



AUTHOR'S GUIDE TO SUCCESSFUL PUBLISHING

From Telling Your Story To Selling Your Story.

2020



Welcome to the
FriesenPress Author's Guide
to Successful Publishing.

Welcome to the FriesenPress Author's Guide to Successful Publishing. The publishing landscape has changed dramatically in recent years, opening many new doors to authors — both beginners and experienced. Perhaps most exciting is the rise of high-quality, commercially successful self-published authors. Independent authors are experiencing successes that would have been unreachable just ten years ago. As a result, more and more people are choosing to publish independently rather than trying to navigate the traditional publishing industry. That said, there remains quite a bit of confusion about what self-publishing is, what options are open to authors, and how to publish successfully.

The term “self-publishing” is rather misleading. Just like making a film, publishing a book professionally requires more than one person. It’s a team effort drawing on the diverse skills of many experts ranging from: editors; designers; promotion, publicity, and distribution experts.

With roughly a million new books entering the market every year (and that’s just in North America) it’s more important than ever that authors ensure their books are as good as they can be, inside and out.

This guide explains how you can take your manuscript from a rough draft to a professionally published book. We touch on some common pitfalls, provide tips for success, and leave you better prepared to publish a book you’ll be proud to sign.

If you have any questions, or would like a free consultation with one of our expert Publishing Consultants, call us toll-free at: 1-800-792-5092.

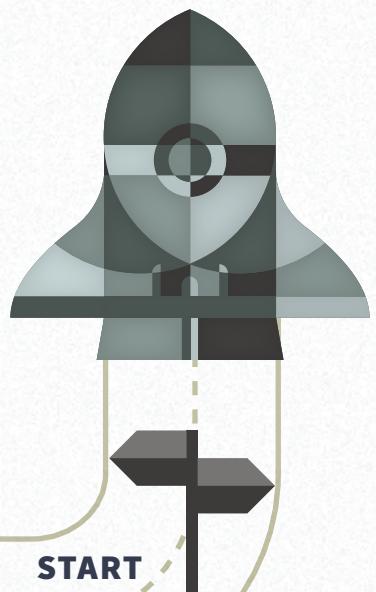


To your writing success,

A handwritten signature in black ink, appearing to read "Tammara Kennelly".

Tammara Kennelly
President, FriesenPress

The Author's Path to Successful Publishing



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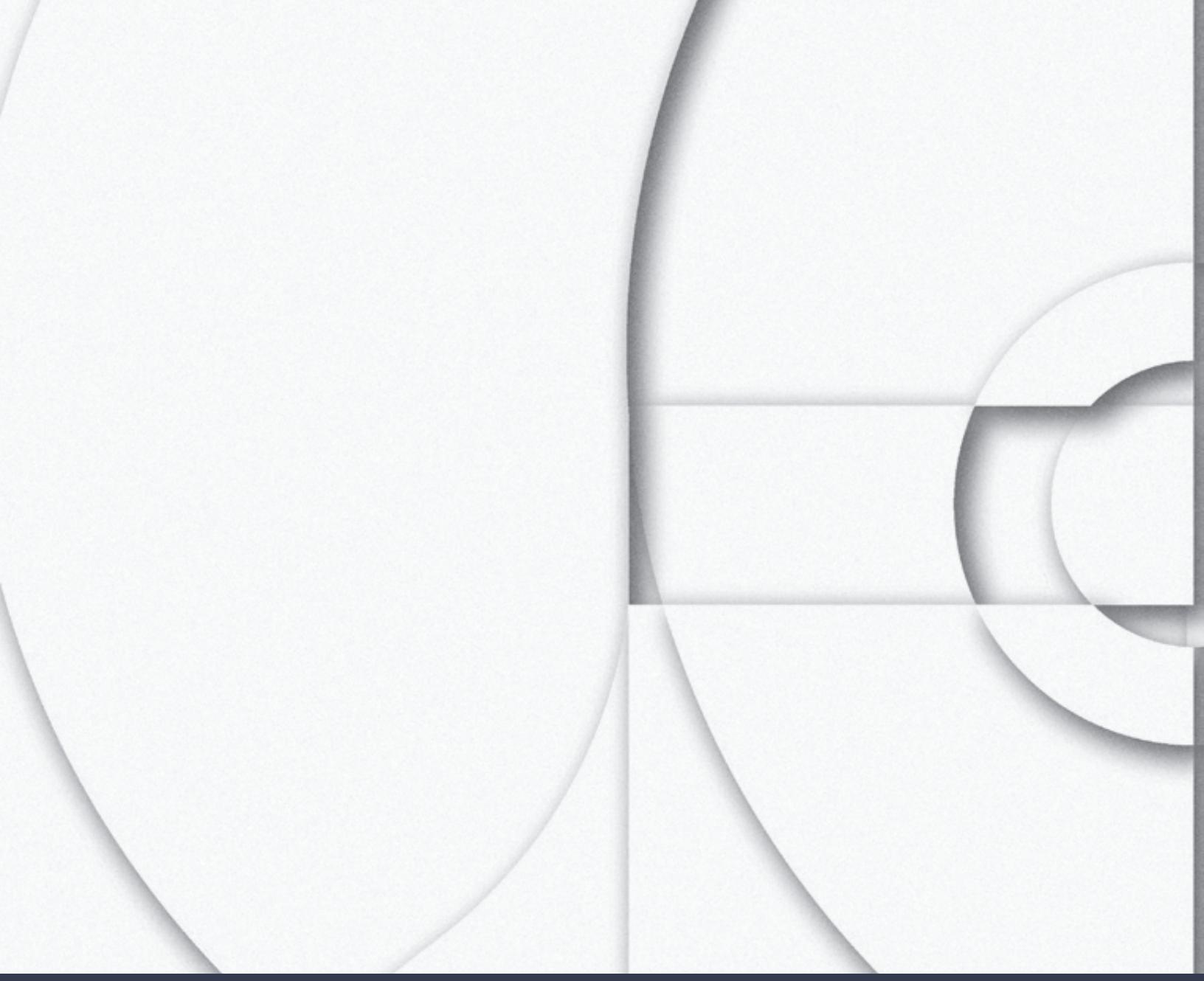
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FROM INSPIRATION TO MANUSCRIPT

GETTING TO THE FIRST DRAFT

Completing a manuscript is one of the most exhilarating moments in a writer's life, and getting to that moment is also one of the greatest challenges. To help make sure you cross that finish line and have a working manuscript, here are our five top tips:

1. PLAN AHEAD.

Finishing a book is a challenge for anyone, but having a structure in place is a great way to improve your chances of reaching your goal. Some people like to map out every detail of their plot or argument before writing; others prefer working with a rough outline. Either approach can help keep you going in the right direction as you craft your sentences, paragraphs, and chapters. Having an outline in place doesn't mean you can't make changes and improvements to the structure as you go along. Revise your outline as needed and know that having an idea of the direction you're headed is the best way to make sure you reach The End.



What are your goals for your book?



Who is your target audience?



Where did the idea come from?



How will you market your book?



Plan for success

2. CREATE A HABIT.

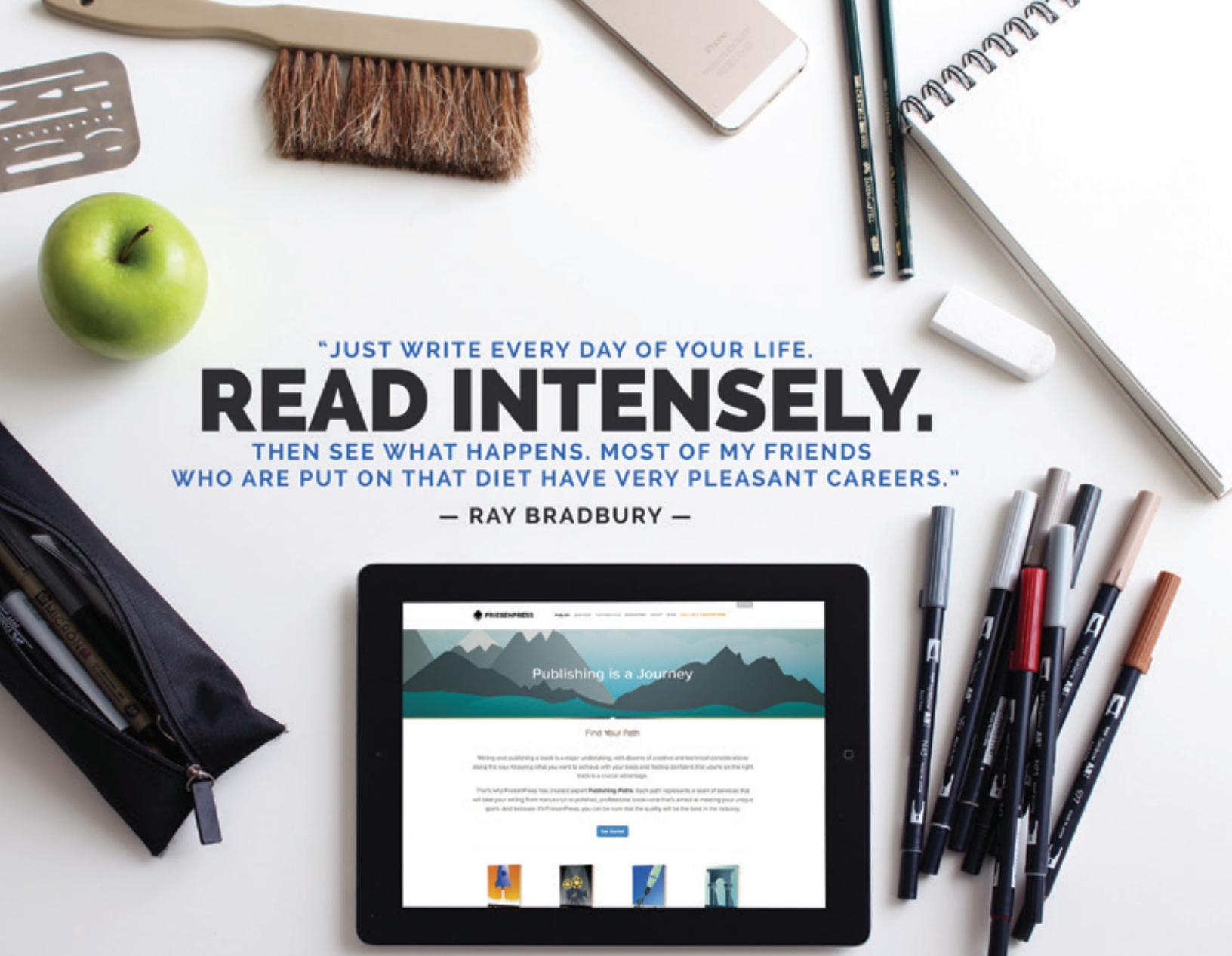
Many writers begin their books in a blaze of inspiration, writing hundreds or even thousands of words in a single sitting. The problem, of course, is that we get tired. And distracted. And there's email. And the cat needs to go to the vet. And we just plain run out of time and energy. In writing, momentum is key. The most powerful way to make quick and effective progress on your manuscript is to write a little every day. Even just 200 words each day would make a 50,000 word manuscript in less than eight months. Best of all, once you get into the habit of writing every day, it gets easier and easier to generate new ideas and improve your skills. Most importantly, keep in mind that you're not aiming for perfection — you're aiming for production. A terrible sentence is better than no sentence at all, because you can't edit a blank page.

3. CREATE A TEAM.

For all the joy of writing, the truth is that every writer struggles, every manuscript has its problems, and every writer can benefit from the help of others. A writing group and enlisting a team of "beta" readers for feedback is one of the best ways to get perspective on your work. A team can help you spot things you've missed and also help generate ideas to make your work stronger.

4. PLAN FOR SUCCESS.

Regardless of how you publish your book, the job of being a writer requires more than just writing. Every writer is the chief spokesperson for their book and, as such, is essential to the book's success. For better or worse, people want to hear from the author — how the book was written, where the idea came from, additional information, and so on. It's never too early to think about how you're going to market your book. Who is your audience? Why will your book be special to them? What can you do to help your book stand out against competing titles? Answering these questions as early as possible can go a long way toward supporting your book's ultimate success. Remember, every writer is also an "authorpreneur".

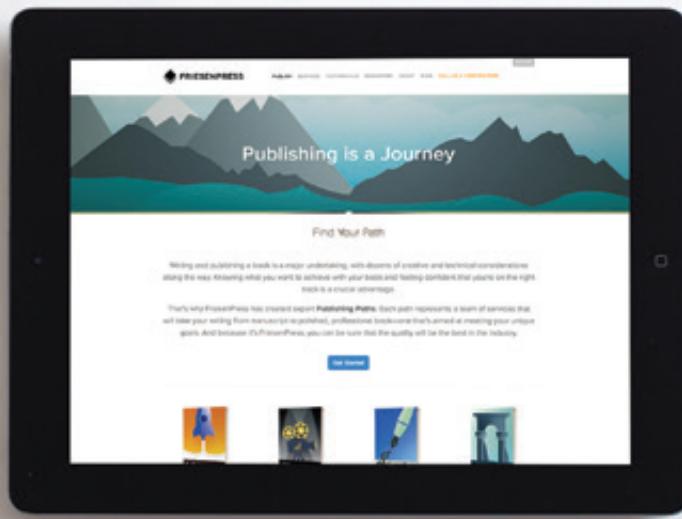


"JUST WRITE EVERY DAY OF YOUR LIFE.

READ INTENSELY.

THEN SEE WHAT HAPPENS. MOST OF MY FRIENDS WHO ARE PUT ON THAT DIET HAVE VERY PLEASANT CAREERS."

— RAY BRADBURY —



5. KNOW WHEN TO STOP.

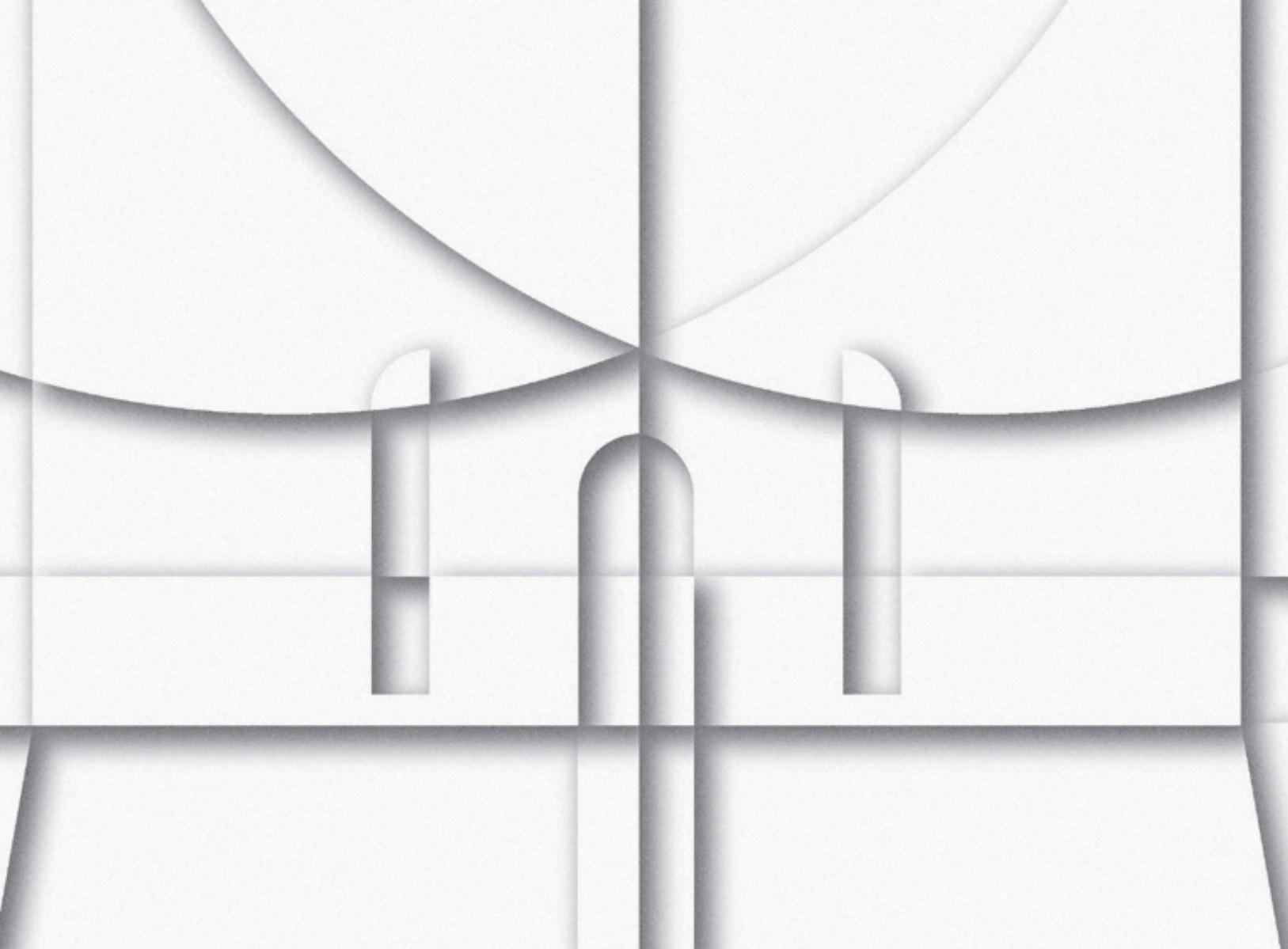
Perhaps the most important thing to keep in mind is that your job as a writer is not to make the perfect manuscript. Your job is to make the best manuscript that you can on your own. Once you have your best manuscript, it's time to work with professionals who will help bring your writing to its full potential before publication. As Oscar Wilde told his editors, "I'll leave you to tidy up the woudls and shoudls, wills and shalls, thaths and whichhs, etc." That said, editors can do much, much more than correct spelling and grammar. We'll discuss editing further in upcoming sections of this guide.

For more tips on how you can successfully complete your manuscript, check out these helpful articles on our blog:

[How to Create a Regular Writing Habit](#)

[How a Tomato Can Make You a Better Writer](#)

[Get Connected!](#)



FROM MANUSCRIPT TO PUBLICATION

PUBLISHING CHOICES

Congratulations, you are one of the very few who manage to complete a manuscript! Next comes deciding how you would like to publish it. Over the last decade there has been enormous growth in the number of ways to get published, as well as the number of writers and companies competing for readers' time and attention. Although these publishing models can differ greatly, they can be broadly grouped into three categories: traditional, DIY, and publishing services.

TRADITIONAL PUBLISHING

This is the most well-known publishing model. In this scenario, a writer publishes his or her book via a publishing company, and often with the help of a sales agent. Publishing companies provide editing, design, and marketing services, and may provide an advance. Advances are usually "against royalties," which means that authors need to earn back their advance from sales before actually earning additional payments. Traditional publishing companies are primarily interested in a book's potential saleability. This makes it extremely difficult for new authors, or those with unusual subject matter, to break through. The timeline for publishing traditionally from acquisition to release is generally 1 to 3 years.



DIY PUBLISHING

This model is represented by companies like Amazon, Smashwords, Blurb, and the like, but can also include independent printers. In the DIY model, authors upload or commission their book's publication directly. DIY companies provide no editing, book design, marketing or promotional support, which also makes them the quickest, cheapest way to publish and allows authors to retain the highest percentage of a book's selling price. However, because DIY books are not professionally produced or supported, quality and sales volumes tend to be very low.



PUBLISHING SERVICES

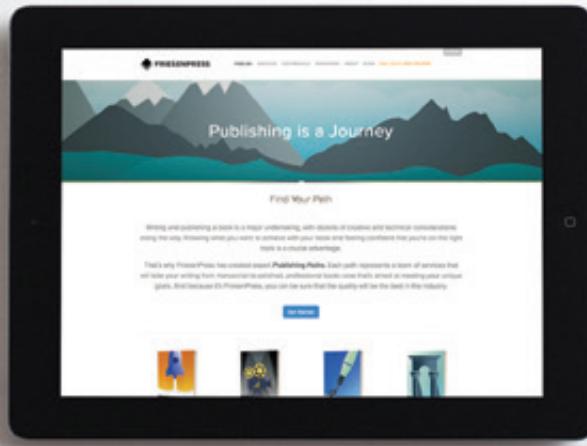
Companies in this category work with authors to publish their books, either digitally, in print, or both. Some companies (but not all) offer editing, design, promotion support, distribution, and other services. Authors pay service fees in advance but earn much higher royalties than are available under traditional models. When done well, a book published with the support of a publishing services company can meet or even exceed the quality offered by traditional publishers. Timeline to publication can vary widely depending on the scope and quality of services offered.



"I CHOSE FRIESENPRESS BECAUSE OF THE COMPANY'S LONG HISTORY

IN PUBLISHING . . . I KNEW I WAS IN GOOD HANDS. THEY CARED ABOUT THE BOOK AND APPOINTED ONE PERSON TO GUIDE THE PROJECT EVERY STEP OF THE WAY. SUCH A GREAT JOURNEY."

—LAUREL DEEDRICK-MAYNE,
AUTHOR OF *A WAKE FOR THE DREAMLAND* AND \$10,000 WINNER
OF THE 2016 ALBERTA READERS' CHOICE AWARD



The FriesenPress Model (and Why We're the Best)

FriesenPress is the only 100% employee-owned publishing services company in the world, with processes built to meet or exceed the quality offered by traditional publishing. Authors who partner with FriesenPress have access to vetted professional editing, custom design and illustration services, personalized promotion plans, and much more.



Editorial Evaluation

Unlike many “self-publishing” companies, FriesenPress authors work with one dedicated Publishing Specialist who guides and oversees all stages of their book’s production. Each book receives a customized editor’s manuscript evaluation, layout, and design, as opposed to the automated, template approach adopted by many other firms.



Layout

Once your book nears completion, you’ll gain access to a dedicated Book Promotion Specialist who will work with you to create a plan to maximize your book’s sales success. We can also coordinate extensive publicity services with a tremendous track record of success in print, radio, Internet, and television.



Design

Our project cycles last from four to twelve months depending on the scope of services you require. And because we’re 100% employee owned, the team producing your book has a vested interest in your success through the achievement of your goals. Unlike many other publishing services providers, we stay partnered with you after your book is published, offering promotional support and a royalty program that will maximize your chances of earning a solid return on your investment.



All FriesenPress staff are located in North America (not outsourced overseas) and authors are welcome to come visit our facilities and meet their project team in person. FriesenPress is wholly owned by Friesens, one of North America’s oldest and most successful book printers. This allows us to offer our authors top quality offset printing, as well as volume discounts unavailable to other firms. Our outstanding industry reputation is reflected in our A+ rating with the Better Business Bureau and overwhelmingly positive Google reviews.



CHOOSE YOUR PATH



Chat with
a Publishing
Consultant.



What's your
book about?



Why did you
write your book?



What's your
budget?

STEP 1

Publishing Consultation

The first step in beginning your publishing journey is to chat with one of our knowledgeable Publishing Consultants. They will answer any questions you may have and will also ask strategic questions about your book so that they can recommend the best services for you. Among the questions they'll ask are:

What's your book about? Different genres have different conventions regarding design, editing, and promotion. Knowing what kind of book you've written will help your Publishing Consultant explain the options open to you and help you make the best decisions for your book.

Why did you write your book? Are you telling an amazing story? Raising awareness about an important issue? Sharing your expertise with others? Knowing why you wrote your book will help us better understand your goals and recommend the best Publishing Path for you.

What's your budget? Publishing a book is a labour of love, but it's also a business investment. You'll want to make sure your book has the resources it needs to succeed in the marketplace. Our Publishing Consultants can help you plan for success, including directing you to resources to help you crowdfund your project if necessary.

STEP 2

Choose The Publishing Path That's Right For You

Based on your conversation with your Publishing Consultant, you can select the Publishing Path and services that best suit your needs. Many additional services are available in money-saving bundles. This allows your book to receive the highest quality services at the best possible price.

Our main Publishing Paths range from the Launch, which provides the essential services you need to have your book produced and distributed, all the way up the Masterpiece Path, which provides the industry's best editing, design, and promotional support.



The Launch Publishing Path

LAUNCH

Start your journey on solid footing. The Launch Publishing Path gets you started with a professionally produced book and allows you to tailor the level of editing, design, distribution, and promotional services you want. Launch offers the ultimate in flexibility for authors who want to choose their own publishing path.



The Classic Publishing Path

CLASSIC

From notebook to bookshelf, FriesenPress's Classic Publishing Path is perfect for authors focused on creating a book that reads well, looks great, and has a solid promotional strategy. For authors who want to further strengthen the editing, design, or promotion features, a variety of powerful upgrades are available.



The Signature Publishing Path

SIGNATURE

Consummate quality, professional impact. The Signature Publishing Path provides a dedicated team of industry experts who partner with you to deliver multiple rounds of editing, design, distribution, and promotional services. The result? A book that will resonate with fans and stand head and shoulders above the competition.

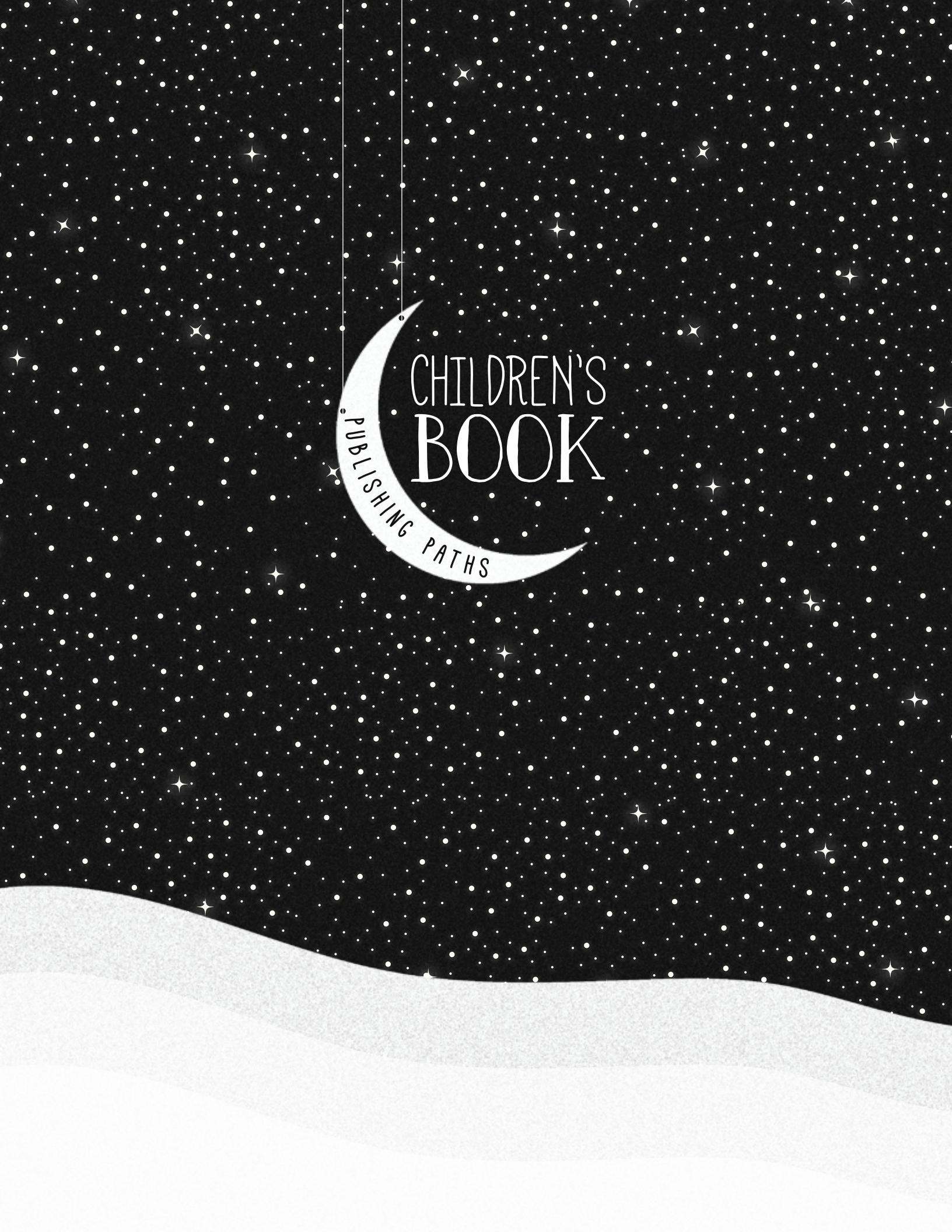


The Masterpiece Publishing Path

MASTERPIECE

A world-class publishing team, a book of lasting value. From editing to printing, every aspect of your book is crafted to the industry's highest standards, including pro-level editing, masterful design, and impactful promotional strategies. Win fans, start a movement, tell an amazing story: the Masterpiece Publishing Path can get you where you want to go.

For full information about our Publishing Paths and our full suite of customized editing, illustration, design, promotion support, and publicity services please visit our website at www.friesenpress.com.



A crescent moon is positioned in the upper half of the image, set against a dark background filled with numerous small white stars of varying sizes. The moon is oriented with its curved side facing left and its pointed end at the top right. It contains text in two parts: "CHILDREN'S" on the upper curve and "BOOK" on the lower curve. Along the inner edge of the crescent, the words "PUBLISHING PATHS" are written in a smaller, sans-serif font.

CHILDREN'S
BOOK
PUBLISHING PATHS

CHILDREN'S BOOK PUBLISHING PATHS

Our Children's Paths offer a wide range of publishing services specifically aimed at meeting the needs and expectations of children's authors and their very special readers.



STORYTIME
PUBLISHING PATH



WONDERLAND
PUBLISHING PATH



EVER AFTER
PUBLISHING PATH

STORYTIME

Teeth brushed, pillows fluffed, and bedside lamp aglow. It's time for your story to meet their imagination. The Storytime Publishing Path gets the tale started with custom cover design, expert layout, and the ability to select the editing, design, distribution, and promotional services you need. Storytime is a great way to get your amazing tale into eager hands.

WONDERLAND

From once upon a time to happily ever after, the Wonderland Publishing Path will help you tell your story beautifully. Featuring premium cover design, back cover copywriting, expanded distribution, personalized promotional strategies, and more, the Wonderland path will make sure your readers soar with excitement and land in wonder.

EVER AFTER

The very best children's stories aren't just for bedtime, they're for a lifetime. With custom illustrations, enhanced artwork and text layout, editing services, expert consultations, and much more, the Ever After Children's Path is designed to create a book made to become a favourite. When you want to offer a reading experience that will be treasured in childhood and beyond, this top level publishing service ensures your story will be enjoyed today and ever after.

For full information about our Children's Book Publishing Paths and our suite of customized editing, illustration, design, promotion support, and publicity services please visit our website at: www.friesenpress.com/childrens.

Once you choose a Publishing Path and sign your Services Agreement, you'll be partnered with your dedicated Publishing Specialist. That's when your journey will really begin.

STEP 3

Editing

When it comes to writing, many people think editing is the part where you fix spelling, punctuation, and tidy up the grammatical dangly bits. But editing is so much more than that. A professional editor brings an objective eye to the persuasiveness of an argument, the logic and flow of content, the effectiveness of description or development, as well as dozens of other creative and technical considerations. To put it another way: an editor can make the difference between an okay book and one that engages and delights readers.



PROFESSIONAL EDITING

At FriesenPress, we read every book we publish, and every book receives an editor's manuscript evaluation. This provides crucial, professional feedback about your book's strengths and where it can be improved. Our editors deliver essential services such as Copy Editing, Developmental Editing, Content Editing, Proofreading, Back Cover Copywriting, and more.

Every FriesenPress editor has been vetted via a stringent examination based on Editors Canada standards — an internationally recognized criterion defining the level of performance expected of a professional editor. All FriesenPress editors are anonymously evaluated by a long-standing Editors Canada professional standards committee member to ensure the highest level of editing excellence for each of our authors. And if that weren't enough, we also have an in-house quality assurance process that reviews the editing work once complete.

In short, FriesenPress offers the highest-quality editing services in the industry. It's no wonder that so many FriesenPress authors receive rave reviews and win major awards.



Grammar



Argument



Flow

To learn more about how editing can empower your writing, download our free guide, [The Hidden Power of Editing](#) by clicking here.

You can also learn more about editing on our blog:

[The Importance of Professional Editing, Part 1](#)

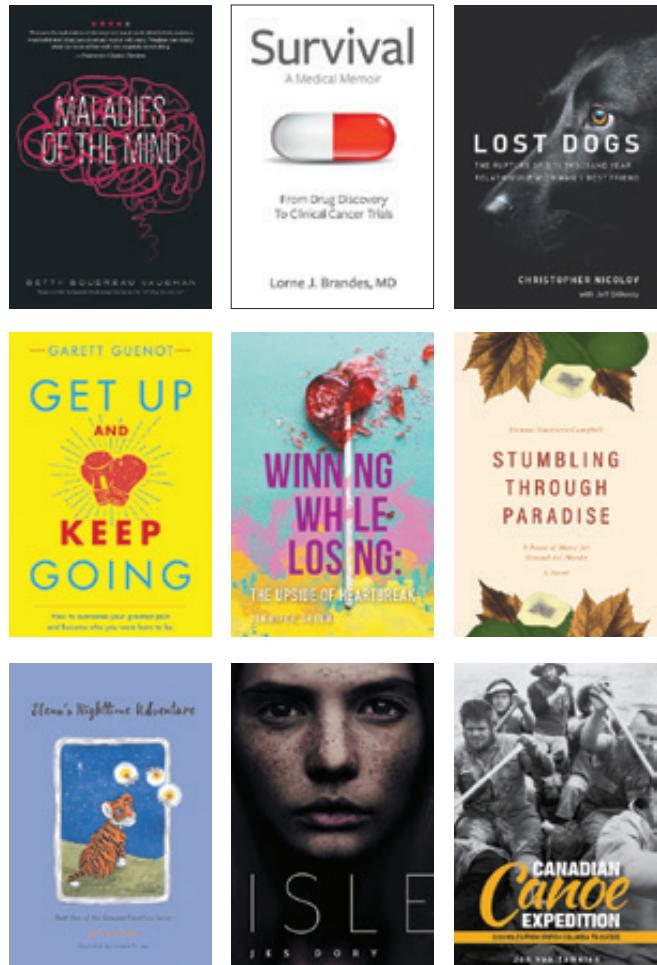
[The Importance of Professional Editing, Part 2](#)

[Hidden Power of Editing Guide](#)

STEP 4

Layout and Design

When most people hear the term “book design,” they usually assume you mean a book’s cover. While cover design is a vital part of book design (and we’ll talk more about that below), a book’s interior, size, paper, and finish are all important considerations. Most “self-publishing” companies use a template approach to text layout. This means that your text is formatted using a premade, cookie-cutter design scheme. This approach can result in an uncomfortable reading experience and allows no room for personalized text enhancements. At FriesenPress, every book is individually formatted by an expert book designer.



As for a book’s exterior, we’ve all heard the adage, “Don’t judge a book by its cover,” but the reality is that this is exactly what readers do. And that’s not necessarily a bad thing. A well-designed book cover can catch a prospective reader’s attention, help them get a feel for what the book is about, and convince them that the book’s quality will be worth their time and money. A dull or amateurish book cover might lead people to conclude that the writing is the same. After all, if the author didn’t bother to make their cover great, why should readers expect the interior to be any different?

Although creating a nice cover for your book might seem straightforward, there are many factors that make for a successful design. And in a competitive marketplace your book needs every advantage it can get. The experts at FriesenPress will work with you to ensure your book is attractive, memorable, and professional — inside and out.

Top Information You Should Share With Your Designer

WHAT IS THE MOOD OF YOUR BOOK?

Happy? Sad? Professional? Anxious? Friendly and guiding? Dramatic?

IS THERE A CENTRAL IDEA OR ELEMENT THAT COULD SYMBOLIZE YOUR BOOK?

If you can distill the essence of your book into a sentence or two, this will go a long way to helping your designer develop creative solutions. For example, writing “an adventure story about a doctor who survives a tsunami” would give your designer some metaphorical or symbolic design possibilities.

WHO IS YOUR AUDIENCE?

Knowing who your book is meant for will help your designer to make choices that will resonate with your intended audience. Be as detailed as you can be. Not just “smart people” but “thirty-something career women who thrive on challenges,” or “elementary school kids who are curious about cool chemistry experiments.”

DO YOU HAVE ANY STRONG PERSONAL PREFERENCES?

Ideally, you will have an open mind and be comfortable trusting your designer’s judgement. In some cases, however, it is important that a cover echo or evoke something (a genre convention, a place, an object that is the focus of the book). In these instances, be sure to let your designer know before they begin work on your cover.

COMMON MISCONCEPTIONS

Contrary to what many new authors may think, you don’t need to tell the whole story on the cover to sell your book. Often making use of things like symbolism and typography are just as strong as having multiple elements that relate to the story. Your designer will be able to take the information you have provided and set a tone for the book.



INFO TO SHARE



Mood



Idea



Target

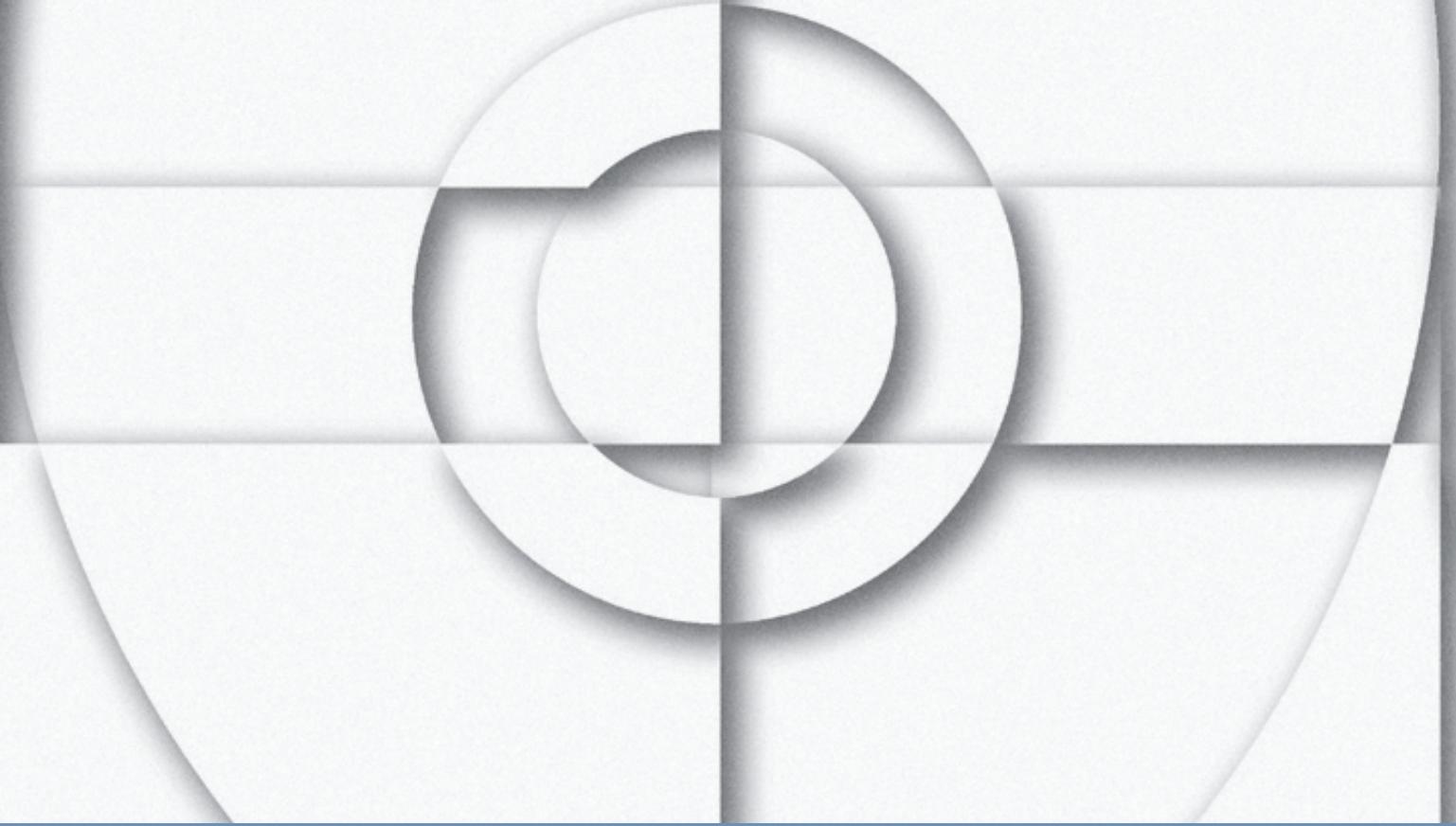


Vision

To learn more about book layout and design, check out our blog:

Readability 101: Designing the Interior of Your Book

The Subtle Art of Typography



FROM PUBLICATION TO **SUCCESS**

PRICING, DISTRIBUTION,

PROMOTION, AND PUBLICITY

After the hard work of editing and design — and the wonderful thrill of seeing your book actually take shape — it can feel anti-climactic to think about how much your book should cost, where it will be available for purchase, and how you will promote it. But tending to these details and making good decisions at each step is vital to your book's ultimate

success. That's why FriesenPress stays partnered with you through this process. While other companies are happy to deliver your manuscript in book form, it's rare that they'll stick with you through this most crucial phase of publication. Instead, they promise you huge royalties, push the "publish" button, and wish you good luck. But as the saying goes, 100% of nothing is still nothing.

At FriesenPress, we work with you to build your book's success plan. This means making good choices about how much your book should cost to be competitive, where it should be available (online only, in brick and mortar stores, in volume at conferences, festivals, schools, libraries?), and how you are going to let people know why they should be interested in buying it.

Our Book Promotion Specialists will help you create a strategy that makes sense for the kind of book you're publishing and the kinds of audiences you're trying to reach. If you're aiming for a mass audience, we've partnered with Smith Publicity to help you achieve national and international publicity. Smith Publicity has an unmatched record of success helping authors to get featured on radio and television shows, in online blogs, e-zines, and podcasts, as well as top magazines and newspapers around the world.

Learn more about promotion on our blog:

[Authors Helping Authors](#)

[How to Craft the Unique Selling Proposition of Your Book](#)

[Publicity: What It Is & When You Need It](#)

[Email Us](#)

[Call Us at 1.800.792.5092](#)

Next Steps

If you're on your way to completing your manuscript, now's the time to explore your next steps. Feel free to contact a FriesenPress Publishing Consultant for a free, no pressure and no obligation consultation.



WE BELIEVE

writing can change the world.
We are amazed and inspired by YOU, the writer, and everything we do is aimed at empowering you TO REACH YOUR WRITING GOALS.

When an author chooses to work with us, we return that trust by acting with responsibility and integrity.

WE DON'T BELIEVE IN ONE-SIZE-FITS-ALL,
or in work without feeling. When authors launch their books, **we cheer.** When they win awards, **we dance.**

We **do** believe in working one-on-one ***in the way that suits you best.***

We know that your success is our success too.
THERE IS NO US WITHOUT YOU.

Publishing should be a rewarding experience.
One that builds confidence, develops new skills, and ultimately **makes you a better writer.**
Our mission is to help you reach your publishing goals.

WE HOPE YOU'LL TAKE THAT JOURNEY WITH US.

*But don't just take our word for it!
Here's what some FriesenPress authors have to say:*

“ ”

Five stars to FriesenPress! Their team of publishing pros and marketing experts were invaluable in turning my draft manuscript into a polished product.

My book has been picked up by Indigo and named to Kirkus Review's "Best Books of 2016," and I definitely owe a piece of that success to FriesenPress!

Their publishing process was seamless from start to finish, and I really appreciated the flexibility in the packages they offer. Thanks, FriesenPress!

**MARK PICHORA, AUTHOR OF
YOU'RE AMAZING! (STARRING YOU)**

“

Throughout my experience with FriesenPress I found there were no surprises, and the process was essentially the same as with the traditional publisher that picked up my book.

In fact, I truly believe that my learning curve with FriesenPress is what made the process with the traditional publisher smooth and easy. I was able to navigate a lot of the contract on my own and didn't feel like a rookie who's desperately trying to sign a publishing deal. The fact that my book was already out there and selling also gave me a little more leverage in negotiations.

Overall, I've had an incredible experience with FriesenPress and you've got a great team. I'm so happy to have published with you. I don't think I'd be where I am if it wasn't for FriesenPress.

**DR. LEE KNOW, AUTHOR OF
*LIFE: THE EPIC STORY OF OUR MITOCHONDRIA***

“

Taking the first step as an independent author could not be more intimidating. You quickly find that the world of writing is far more in-depth than your finished and polished manuscript. Marketing, public relations, social media platforms, branding yourself as an author, your finished product — the list goes on and on.

And that's why I was relieved to cross paths with FriesenPress! It was far more than just a 'publishing experience,' it was an education I never expected.

I was provided a team of phenomenal humans, who were all not only creative geniuses themselves and savvy in the publishing field, but also highly experienced. From day one they were timely and efficient in their work ethic. If I had questions, they were answered immediately. If I had a problem, it was handled quickly. I never felt lost in the process and was guided with fine detail. I was provided with invaluable information about the industry and the construction of building a solid story from editing to designing an eye-catching cover.

I am so proud to have worked with FriesenPress and would recommend them to anyone seeking to not only publish, but invest in an education you won't regret.

JES DORY, AUTHOR OF *ISLE*

“

When a publishing company promises superior services to its clientele and actually delivers, it ought to be acknowledged and applauded.

Such was the outcome I experienced with FriesenPress after signing on with this agency to publish my first novel.

FriesenPress was recommended to me by a lawyer friend who was in the process of publishing, and, upon doing further research into this company, I was impressed with what I learned. This agency delivers on everything it advertises, and more . . . a thoughtful evaluation of the manuscript, excellent editing suggestions, creative cover designs, but most of all, the always-available staff to answer questions in the process along the way to final printings. I couldn't be more pleased with the outcome!

The sequel to my first novel will certainly be published by this company. I, without reservation, recommend the publishing services of this firm to all authors who wish to publish.

**DR. DONALD H. HULL, AUTHOR OF
TANGLEVILLE AND UNTANGLING TANGLEVILLE.**

ABOUT

FRIESENPRESS

FriesenPress is the world's only 100% employee-owned publishing services provider. Our mission is to embrace each book as our own and empower our authors to share their best stories with the world. We work with a wide range of authors across a breathtaking variety of genres including: literary fiction, poetry, romance, scientific texts, business books, children's literature, graphic novels, health, psychology, memoirs, biographies, corporate histories, mysteries, political exposés, travel books, history, self-help, cooking, fashion, spiritual development, training manuals, law texts, and much more. We are one of the largest and most experienced publishing services providers in North America.

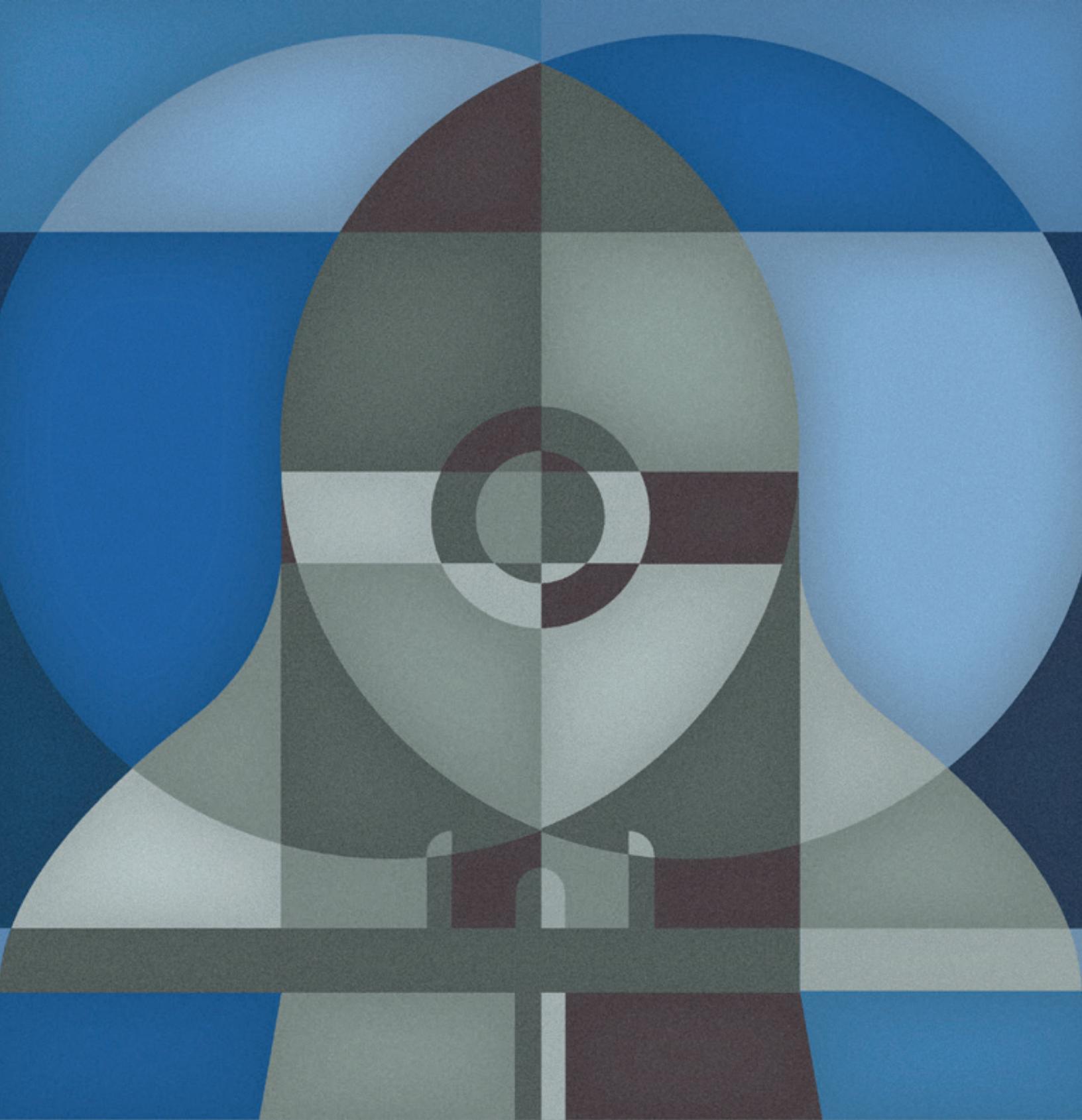
We partner with authors from around the world at all stages of their writing careers: from first-time authors to internationally-recognized career writers, celebrities, respected professionals, and even corporations. Our professional publishing process guides authors through all aspects of book production and continues on into marketing, global distribution, and publicity. And because we're owned by one of the world's top book printers, we can offer an astonishing array of printing options. In any given year, up to 30% of our books are published by returning authors — including many who published entire series. Some career authors have published more than ten books with us! They choose us because they trust our publishing process to help them create a gorgeous, quality book — inside and out.

FRIESSENS

CORPORATION

FriesenPress' parent company is Friesens Corporation — an award-winning North American book printer and Canada's largest hardcover book printer. With over 100 years in the book printing industry, Friesens prints approximately 25 million books every year, including large print runs for the likes of Penguin Random House, Simon & Schuster, Scholastic, and many more. Friesens has been recognized for their dedication to excellence by the most discerning publishing clients. Among Friesens' many services, they produce trade books, art and coffee table books, calendars, school agendas, and yearbooks. Friesens also provides a range of pre-press and binding services, and specialty packaging products.

Partnering with FriesenPress affords you the support of our in-house publishing experts, as well as over 100 years of printing experience and tradition informing every phase of your book's design, production, distribution, and promotion.



friesenpress.com | publishing@friesenpress.com | 1-888-378-6793