



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

San Juan Books
A HYBRID PUBLISHING 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 as a SJB or, as a self-publisher with your own press name, through us.

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

SJB 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. With SJB, with the exception of the required fees, little activity on the side of the press or the author differs from traditional publishing. San Juan 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.

Determination of SJB or MSI

If you do not meet the strong experience and platform qualifications for a traditional contract, 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.

The 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.

If you are not clear whether your book would be a candidate for traditional publishing or a San Juan Books contract, 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.

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)
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- 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
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- Author discount of 40% on sales of books; free shipping on orders of 50 books or more
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- 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; we no longer do our own audio books, having found them not cost-effective

- 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 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, 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

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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. Illustration requirements will depend upon the book and may be supplied by the author as long as the quality of 300 dpi at size to be printed is followed and overall look-and-feel is acceptable to the MSI Press production staff.

Marketing and promotion options are made available, at cost, and often with support from MSI Press (the traditional side) of the house) as they become available. MSI Press supports SJB authors with press releases and some access to public relations (assistance in setting up interviews and the like), but major publicity undertakings fall to the author, with MSI Press supporting as possible on a case-by-case basis. Guidance, advice, and hand-holding are free!

SJB Pricing

Editing. **\$950** for a book up to 120 manuscript pages at 12-point type or larger; \$8/additional page for lengthier manuscripts; includes general editing, copyediting, and proofreading of galleys.

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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 17 years of experience with new authors can considerably reduce the chances of new author errors and poor investments.

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We can obtain ISBN numbers for you at cost, currently about \$10 per ISBN, but that could go up. We can also apply for a Library of Congress Control Number for you. (This support is not available to authors working with self-publishing book companies, like Kindle, Xlibris, etc. Those companies supply these items as part of their contracts.)

Marketing support

As a self-publisher, if you wish to have marketing support, we can make available to you, at cost, a wide variety of marketing options that are available to MSI Press and SJB authors. (This may not be possible,

however, if you use a self-publishing, i.e. vanity publishing, company, rather than printing your own book.)

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 our in-house authors. However, all 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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