

**San Juan Books**  
*A DIVISION OF MSI PRESS*

**Tier A**

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

***History***

San Juan Books 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).

***From Local to International***

And now, San Juan Books is open to new authors anywhere. We are looking into a platform for conducting meetings on a world-wide basis. We are not able to do that yet, but we do have an exclusive author's Face Book page and hope that in the not-so-distant future to create a rich community of practice.

With San Juan Books, MSI Press goes beyond the norm. As part of a subsidiary (to MSI Press) imprint, San Juan Books opens the use of all the talents of its support staff to SJB authors: copyeditors, typesetters, cover designers, e-book producers, proofreaders, and others working with MSI Press. MSI Press authors receive personal attention, and so do San Juan Books authors.

What MSI Press/San Juan Books requires in return is that the author purchase a minimum of 120 books (50% payment pre-publication and 50% payment upon publication) at 20% pre-publication author discount. Shipping is provided at no cost through UPS. Enterprising authors can sell these copies for the trade price, regain their invested funds, and even make a profit.

***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 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
- 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 qualifications for acceptance into Tier A, you might consider Tier B, hybrid publishing. 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

Appearances on radio, television, 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)

Advertising \$300/month  
Press releases-updated, revised, redistributed  
Social media: twitter, Foreword  
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.

MSI Press is a member of the Independent Book Publishers Association. As such, we follow the professional ethics developed by IBPA for hybrid publishers. You can find these standards on the IBPA site.

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If you are accepted into either Tier A or Tier B, 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 (either Tier A or Tier B) 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.