



# THE LITERARY CENTER

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## PUBLISHING PACKAGES

TLC can help authors with a variety of types of publishing: self-publishing, hybrid publishing through San Juan Books, and traditional publishing through MSI Press or through another traditional publisher. The choice depends upon the nature (quality, organization, and genre) of the manuscript, the experience and reputation of the author, the amount of control that the author wants over his/her product, and the timeframe (if any) that is motivating the author to publish.

Prior to making this determination, the author's specific situation needs to be considered and some pre-production help may be needed. Coaching helps where an author is publishing for the first time or entering a new genre and needs some guidance in how to go about doing that. Developmental editing may be required when an author needs to refresh his/her knowledge of writing mechanics. TLC can help with both of these situations.

### COACHING

Coaching is one-on-one mentoring with a client (writer). The goal is to help the writer to understand how writing and publication works. The coach will provide feedback wherever needed or desired: on manuscripts and the mechanics of writing (in some cases, the coach may recommend a developmental editor or even a ghost writer), on book proposals, on letters to literary agents, on proposed or draft book contracts (in some cases, the coach may recommend legal referral), and on looking for a book publisher. Post-publication, regardless of publisher, including self-publication, coaching can include assistance with filing for copyright, developing a marketing plan (including the incorporation of social media), suggestions for book signings and presentations, press release distribution, referral for press release writing, obtaining reviews, and other promotion opportunities, some of which may be available through MSI Press LLC if a book is published by MSI Press.

TLC charges \$75/hour for coaching. This is significantly less than most coaching programs, which can be 2-3 times that much. The first hour is free; the total number of hours depends on need, and there is no required minimum. For specific requirements, such as manuscript review, estimates will be given before work is undertaken.

## **DEVELOPMENTAL EDITING**

TLC recommends developmental editing when a writer needs to improve knowledge of grammar, syntax, and the mechanics of writing. Development editors can teach writers how to bring a flat manuscript alive. Where appropriate, TLC will refer the writer to an experienced developmental editor; charges and activities are determined by a contract between the editor and the writer—TLC does not become involved in that. However, if a writer is in TLC's coaching program, the coach will assess the contract with the developmental editor with an eye to advising the writer on whether the contract is advantageous to the writer. While TLC will refer to developmental editors we know to have done good work in the past, i.e. the books have ended up being published, we cannot make any guarantee as to outcome from a private contract.

## **GHOST WRITER**

While TLC does not advocate hiring a ghost writer, this is often done where someone has a great story and limited writing skills or limited interest in spending the time to write the story. TLC prefers to see authors develop their own skills, and that is what a developmental editor does. Any contract with a ghost writer should be negotiated by the writer, and all details remain confidential between client and ghost writer. While TLC will refer a writer or someone with a story idea to a ghost writer, we cannot make any guarantee as to outcome from a private contract

## **SELF-PUBLISHING**

Self-publishing is becoming ever more popular, but there are many pitfalls, especially for new authors. Unfortunately, there are scam artists, and there are also book "publishers" that are essentially just book "printers." The latter will print your book, but you are responsible for all other publication requirements, including post-publication marketing.

Self-publishing is most viable when an author is highly experienced and can handle all aspects of the publishing process on his or her own. Stephen King is one such example, but he did not start out as a self-publisher. He began by having his books published by a traditional publisher, from whom he learned the science of publication.

Self-publishing is also warranted when an author wants full control over the whole publication process or when an author cannot interest a traditional publisher in his/her work (typical of new writers). In these cases, because there is little mandatory quality control, the author accepts responsibility for how his/her book looks—and many mistakes can be made that will make it difficult to get a traditional publisher in the future or even to sell the book. Here is where TLC can help with its publishing packages:

**Editing package.** This includes manuscript review and feedback, copyediting (line by line corrections before a book goes into production), and proofreading (generally done with galleys after a book is in production). \$800 per 100 pages.

**Book production package.** This includes assignment of an ISBN, optional assignment of a Library of Congress Control Number, typesetting, production of galleys, correction of galleys, and submission to the printer. \$1200 up to 250 pages; by negotiation for books more than 250 pages.

**Printing & distribution package.** This includes printing, shipping, wholesale & distribution (if desired, listing on Amazon and other online booksellers and availability for ordering by bookstores), and inclusion in Books in Print and other resources. Cost varies, depending upon size of book, shipping fees, and distributor's prices. Alternatively, a self-publishing author can upload through Kindle, after ensuring quality control through editing and book production packages.

**Marketing.** A wide range of marketing services is available at cost plus some service fee of \$5-\$10. These include advertising, exhibits, contests, press release preparation & distribution, and promo materials. See TLC Products & Services list.

**E-book design.** E-books are available for any book that MSI Press LLC publishes and any book that TLC typesets. Cost \$250 for production and making the book available on line at Amazon, iBooks, and Nook (Barnes & Noble). Royalties are paid out through MSI Press LLC; there is a \$10 annual service charge for the bookkeeping, tracking, calculation, and pass-through of royalties. Alternatively, the author can upload TLC typeset files through Kindle.

## **HYBRID PUBLISHING THROUGH MSI PRESS**

Two tiers of publishing are available through MSI Press. The selection of tier depends upon the extent of the author's platform. Hybrid publishing book genres and topics do not have to coincide with MSI Press LLC's publishing lines but can be any topic or genre. However, quality standards must be met.

Tier A requires a minimum purchase of 120 books at 40% author discount. These can be sold at full retail, and the author can make 40% profit. Tier A is available to those authors with strong marketing platforms. Cost varies by retail price of individual book.

Tier B requires purchase of editing, book production/printing, and marketing packages. Tier B is available to books meeting MSI Press quality but whose authors do not have a strong marketing platform. Costs as listed above for self-publishing.

### **TRADITIONAL PUBLISHING THROUGH MSI PRESS**

MSI Press LLC is a traditional press that offers traditional publication through its MSI Press LLC brand name and hybrid publishing, described above, through its San Juan Books program. Traditional publishing is offered to authors who have previously published through MSI Press successfully; advances are occasionally provided to authors whose books have been popular or who have been requested to write books on specific topics. Each case is decided on its own merits.

With traditional publishing, there is no charge to the author. The publisher usually retains full control over cover design, layout, and editing. Specific rights are purchased by the publisher, as detailed in a contract, and royalties are paid annually on 10% of the retail value of all paper and cloth books sold and 50% on all e-books sold.

### **TRADITIONAL PUBLISHING THROUGH OTHER PRESSES**

Through its coaching program, TLC can help authors reach out to literary agents and publishing houses. However, TLC cannot guarantee acceptance by any agent or publisher; they all have very distinct requirements. We recommend that those looking for this level of publishing follow the guidelines in our book, *Publishing for Smarties: How to Find a Publisher*, which can be purchased for \$5 at TLC.

*Authors, whether traditionally published or self-published,  
are invited to sell their books on consignment through TLC  
and list their books in the San Juan Books Collection in the MSI Press LLC catalogue.*