

**San Juan Books  
*an author collective for learning, writing, publishing—with support***

***A DIVISION OF MSI PRESS***

***History***

The San Juan Collective began as a small group of would-be (i.e. first-time) authors on the Central Coast of California whose works were not quite ready for prime-time publication but whose content was worthy of national and international distribution and recognition. They did not want to self-publish because they had not yet developed the skills to produce quality books all by themselves. (Even experienced writers need some help, such as copyediting and typesetting and the full support of a publishing house). They began to meet semi-regularly and informally to help each other; MSI Press, being local to the Central Coast, served as a focal point for organizing their efforts, teaching them what needed to be done, and pointing them toward professional helpers, such as developmental editors.

MSI Press has, for some time, been willing to re-consider rejected manuscripts when authors have taken the advice to find a developmental editor and re-submit. Not all, but many, of the resubmitted books were subsequently accepted and published.

***From Local to International***

And now, the San Juan Collective is open to new authors anywhere under our San Juan Books label. We are looking into a platform for conducting the local meetings on a world-wide basis. We are not able to do that yet, but we will be able to do that in the not-so-distant future, creating a rich community of practice.

With the San Juan Collective, MSI Press goes beyond the norm. As part of a subsidiary (to MSI Press) imprint, called San Juan Books, it opens the use of all the talents of its support staff to future authors in the collective. The services of copyeditors, typesetters, cover designers, e-book producers, proofreaders, and others working with MSI Press are made available to the San Juan Collective. What MSI Press/San Juan Books requires in return is that the author purchase a minimum of 150 books (50% payment pre-publication and 50% payment upon publication), plus shipping at cost (UPS).

***Representative Cost***

Much of the cost to the author depends upon book trim size and page count. The easiest way to predict cost is by page count. Page counts for 6x9 pages, which is the traditional trade size, can roughly be calculated as 1.33 times the number of single-spaced manuscript pages, assuming an 8.5x11 manuscript page with 1” margins. If you have complex charts or large illustrations, you may need a larger trim size. For 7x10, figure 1.2 times the number of manuscript pages, and for 8.5x11, the page count should match. If you have a book of less than 150 pages, we will recommend a smaller book size so that we can get a binding on the book. Options are 5x8 and 4x7. Figure those pages at 2 times the manuscript page count and 2.25 times the manuscript page count. The chart below should help. Grayed out areas mean that the combination of page size and page count is unworkable. More than 400 pages in any format generally does not sell well, and so we will not consider that size. Author discount is included: 40%. Cost is given for 150 books.

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| --- | --- | --- | --- | --- | --- |
| *Page count* | *Retail price* | | | | |
|  | *4x7* | *5x8* | *6x9* | *7x10* | *8.5x11* |
| 0-100 | 9.95 |  |  |  |  |
| 101-150 | 9.95 | 12.95 | 14.95 |  |  |
| 151-200 |  | 14.95 | 16.95 |  |  |
| 201-250 |  | 16.95 | 19.95 | 22.95 |  |
| 251-300 |  |  | 22.95 | 24.95 | 29.95 |
| 301-350 |  |  | 24.95 | 29.95 | 29.95 |
| 351-400 |  |  |  |  | 29.95 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Retail price* | 9.95 | 12.95 | 14.95 | 16.95 | 19.95 | 19.95 | 22.95 | 24.95 | 29.95 |
| *Author cost* | 895.5 | 1165.5 | 1345.5 | 1525.5 | 1795.5 | 1795.5 | 2065.5 | 2245.5 | 2695.5 |

***Services to Authors***

What MSI Press can make available to first-time authors right now through its San Juan Books Division is the same support that is provided locally. The risk of publishing is reduced because a guaranteed number of books will be purchased (by the author, at author discount). The cost to the author is minimal because the author can re-sell the books at list price and make a profit. The quality of the books is high because they go through all the quality control steps and support that traditional publishing provides to experienced authors. Specifically,

* Professional editing (normal editing and editorial support for books that meet professional quality standard and may need some adjustment, another eye, assistance with final conceptualization, a slightly different organization for better sales, and the like; this is not developmental editing where the author’s work is not yet of professional quality)
* Professional copyediting (line by line proofreading and correction, including phraseology and occasional slight rewrites)
* Professional typesetting
* Professional proofreading (word by word check for spelling, grammar, and typesetting glitches)
* Professional cover design
* Professional printing (on demand); we can look at offset options if you are willing to purchase at least 1000 books in advance (cost per book is too high at low volumes)
* Submission to Amazon for pre-orders (we cannot force Amazon to accept pre-order manuscripts, but so far all of our books except one has been accepted for pre-order)
* Press release: we prepare this for you and send it with your book to reviewers; upon release of your book, we will email it to any list you provide of local media, as well as the national venues for press releases to which we normally send all press releases
* Submissions to the leading pre-publication reviewers (we cannot guarantee that your book will be reviewed; very few books are selected, but we have had good success with many of our books)
* Worldwide distribution through our wholesaler, which makes the book available through Amazon, Barnes & Noble, and many other online booksellers and online retail stores
* Listing in Books in Print (Bowker) and quarterly wholesaler catalogues
* Availability to local bookstores for shelving (not easy to get them to shelve an unknown author but we give them the same conditions as the large publishers so there is no reason for them not to shelve the book—right of return, free freight, wholesale discount); complete ease for local readers to order the book through their local bookstore
* Support for book events through coaching authors in their communications with event coordinators, providing guidance on normal practices, and making books available through whatever marketing format the event coordinator wishes (direct order through Books in Print/wholesaler,
* Submission to post-publication reviewers, as a minimum US Review of Books (review guaranteed), MidWest Book Review (review not guaranteed because only 80-100 are reviewed monthly out of thousands of books submitted, but most of our books have been selected for review), and at least 1-3 other review organizations (if pertinent ones are available)
* E-book, if desired (at no additional cost); available on Kindle, Nook, and iBooks
* Webpage at our website; updated on a regular basis; featured status on the day that your book comes out and continuing until the next release comes out
* Royalties of 10% on list for paperback books (even if we sell the book at a sale price, you will get full royalty) and 50% on net (actual earnings) for e-books (and audio books if you decide to order one)
* Entry into Book of the Year Award competition
* Your point of contact if you do not want readers and others contacting you directly
* From time to time, featuring excerpts, information, award & review information, etc., on our Face Book page
* Some support materials (e.g., e-files for printing out flyers for book events, jpeg of your book cover as needed for advertising, pdf book copies as needed for reviewers, e-copies of catalogues that you may share as is or print out and share; other kinds of materials may be possible on a case by case basis: ask)

Other services that we can offer that would create an additional cost:

* Paid review services (we collect the reviewer’s fee and shipping cost and provide the book for free; we also do all the work of shipping off the book to the reviewer in the format required)
* Audio book (cost will depend upon the narrator’s fee); we will make a standard list available at any time
* Assistance with filing for copyright (you own the copyright, and we ask that you file for it within 90 days of publication)
* Entry into competitions for awards other than BOTYA; we will provide you with a standard list as well as emerging possibilities
* Opportunity to enter your book into exhibits; as they become available, we make them known to our authors and ask only the pass-through free; we ship the book for you at no cost for the book and shipping
* Advertising opportunities, both individual and co-op, including Foreword Reviews magazine (goes to all bookstores and libraries), e-mail blasts, niche catalogue advertising, etc.
* Kindle promotions of your e-book
* Access to our marketing and PR assistant, as time is available, to line up television, radio, and blog interviews

You will be allowed input into cover design if you wish, but we retain final control in order to maintain our brand and take advantage of our greater expertise in book marketing.

If you need illustrations that you cannot provide, we have freelance illustrators who can handle those. We charge SJB authors $50 per illustration, which is far less than you will probably find anywhere.

You hold copyright to your book. We ask that you file for copyright within 90 days of publication

Please note that if developmental editing is needed, San Juan Books will not accept the book. However, we can make referrals to trusted developmental editors if you wish. The agreement between developmental editor and book author is negotiated independently of MSI Press/San Juan Books. San Juan Books will not accept a book until it meets its writing quality standards.

We expect authors to turn in a proofread, grammatically correct, well written final copy in digital form. For that, we provide a spec sheet.

We also reserve the right to turn down any book that does not fit into the lines that we generally publish. It is very difficult for a publisher to sell books that do not fit into its lines of publication (topics that it publishes). You can get a sense of what we publish by checking our website: msipress.com.

You will become part of the San Juan Books family. That means that we will stand behind you and your book with explanations, assistance, advice, and support to the extent reasonably possible. You will receive our monthly newsletter that provides ideas for better promotion of your book and the ability to interact with our other authors. In the future, we hope you will be able to gather in online meetings and training sessions with other SJB authors.

Supported publishing through San Juan Books is more than a way to get your book into print. It is also a way to learn how to make your next book better. Indeed, if you have applied well the lessons learned from doing your first book via supported publishing to your subsequent books, MSI Press will consider a traditional publishing contract for your subsequent books—and, if the sales of your first book are good, then the second book contract may even come with an advance.