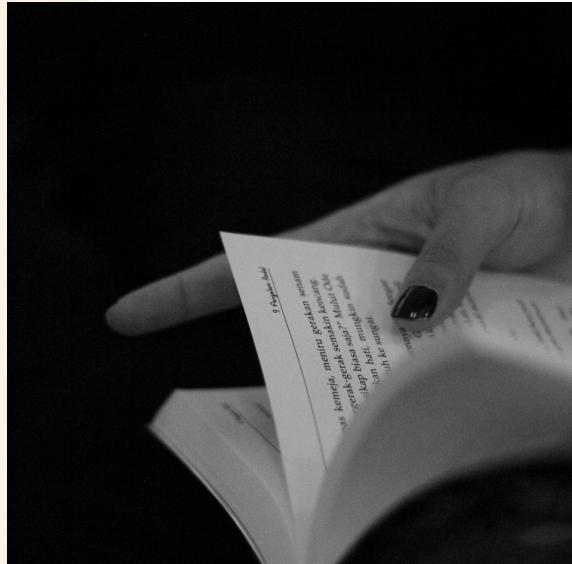
The Newton publishing platform is ideal for authors looking for more format availability in a cost-effective manner, unique customization options, and the security of our Book Returns Insurance. It combines the best features from our Copernicus package plus additional services including custom design 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

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

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

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

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

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

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

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 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 your 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.

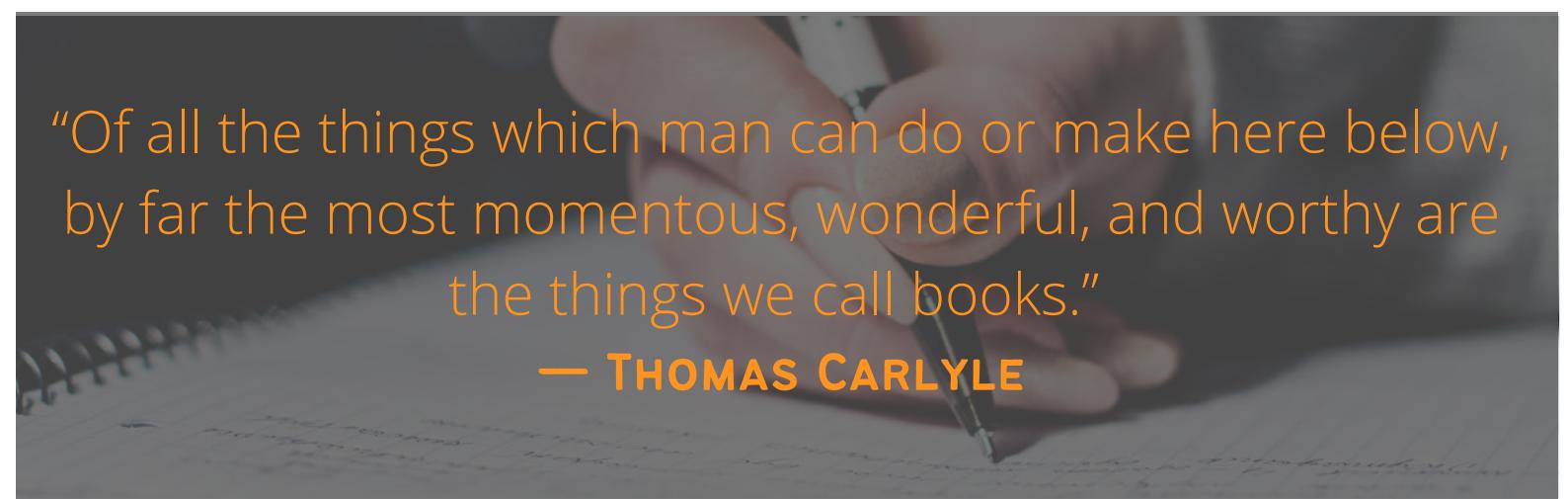
With hundreds of thousands of books self-published every year, there is no doubt that the creativity of independent authors only grows with each passing time.

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.

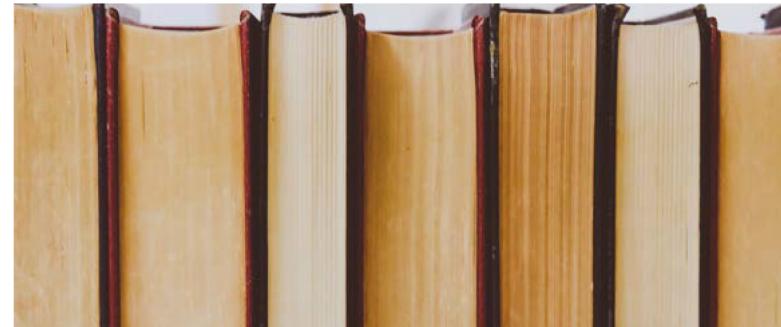


The company strives to keep its commitment to deliver total satisfaction to our authors and help make every published story an exceptional piece of literary work with our first-rate editorial services. Having already released millions of books to readers worldwide, our only way forward is to work with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



“Of all the things which man can do or make here below,
by far the most momentous, wonderful, and worthy are
the things we call books.”

— THOMAS CARLYLE



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 1-888-829-0229.**