



1760-F Airline Hwy, #203  
Hollister, CA 95023  
Phone: 831-886-2486  
Fax: 831-886-2486  
Email: info@msipress.com

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## **San Juan Books**

*A DIVISION OF MSI PRESS*

With San Juan Books, MSI Press goes beyond the norm. As a branch of the MSI Press imprint, San Juan Books opens the use of all the talents of its support staff to SJB authors: developmental editors, copyeditors, typesetters, cover designers, e-book producers, proofreaders, marketers, and others working with MSI Press.

San Juan Books authors, receive personal attention, coaching, and encouragement to produce high quality books, in keeping with MSI Press's reputation as a publisher of award-winning and standard-setting books. When an author is offered a contract by SJB/MSI Press, the author gains one or more coaches and a family of fellow authors, who interact with each other regularly with support, information, suggestions, and feedback (where asked).

There are several ways to become part of the SJB/MSI family. You can publish with us (Tier A, B, or C) or, as a self-publisher, through us (Tier D).

If your book falls into one of our publishing lines (the topics that we typically publish on, which you can determine by viewing our current catalogue), publish with us via Tier A (if you have an established platform, i.e. thousands of blog followers, name recognition, or the equivalent) or Tier B (if you need help in building an adequate platform).

If your book does not fall within our publishing lines, we will be happy to help you self-publish a quality book as a Tier C or Tier D book. Tier C was established to help authors known to us who had good content for a book, whether or not fully written, but who do not wish to self-hire all the staff needed to make sure that it is a quality book that makes it out into the world where it can be purchased online, offered for review, and included in exhibits. Tier C authors are able to use the Tier B services to publish a book that we could not otherwise accept. Tier C books are listed in our catalogue as part of the San Juan collective. Tier D books, on the other hand, may be published by any printing service (such as CreateSpace, SmashWords, or your own printer/naming yourself as the publisher). Through us you will have access to coaching services to help you steer clear of scams or errors made by other authors, the opportunity for an inexpensive manuscript review, and feedback on contracts, query letters, and approaches to literary agents, among other activities you might wish to engage in. You will also have access to all Tier B services, and you may sell your books on consignment with us, hold book signings at The Literary Center (TLC, our physical location), and display your self-produced advertising materials at TLC.

All San Juan Books appear on our website as individual books. All SJB authors are offered the same promotional and advertising opportunities as our traditionally published authors; these represent significant opportunities at reduced expense generally not available through other avenues of supported or independent publishing. If your San Juan book sells well, we will be happy to consider traditional publication of your next book that falls within our publication lines: since we have been expanding our lines recently, check our catalogue, available at our website, for current information.

## Tier A

### *an author collective for learning, writing, publishing—with support*

Tier A allows MSI Press to take the risk of publishing an author new to us (and, often, new to the reading public) by asking the author to share some of that risk. For Tier A publication, MSI Press/San Juan Books requires the author to purchase a minimum of 120 books (50% payment pre-publication and 50% payment upon publication) at 20%-25% pre-publication author discount. Shipping is provided at no cost through UPS. Enterprising authors can sell these copies for the retail price, regain their invested funds, and even make a profit.

To qualify for Tier A, an author must have established a strong platform. That can be a strong social media presence, a bona fide fan club, or, more traditionally, a well known name. If an author does not have such a platform, Tier B is a good option (see below).

With Tier A, with the exception of the required book purchase, little activity on the side of the press or the author differs from traditional publishing. Tier A books are marketed together with other MSI Press books in all the ways that MSI Press markets books. Authors are presented with all the same opportunities that MSI Press traditional authors receive and receive normal traditional publishing kinds of support.

If you are not clear whether your book would be a candidate for traditional publishing, SJB Tier A publication, or SJB Tier B publishing, just submit the MSI Press book proposal template and in your cover letter, indicate that you are unsure which program applies. Our staff will make the appropriate determination. Always, this is an interactive process between you and our staff.

### ***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 book size smaller than 6x9 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. Cost is given for 120 books with author discount.

<i>Page count</i>	<i>Retail price</i>				
	<i>4x7</i>	<i>5x8</i>	<i>6x9</i>	<i>7x10</i>	<i>8.5x11</i>
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

<i>Retail price</i>	9.95	12.95	14.95	16.95	19.95	22.95	24.95	29.95
<i>Author cost</i>	955.20	1243.20	1435.20	1627.20	1915.20	2203.20	2395.20	2875.20

### *Services to Authors*

What MSI Press can make available to first-time authors through its San Juan Books Division is the same support that is provided by its traditional publishing activities. 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 1500 books in advance (cost per book is too high at low volumes)
- Submission to Amazon and Barnes & Noble online for pre-orders (we cannot force any online bookstore to accept pre-order manuscripts, but so far all of our books have been accepted for pre-order by at least one online bookstore)
- Press release: we prepare this for you and distribute it to our list of national media outlets upon release of your book; also, upon release of your book, we will email it to any list you provide of local media
- 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, as well as sales through our website store
- ISBN, listing in Books in Print (Bowker) and quarterly wholesaler catalogues
- Library of Congress Control Number, facilitating cataloguing by libraries
- Availability to local bookstores for shelving; it is 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 (we reserve the right to cancel this option if book returns throw an author into a negative royalty situation), 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, including 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 available on Kindle, Nook, and iBooks
- Book 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; author information included on the author page of our site
- 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)
- Author discount of 20% on pre-publication sales of books and 40% on post-publication sales of books; free shipping on orders of 50 books or more
- Service as your point of contact if you do not want readers and others contacting you directly (though direct contact leads to more sales and we encourage you to provide your email contact information for readers)
- From time to time, featuring of excerpts, information, award & review information, etc., on our Face Book page or Twitter account
- Kindle promotion of your book
- 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)
- Access to the MSI Press author page on Face Book where MSI Press authors share success sales techniques and other information with each other

Other services that we can offer at a pass-through cost for services:

- Paid review services (we collect the reviewer's fee, book cost, and shipping/postal and postal expense and do all the work of shipping off the book to the reviewer in the format required; authors can do this on their own, as well, but in some cases we get a publisher's discount which we are able to provide to the author if we do the submission); if desired, we will submit to Netgalley and Library Thing, as well, at cost—we do get a discount with the former.
- Audio book (cost will depend upon the narrator's fee); we will act as middle man, as desired, at no cost
- Assistance with filing for copyright; you own the copyright, and we ask that you file for it within 90 days of publication; we will provide you with the two books required, direct you to the proper forms, and, if we can, answer questions that come up
- Entry into competitions for awards; we will provide you with a standard list as well as emerging possibilities and provide suggestions for where we think your book has the best chance; there are fees, which we will pass through—most often, we get a publisher's or member's discount, making entry more affordable for our authors
- Opportunity to enter your book into exhibits; as they become available, we make them known to our authors and ask only the pass-through fee; 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, and other opportunities that are made available to us as a publisher will be made available to you through our discount or access
- Access to our marketing and PR assistant, as time is available, to line up television, radio, and blog interviews
- Any Tier B marketing package

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 Tier A authors \$50 per illustration, which is far less than you will probably find anywhere.

Please note that if developmental editing is needed, San Juan Books will not accept your book. However, we can make referrals to trusted developmental editors if you wish. The agreement between the 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. However, we will reconsider a book that has been rewritten with the assistance of a developmental editor; in many cases, we have published such books.

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](http://msipress.com).

To have a book accepted into Tier A, in addition to a well written book, we expect the author to have a viable platform. That includes an author's page on Amazon, a blog or website (preferably both), and at least 10K followers on one or more social platforms or a combination thereof (Face Book, Twitter, Instagram). We will consider fewer social media followers if you can show us that you have a different kind of "captive audience," such as a clinical practice, book club with a large number of members, a megachurch or another kind of equivalent. A publicist is helpful but not required; however, if you do have a publicist, we will work in complementary ways with your publicist, if desired.

If you do not have a viable platform but do have a good quality book, we will recommend Tier B (hybrid publishing).

## **Tier B** *hybrid publishing*

If you do not meet the strong platform qualifications for acceptance into Tier A, Tier B, hybrid publishing is a really good option, especially in today's publishing climate. In hybrid publishing, an author who would otherwise self-publish seeks out the support of a full-fledged publishing house via payment for services. Hybrid publishing fills the need in which traditional publishers cannot take on untested authors and new authors are not ready to go it on their own.

Tier B's primary requirement is a well written book. If your book is not ready for full-time entry into the world market, we will tell you and make some suggestions for developmental editing choices. At this time, we do not do developmental editing, but some of our copyeditors will provide that service; you may choose to go with one of them (you would negotiate your own contract for these services with the editor) or with someone else of your choosing. We do not guarantee acceptance after developmental editing and have turned down re-submitted books. We have also accepted resubmitted books both from our own editorial staff (we stand at 100% with these editors) and with external editors (we stand at around 40% with external editors), so your chances are good either way.

To make budgeting easier for hybrid authors, MSI Press has developed a “salad bar” of packages, depending upon what an author needs and how much an author wishes to invest. Editing and production packages are required—there is no way otherwise to publish a book. However, authors may choose among a number of marketing packages, or choose to go the marketing route alone. Editing and production costs will be affected by book size, illustrations (and source of them), and other factors. The packages that MSI Press offers are:

Editing. \$8/page, includes general editing, copyediting, and proofreading of galleys.

Production. \$1200, includes cover design, typesetting, specific formatting for printing, and e-book preparation/ uploading. Does not include illustrations.

Illustrations: varies, depending upon needs:

\$100 per drawing: color or B&W

\$50 per stock photo

\$25 for author supplied photo (\$35 if photoshopping is needed)

Marketing.

Book review submissions

\$200. 20 non-fee submissions (reviews cannot be guaranteed)

\$10/book + reviewer fee

Trade shows & exhibits. \$10/book + exhibit fee (at publisher discount where available)

Competitions & awards. \$10/book + competition fee

Pitch letters to television, radio, and podcasts. \$1K

10 hours of mentoring

representation to 10 podcasts or shows

contact information for 10 radio shows/podcasts

preparation of sample/generic materials (one sheet, pitch letter, etc.)

continued representation available at \$200/month (one contact per week)

*\*note: our publicist will represent your book to producers, but we cannot*

*guarantee an invitation for an interview from any given producer (we do have a pretty good success rate); your book has to appeal to the producer*

Advertising \$300/month

Press releases-updated, revised, redistributed

Social media: twitter, bi-monthly Foreword issues

Joint ad in Foreword Reviews or equivalent

Tier B authors are also free to take on their own publicist. Where desired, we will work in complementary ways with your publicist.

Tier B authors are paid the same royalties as Tier A authors.

## Tier C

### *assisted publishing*

If your book falls outside our regular publishing lines, Tier C may be an option for you. If your book is of high quality, or if, with assistance, it can become a high quality publication, we can offer the full range of Tier B services, as well as paying the same royalties as we pay to all MSI Press authors, traditionally published or published through one of our SJB tiers.

Your Tier C book will be displayed at The Literary Center and will appear in our catalogue. It will be made available for review (if reviewers' fees are paid), for advertisement along with our traditionally published books (if fair share of advertising cost is paid), and online.

### **Tier D**

#### *assisted self-publishing*

If your book falls outside our regular publishing line, and you plan to self-publish, we can provide coaching services at \$75/hour that could make self-publishing considerably easier and safer for you. Our coaching can help you escape the scams and the overpriced options out there that do not give you the full range of author experience that a traditionally published book enjoys. We can refer you to development editors or to legal assistance for contracts, and we can advise you on protecting copyright and filing related paperwork. Our 15 years of experience with new authors can considerably reduce the chances of new author errors and poor investments.

If we feel that your book fits with our collection, it can be listed in our SJB Collection in our catalogue, together with the name you have chosen for your publishing company and information on purchasing. By mutual agreement, you may be able to place the book on physical consignment with us, and, for a small fee, hold a book signing at The Literary Center if you are or will be in the vicinity of San Juan Bautista, California.

Since you will be self-publishing and not publishing through us, you would not receive royalties, as do Tier A, B, C authors. However, all Tier B services, except printing, can be purchased from us. We can refer you to printers in your area on a consulting basis—this is most likely the least expensive basis for you; we can also advise you on the viability of any printer you are considering.

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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.