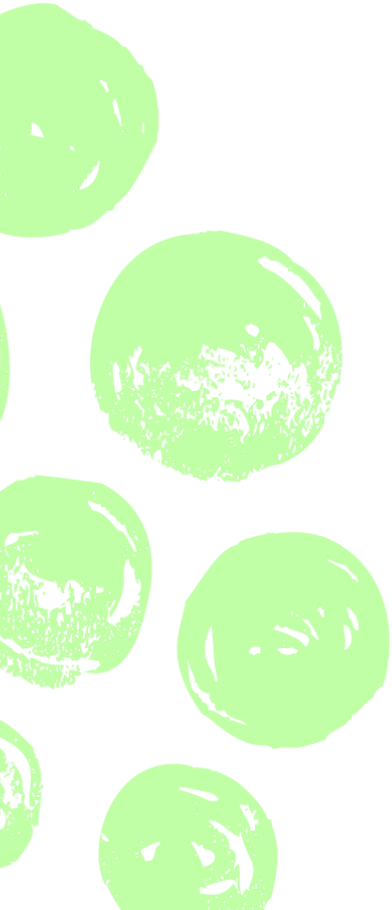


KIRK HOUSE
PUBLISHERS

HOW TO WORK WITH US



Kirk House Publishers and FuzionPress: How to work with us
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December 2022

Published by Kirk House Publishers
1250 E 115th Street
Burnsville, MN 55337
Kirkhousepublishers.com
612-781-2815

We offer two different types of publishing.

KIRK HOUSE PUBLISHERS

<https://www.kirkhousepublishers.com/>

Brian and Ann Aubitz acquired Kirk House Publishers on March 1, 2020. Kirk House Publishers is a **hybrid publisher**. A hybrid press or publisher is a publishing house that combines self-publishing and traditional publishing business models. Hybrid publishing is based on a contribution to be paid by the author. Kirk House offers a competitive royalty.



<https://www.fuzionpress.com/>

For authors seeking the best that the **self-publishing** world can offer, FuzionPress has the highest-quality design, formatting, editing, and printing, all provided by our team of professionals. In addition, we offer custom self-publishing services and packages tailored to meet your specific objectives. As a **mentor press**, we help you with every component of the publishing process. The author pays for all services and retains all royalties.



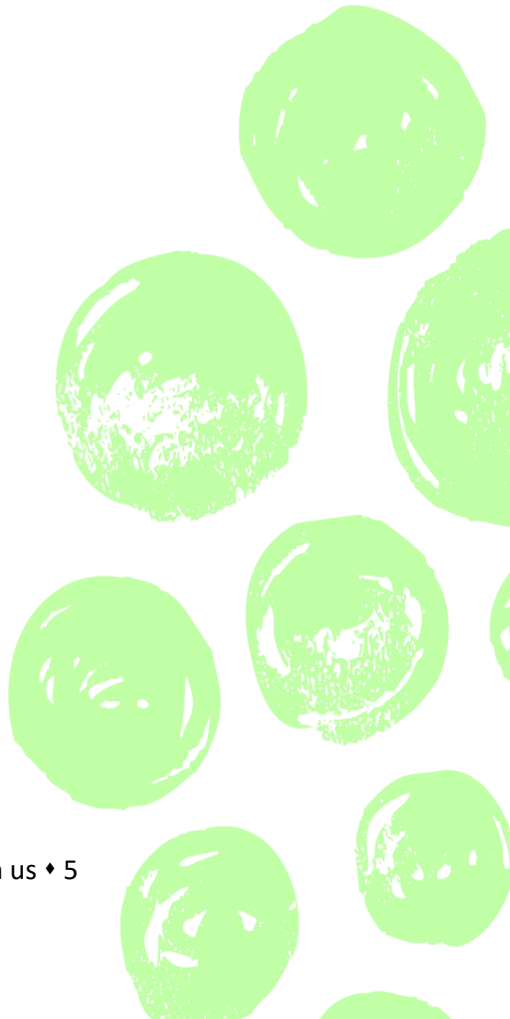
KIRK HOUSE
PUBLISHERS

Section 1

Kirk House

About Us

How to work with us ♦ 5



Where we are

Kirk House Publishers
1250 E 115th Street
Burnsville, MN 55337
Kirkhousepublishers.com
612-781-2815

Who we are

Proud publisher of great writers and gifted storytellers.

Kirk House Publishers is a hybrid publisher founded in 1994 in Minneapolis, Minnesota. We at Kirk House believe that a good book can fuel imagination and inspire humanity. That is why we publish books that inspire and make the world a better place.

Kirk House authors recognize the desire and dedication we bring to publishing their work. Our growth over the years has been incredible, and our goal is to continue discovering gifted writers. In addition, we form relationships with our authors to develop their books and careers over the long term.

What is a hybrid publisher?

A **hybrid press** or publisher is a publishing house that operates with a different revenue model than traditional publishing while keeping the rest of the practices the same. Hybrid publishers' revenue comes from book sales *and* fees charged for executing their publishing services.

How we are different

We are different from other publishing companies because we manufacture the books we publish at our facility. That means we manage the publishing and production process for each title.

The most important distinction between hybrid and other types of self-publishing is that a hybrid publisher does not accept every manuscript presented to them for publication.

Authors who wish to have their book considered for publication by Kirk House Publishers will need to follow our submission guidelines. All our titles are vetted, and the authors are notified if Kirk House is interested in publishing the manuscript.

<https://www.kirkhousepublishers.com/submissions>

How we started

Kirk House Publishers was founded in 1994, and we (Ann and Brian Aubitz) became owners on March 1, 2020. We have owned Preferred Services Group, Inc., since 1997 and founded FuzionPrint in 2009. FuzionPress is our self-publishing imprint.

Our Titles

We have over four hundred books on our backlist (Kirk House Classics) and new titles released monthly.

What is our passion at Kirk House Publishers?

At our shop, we understand that as publishers/printers, we must be responsible for the materials that we use.

- **Reduce** our energy usage by shutting off our machines when they are not in use.
- **Reuse** packaging materials –paper comes in wrappers, and we use those as packaging for our daily shipments. We also reuse all our boxes.
- **Recycle:** We are using as many recycled papers as possible, and we are moving to replace our most used paper with a higher percentage of recycled content. In addition, we use biodegradable envelopes for shipping books and reuse packing materials when possible.

How to submit your manuscript

We will read 30 pages or three chapters, then let you know if we want to review the entire manuscript. We will only review completed manuscripts. We publish books between 20,000 and 90,000 words.

Please note: We do NOT offer an advance. We will publish your paperback book and provide your book in a digital format. Please allow approximately four weeks for a response. We read all submissions and will notify you if we are interested in proceeding.

When filling out the submission form, list your contact information: name, mailing address, phone number, email, and a bit about yourself. Also, indicate the number of words in your manuscript and if it is completed.

Submission Form

First Name
e.g., Emily

Last Name
e.g., Smith

Email *
e.g., name@example.com

Code Phone
IE ... e.g., 555-555-555

Is your manuscript completed?
Choose an option

Word Count *
e.g., Smith

Tell us a little about yourself

Submission Form

Include a document with 30 pages or three chapters of your manuscript and email it to ann@kirkhousepublishers.com.

We publish a variety of genres in fiction and non-fiction

What we DO NOT publish under the Kirk House Publishers imprint:

Short stories or any manuscripts under 20,000 words

Previously published material
A finished cover or an already formatted book

Work that is not your own

Whenever you want to directly quote, excerpt, or reproduce someone else's work in something you are writing, you should consider whether or not you need legal permission to protect yourself and your business from potential future problems.

A decorative graphic in the bottom left corner consisting of several overlapping circles in various colors: purple, blue, green, yellow, and orange. The circles have a textured, slightly grainy appearance.

Section 2

Kirk House

The Beginning

Paperwork

The **New Account Form** will be emailed to you, or you will be provided with a DropBox link for forms.



New Account Form

Please fill out the information below for our billing system.

Author Information

Author Name: _____

Company Name: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Preferred phone number: _____

Preferred email address: _____

Social Media Handles

Facebook: _____

LinkedIn: _____

Twitter: _____

Instagram: _____


Website: _____

How did you hear about us? _____

Please email the form back to Ann Aubitz at ann@fuzionprint.com.

If you have any questions, please contact Ann at ann@fuzionprint.com or 952-465-2623.

Minnesota Sales Tax Form ST-3 Resale Certificate -Fill out the top of the form, do not check the box at the top for a specific job. **Fill out the entire top part of the form, then check 14 for business services and H for resale: sign and date. The form will be emailed to you.**



DEPARTMENT OF REVENUE
Certificate of Exemption

ST3

Purchaser: Complete this certificate and give it to the seller.
Seller: If this certificate is not completed, you must charge sales tax. Keep this certificate as part of your records.
 This is a blanket certificate, unless one of the boxes below is checked. This certificate remains in force as long as the purchaser continues making purchases or until otherwise cancelled by the purchaser.

Check if this certificate is for a single purchase and enter the related invoice/purchase order # _____.

If you are a contractor and have a purchasing agent agreement with an exempt organization, check the box to make purchases for a specific job. Enter the exempt entity name and specific project:
 Exempt entity name _____ Project description _____

Name of Purchaser _____

Business Address _____ City _____ State _____ ZIP code _____

Purchaser's Tax ID Number _____ State of Issue _____

If no tax ID number, Enter one of the following: FEIN _____ Driver's license number/State issued ID number _____
 State of Issue _____ Number _____

Name of seller from whom you are purchasing, leasing, or renting
Kirk House Publishers

Seller's Address _____ City _____ State _____ ZIP code _____
1250 East 115th Street Burnsville MN 55337

Type of Business

<input type="checkbox"/> 01 Accommodation and food services <input type="checkbox"/> 02 Agricultural, forestry, fishing, hunting <input type="checkbox"/> 03 Construction <input type="checkbox"/> 04 Finance and insurance <input type="checkbox"/> 05 Information, publishing and communications <input type="checkbox"/> 06 Manufacturing <input type="checkbox"/> 07 Mining <input type="checkbox"/> 08 Real estate <input type="checkbox"/> 09 Rental and leasing <input type="checkbox"/> 10 Retail trade	<input type="checkbox"/> 11 Transportation and warehousing <input type="checkbox"/> 12 Utilities <input type="checkbox"/> 13 Wholesale trade <input type="checkbox"/> 14 Business services <input type="checkbox"/> 15 Professional services <input type="checkbox"/> 16 Education and health-care services <input type="checkbox"/> 17 Nonprofit organization <input type="checkbox"/> 18 Government <input type="checkbox"/> 19 Not a business (explain) _____ <input type="checkbox"/> 20 Other (explain) _____
--	---

Reason for Exemption

<input type="checkbox"/> A Federal government (department) _____ <input type="checkbox"/> B Specific government exemption (from list on back) _____ <input type="checkbox"/> C Tribal government (name) _____ <input type="checkbox"/> D Foreign diplomat # _____ <input type="checkbox"/> E Charitable organization # _____ <input type="checkbox"/> F Educational organization # _____ <input type="checkbox"/> G Religious organization # _____ <input type="checkbox"/> H Resale <input type="checkbox"/> I Qualifying capital equipment (see instructions when equipment claimed is part of a construction project)	<input type="checkbox"/> J Agricultural production <input type="checkbox"/> K Industrial production/manufacturing <input type="checkbox"/> L Direct pay authorization <input type="checkbox"/> M Multiple points of use (services, digital goods, or computer software delivered electronically) <input type="checkbox"/> N Direct mail <input type="checkbox"/> O Other (enter number from back page) _____ <input type="checkbox"/> P Percentage exemption <input type="checkbox"/> Advertising (enter percentage) _____ % <input type="checkbox"/> Utilities (enter percentage) _____ % <input type="checkbox"/> Electricity (enter percentage) _____ %
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I declare that the information on this certificate is correct and complete to the best of my knowledge and belief. (PENALTY: If you try to evade paying sales tax by using an exemption certificate for items or services that will be used for purposes other than those being claimed, you may be fined \$100 under Minnesota law for each transaction for which the certificate is used.)

Signature of Authorized Purchaser _____ Print Name Here _____ Title _____ Date _____

Rev. 10/17 Forms, fact sheets, and industry guides are available on our website at www.revenue.state.mn.us

Kirk House Publishers' letter of understanding will be emailed to you.

**KIRK HOUSE
PUBLISHERS**
LETTER OF UNDERSTANDING
Between

Author Name: _____

Kirk House Publishers
1250 East 115th Street
Burnsville, MN 55337

Book Name: _____

Date: _____

Kirk House Publishers, ("the publisher") agrees to publish the work, (book name) _____ in a perfect bound, paperback edition, with a publication date of to be decided upon. In addition, an electronic version of the book will be published in the Kindle format and be made available through Amazon.com, with the same publication date.

_____ ("the author") warrants that all material in the book is either original or is properly credited; and that the author will obtain letters of permission where substantial material from other sources is included.

The publisher will copyright the book in the author's name and will respond to copyright and reprint inquiries. The publisher reserves the right to format the cover and manuscript to its style following industry standards. The publisher will design the interior and the cover for print, and provide the author with an unbound printed proof before printing.

The book will carry the Kirk House Publishers imprint and the publisher will:

- Register the work with the Library of Congress and with the Bowkers International Standard Book Number agency. Such registration results in a listing of the work in *Books in Print*, on major e-commerce bookstores, and in catalogs of library resource firms.
- Submit press releases to local book reviewers.
- Place the paperback book with Amazon.com, with distributor Baker & Taylor, and on the Kirk House website.
- Convert the book to an e-pub file and upload to Amazon Kindle Direct Publishing.
- List book in Kirk House Publishers Marketing material and post on Kirk House Publisher's social media platform.
- Store books in warehouse (free storage for the first year) and will do order fulfillment, charging shipping and handling costs to those ordering the book.
- Give author _____ paperback copies of the book.
- Pay royalties of _____ of net revenues* to the author and will report to the author quarterly on sales of the book when royalties due exceed \$25,00. (Payable 30 days after end of the quarter)
- Offer book for preorder on Kirk House Publishers website. Preorder payments will be treated the same as the royalty payments. (Payable 30 days after end of the quarter)
- Offer additional books available to the author for purchase for 50% of the retail price.

The author will:

Pay Kirk House Publishers _____ to publish books. The amount of printed books will be agreed upon before publishing begins. The author will also be responsible for marketing their book. Editing is an additional charge with option one. .037 per word for line editing or .030 for copy editing.

Author name

Ann Aubitz
Ann Aubitz, Publisher

** Net revenue is the amount received from sales of the book, less discounts and shipping costs for review and complimentary copies. Discounts are from the established retail price of the book (100% to retail customers and less 55% to distributors and wholesalers).*

1250 East 115th Street | Burnsville, Minnesota 55337
612.781.2815 | www.kirkhousepublishers.com
ann@kirkhousepublishers.com

We will start your publishing project once we receive the paperwork and full payment. We also require the author to submit a W-9 to pay royalties.



Section 3

Kirk House

Publishing Options

Kirk House Publishers Option One



Hybrid Publishing Options & Pricing 2023

Materials/Services	Option One	Option Two
Editorial Assessment	X	X
ISBN and Barcode (Kirk House Publishers Imprint)	X	X
Library of Congress Control Number (LCCN) and copy of book sent to the Library of Congress	X	X
Cover Design (3-5 options)	X	X
Interior Design/Formatting	X	X
Distribution from Kirk House Publishers Warehouse (negotiated after one year)	X	X
Paperback book listed on Amazon Advantage	X	X
Title listed on Kirk House Publishers website for sale	X	X
Book uploaded to Ingram for print on demand distribution (Ingram prints and distributes the title to multiple online retailers)	X	X
eBook converted and posted to Amazon Kindle	X	X
Title featured in Kirk House Publishers catalog and in printed materials	X	X
Book posted on Kirk House Publishers social media sites	X	X
Author to receive paperback books. Printing specifications—size: 6x9 small, 5.5x8.5 pr 5x8 up to 300 pages. Cover printed on 12 point coated one side stock, full color with bleed, with UV or Matte Lamination. Interior printed on 60# white offset text, black ink only, no bleed. <i>Page counts exceeding 300 pages, colored ink, and natural paper will be an additional charge to the author.</i>	10	100
Kirk House Publishers will pay royalties to the author	50%	60%
Additional books are available to purchase of 50% of the retail price	X	X
One entry in the Midwest Independent Book Awards	X	X
Digital press kit (includes press release, one sheet, excerpt, digital business card) sent to three online PR sites and local newspapers (does not guarantee that they will run it)	X	X
Jpeg Images of the book cover to post	25	50
Four months of social media prompt ideas	X	X
One entry in the Shelf Unbound Book Awards		X
Clarion Review – Their 450-word reviews critique all aspects of your book. The review will be posted on Forewords Review's high-traffic website and licensed to book wholesalers.		X
iPage listing on Ingram		X
Website Design (the monthly payment from WIX is paid by author, approximately \$16 per month)		X
Three book trailers – one minute each (images & music)		X
250 pieces of printed material of all three: bookmarks, business cards, and postcards (includes design)		X
Retractable banner 15.5"x32" includes design, banner, and case		X
Investment from author	\$3499	\$4999

Editing Pricing (editing is an additional charge)

Copy Editing= .030 per word

Line Editing= .037 per word

The Yellow highlights the difference between option one and option two

Kirkhousepublishers.com • ann@kirkhousepublishers.com • 612-781-2815

Kirk House Publishers Option One Explained

Editorial Assessment – Our editors will assess your manuscript to determine which type of editing is needed. The types of editing are line editing and copy editing. **Editing your manuscript is NOT included in the packages and is billed as an additional cost.**

ISBN and Barcode – The International Standard Book Number is purchased and carries the Kirk House Publishers Imprint. Before this step, we will collaborate with the author to determine the book's retail price. Then we create the barcode for the back of the book with the retail price included.

LOC (LCCN) – The Library of Congress Control Number is secured by Kirk House Publishers, and the final book will be sent to the Library of Congress by KHP.

Cover Design – We will design three to five front covers for the author to choose from based on the author's suggestions. Then, the author will select one for us to continue working with until we are both happy with the outcome of the cover design. Once the author approves the front cover design, we will set up the full cover, including the back cover, spine, and front cover. In addition, we will need the author's back cover blurb, author bio, and headshot. *Kirk House does not accept previously designed covers.*

Interior Design/Formatting – We will format the book's interior based on IBPA guidelines and industry standards. The author will select one font from our list, Palatino, Garamond, Times New Roman, and Georgia. The chapter heading font will come from one of the fonts used on the front cover.

Distribution from our Warehouse (negotiated after one year) – Kirk House Publishers assumes the risk and responsibility of reprinting, storing, and distributing the book throughout the first year. After the first year, the author will be responsible for paying for reprints, and the cost will be \$100 per quarter to store the books and manage the distribution of the title on our distribution channels.

Paperback listed on Amazon – The book will be listed on our Amazon Advantage site, and Kirk House Publishers will fulfill orders from the inventory in our warehouse. The title will be listed on Amazon when the production of the paperback books is completed and we have the books in our warehouse. *Amazon retains 55% of the retail price of the book.*

The title is sold on the Kirk House Publishers Website – The book will be listed for purchase on our Kirk House Publishers website. In addition, the book will be listed for preorder when the cover design is approved. This distribution option nets the author the most money within our publishing model.

<https://www.kirkhousepublishers.com/bookstore>

The Paperback will be loaded to Ingram for print-on-demand distribution. Ingram will post your book to other online retailers such as Barnesandnoble.com, Indiebound.org, and other online book retailers. This means that Ingram will print the book, ship the book, and collect the money. Then Ingram pays a royalty back to Kirk House Publishers, divided based on the author's publishing option. This does not mean that the Barnes and Noble stores will carry the books. If the author wants the books to be in the B&N stores, they need to speak directly with the B&N store managers and let them know the book is available to order through Ingram.

eBook converted and listed on Amazon Kindle.

Your book will be featured in the Kirk House catalog and printed materials. In addition, the book will be listed in our printed materials, catalog, and one sheet.

Posted on Kirk House Publishers' social media sites – Kirk House Publishers is currently on Instagram, Facebook, and LinkedIn.

The Author receives ten paperback books – Our first printing is typically 250 to 500 based on the number of preordered books and the number of books the author would like to order. Printing specifications—size: 6x9 small, 5.5x8.5 pr 5x8 up to 300 pages. Cover printed on 12-point coated one-side stock, full color with bleed, UV, or Matte Lamination. Interior printed on 60# white offset text, black ink only, no bleed. Pages. *Page counts exceeding 300 pages, colored ink, and natural paper will be an additional cost charge to the author.*

The publisher will pay royalties of 50% of net revenues to the author and will report to the author quarterly on sales of the book when royalties due exceed \$25.00. If the royalties are less than \$25, they do not roll over to the next month. **Royalties will be reported at the end of the following month. So, for example, if the quarter ends on September 30, we will report to you by October 31.** *Net revenue is the amount received from book sales, less discounts, and shipping costs for review and complimentary copies. Discounts are from the regular retail price of the book (100% to retail customers and 55% to distributors and wholesalers. Ingram print-on-demand royalties are based on the specifications of your book and our determined by Ingram.)*

Additional books available to purchase for 50% of the retail price – If the book retails for \$19.95, the cost of your book would be \$9.98. We want a minimum order of twenty. The books would be available to pick

up at our location; if they need to be shipped, an additional shipping cost will be charged to the author.

Midwest Independent Book Awards - One entry in the Midwest Independent Book Awards. Mipa.org. The Midwest Book Awards is one of the longest-running literary recognition programs in the country. Judges for the prestigious literary program are booksellers, university staff, and librarians who are subject matter experts and collectively hail from each of MiPA's twelve states. Finalists and winners are celebrated in a gala, and winners receive exclusive perks and promotional benefits, including the opportunity to participate in our Virtual Reading Series. The books recognized by the Midwest Book Awards are also available for purchase at MiPA's affiliate shop at Bookshop.org, which directly supports independent booksellers.

Digital press kit - includes press release, one sheet, excerpt, digital business card) sent to three online PR sites and local newspapers (does not guarantee that they will run it)

25 Jpeg Images of the book cover to post on your social media sites.

Four months of social media prompts plus five images of your book to be posted on your platform.

Option One – \$3499 payment from the author

Editing Pricing (editing is an additional charge)

Copy Editing=.030 per word

Line Editing=.037 per word

KH Kids Book Specifications: Size: 8.5x8.5, Page Count: up to thirty-two pages. Cover stock: 12-point coated on one side. Cover Ink: Full color on one side with bleed. Cover Coating: UV coating, Interior Stock: 100# gloss text. Interior Ink: full color on both sides with bleed. Bindery Method: Perfect Bound. Option one for KH Kids is billed at \$3199, and Option Two is billed at \$5699.

The pricing does not include illustrations or editing.

Special Offer for Authors who are doing a sequel

Kirk House Publishers authors that did their first books with us and are doing their sequels with us will receive the following with Kirk House Publishers Option One.

- Three one-minute book trailers for you to post on social media featuring both your books
- 250 bookmarks featuring you & your book(s)
- An additional fifty books for your inventory and gold stickers “autographed by author.”

This offer is for a sequel to a book that Kirk House Publishers has already published or will publish.

Kirk House Option One Royalty Examples through the Kirk House Publishers Website

If the book sells through Kirk House Publisher's Website

Retail price of book = \$15.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$15.95

You receive the 50% royalty = \$7.97

If the book sells through Kirk House Publisher's Website

Retail price of book = \$16.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$16.95

You receive the 50% royalty = \$8.47

If the book sells through Kirk House Publisher's Website

Retail price of book = \$17.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$17.95

You receive the 50% royalty = \$8.97

If the book sells through Kirk House Publisher's Website

Retail price of book = \$18.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$18.95

You receive the 50% royalty = \$9.47

If the book sells through Kirk House Publisher's Website

Retail price of book = \$19.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$19.95

You receive the 50% royalty = \$9.97

The numbers used are an example to demonstrate how the royalties are calculated.

Selling the book through the Kirk House website

The way that you earn the most money selling the books is through our Kirk House Publishers Website.

<https://www.kirkhousepublishers.com/bookstore>

We will also give you your own author page on our site with links to numerous places your books are sold. In addition, you can provide us with your social media links, and we will add this to your author page.

<https://www.kirkhousepublishers.com/our-authors-1>

We offer your book for preorder sales when your front cover, bio, and book blurb are completed.

We also offer the option of coupons. Your royalty will be calculated on the amount left after the coupon is used. You can offer your readers a coupon based on dollar amount, percentage, free shipping, or buy x get y free. You can also set a specific sale price for your book. Together we would select an end date for the coupon.

Orders placed on the Kirk House Publishers' website will be shipped out on Tuesdays and Thursdays. Preorders will be shipped on the date the paperback books are completed.

New Coupon



Select the type of coupon you want to offer:



Coupon code

e.g., SUMMERSALE20

Coupon name

e.g., Summer sale

Discount

\$

Apply to

Specific product

Product

Shayna by Miriam Ruth Black

Current price: \$18.95

- Apply only to the lowest priced item
- Apply to every relevant item in an order

Include subscriptions

Customers will use this coupon for one-time purchases and for every recurring purchase. [Learn more](#)

Cancel

Create Coupon

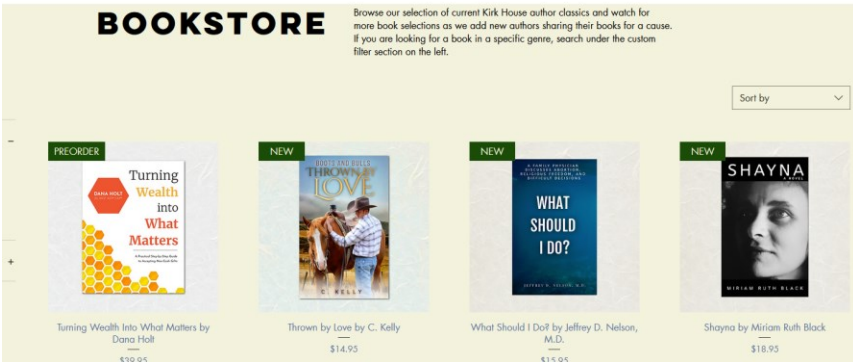


Image of our Kirk House Publishers website bookstore

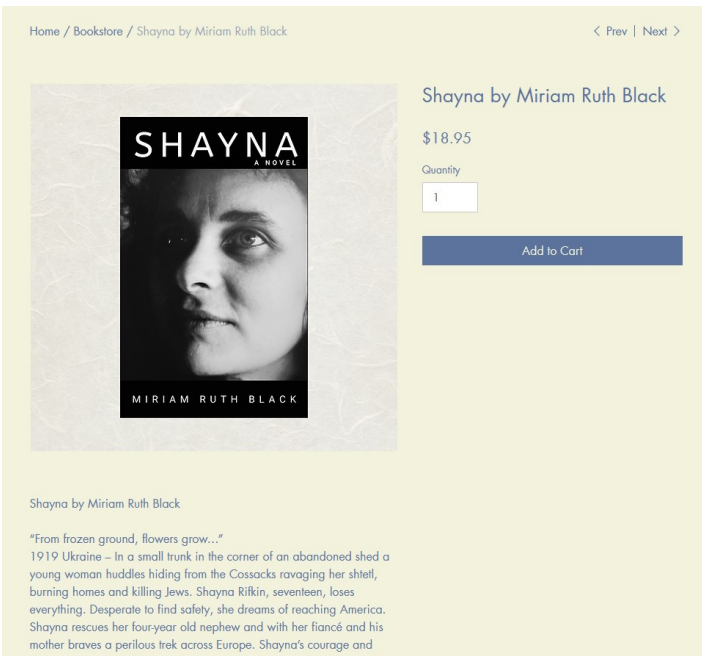


Image of a book listing on our Kirk House Publishers website bookstore

Kirk House Option One Royalty Examples for Amazon Advantage

If the book sells through Amazon Advantage

Retail price of book = \$15.95

Less (Amazon) Distributor fee 55% of \$15.95 = \$8.77

We are left with = \$7.18

Less the \$1 shipping fee

We are left with = \$6.18

You receive the 50% royalty = \$3.09

Retail price of book = \$16.95

Less (Amazon) Distributor fee 55% of \$16.95 = \$9.32

We are left with = \$7.63

Less the \$1 shipping fee

We are left with = \$6.63

You receive the 50% royalty = \$3.31

Retail price of book = \$17.95

Less (Amazon) Distributor fee 55% of \$17.95 = \$9.87

We are left with = \$8.08

Less the \$1 shipping fee

We are left with = \$7.08

You receive the 50% royalty = \$3.54

Retail price of book = \$18.95

Less (Amazon) Distributor fee 55% of \$18.95 = \$10.42

We are left with = \$8.53

Less the \$1 shipping fee

We are left with = \$7.53

You receive the 50% royalty = \$3.76

Retail price of book = \$19.95

Less (Amazon) Distributor fee 55% of \$19.95 = \$10.97

We are left with = \$8.98

Less the \$1 shipping fee

We are left with = \$7.98

You receive the 50% royalty = \$3.99

The numbers used are an example to demonstrate how the royalties are calculated.

Kirk House Option One Royalty Examples Kindle eBook

If the eBook sells through Amazon Kindle

Retail price of book = \$4.99

Less (Amazon) Distributor fee 30% = \$1.49

We are left with = \$3.50

You receive the 50% royalty = \$1.75

If the eBook sells through Amazon Kindle

Retail price of book = \$5.99

Less (Amazon) Distributor fee 30% = \$1.79

We are left with = \$4.29

You receive the 50% royalty = \$2.14

If the eBook sells through Amazon Kindle

Retail price of book = \$6.99

Less (Amazon) Distributor fee 30% = \$2.09

We are left with = \$4.90

You receive the 50% royalty = \$2.45

If the eBook sells through Amazon Kindle

Retail price of book = \$7.99

Less (Amazon) Distributor fee 30% = \$2.39

We are left with = \$5.60

You receive the 50% royalty = \$2.80

The numbers used are an example to demonstrate how the royalties are calculated.

Kirk House Publishers Option Two



Hybrid Publishing Options & Pricing 2023

Materials/Services	Option One	Option Two
Editorial Assessment	X	X
ISBN and Barcode (Kirk House Publishers Imprint)	X	X
Library of Congress Control Number (LCCN) and copy of book sent to the Library of Congress	X	X
Cover Design (3-5 options)	X	X
Interior Design/Formatting	X	X
Distribution from Kirk House Publishers Warehouse (negotiated after one year)	X	X
Paperback book listed on Amazon Advantage	X	X
Title listed on Kirk House Publishers website for sale	X	X
Book uploaded to Ingram for print on demand distribution (Ingram prints and distributes the title to multiple online retailers)	X	X
eBook converted and posted to Amazon Kindle	X	X
Title featured in Kirk House Publishers catalog and in printed materials	X	X
Book posted on Kirk House Publishers social media sites	X	X
Author to receive paperback books. Printing specifications—size: 6x9 small, 5.5x8.5 pr 5x8 up to 300 pages. Cover printed on 12 point coated one side stock, full color with bleed, with UV or Matte Lamination. Interior printed on 60# white offset text, black ink only, no bleed. <i>Page counts exceeding 300 pages, colored ink, and natural paper will be an additional charge to the author.</i>	10	100
Kirk House Publishers will pay royalties to the author	50%	60%
Additional books are available to purchase of 50% of the retail price	X	X
One entry in the Midwest Independent Book Awards	X	X
Digital press kit (includes press release, one sheet, excerpt, digital business card) sent to three online PR sites and local newspapers (does not guarantee that they will run it)	X	X
Jpeg Images of the book cover to post	25	50
Four months of social media prompt ideas	X	X
One entry in the Shelf Unbound Book Awards		X
Clarion Review – Their 450-word reviews critique all aspects of your book. The review will be posted on Forewords Review's high-traffic website and licensed to book wholesalers.		X
iPage listing on Ingram		X
Website Design (the monthly payment from WIX is paid by author, approximately \$16 per month)		X
Three book trailers – one minute each (images & music)		X
250 pieces of printed material of all three: bookmarks, business cards, and postcards (includes design)		X
Retractable banner 15.5"x32" includes design, banner, and case		X
Investment from author	\$3499	\$4999

Editing Pricing (editing is an additional charge)
 Copy Editing= .030 per word
 Line Editing= .037 per word

The Yellow highlights the difference between option one and option two

Kirkhousepublishers.com • ann@kirkhousepublishers.com • 612-781-2815

Option Two – \$4999 payment from the author

Differences between options one and two are highlighted in yellow

When you select Kirk House Publishers Option Two, you will receive everything listed in option one plus the following:

One Hundred paperback books instead of ten – Our first printing is typically 250 to 500 based on the number of preordered books and the number of books you would like to order. The book's specifications in the options are as follows: 6x9 small (the book is trimmed slightly smaller than a six-by-nine), 5.5x8.5, or 5x8. The book's interior is black ink on both sides with no bleeds, printed on 60# white offset stock. The cover is printed on 12-point coated one side, with full-color ink with UV gloss or soft-touch matte lamination. The book is up to 300 pages. *Page counts exceeding three hundred pages will be an additional charge. Books larger than six-by-nine small will be an additional charge. Color ink in the book's interior is an option for an additional cost paid by the author. Natural paper can be ordered for an additional cost and additional time added to the production schedule. There are longer lead times to procure natural paper.*

The publisher will pay royalties of 60% of net revenues to the author and will report to the author quarterly (at the end of the following month) on sales of the book when royalties due exceed \$25.00. **If the royalties are less than \$25, they DO NOT roll over to the next month.** *Net revenue is the amount received from book sales, less discounts, and shipping costs for review and complimentary copies. Discounts are from the regular retail price of the book (100% to retail customers and 55% to distributors and wholesalers. Ingram print-on-demand royalties are based on the specifications of your book and our determined by Ingram.)*

50 Jpeg Images of the book cover to post on social media.

One entry in the Shelf Unbound book Awards - Shelf Media hosts the annual Shelf Unbound Best Indie Book Competition for the best self-published or independently published book, receiving entries from

January 1 to October 1 each year. In addition to prizes, the winner, finalists, and more than 100 notable books from the competition are featured in the December/January issue of Shelf Unbound.

Clarion Review – Their 450-word reviews critique all aspects of the book. The review will be posted on Forewords Review’s high-traffic website and licensed to book wholesales.

The books will be Promoted to Libraries and bookstores through Ingram’s iPage Listing. With more than 150,000 monthly views and 70,000 registered users, Ingram’s online ordering platform–iPage–makes it easy for bookstores and libraries to search, discover and order books just like yours.

Website on WIX designed by Kirk House Publishers – Changes included in the KH Option Two. The author will pay approximately \$15 per month, and the yearly domain name and security will pay approximately \$thirty per year. This is payable directly to WIX.

Three Book Trailers created and loaded to the Kirk House Publishers YouTube channel – Trailers are one minute or less, perfect for posting to social media sites. The book trailers are a compilation of images of the book with music and text.

Two hundred fifty pieces of all three: bookmarks, business cards, and postcards.

- **Bookmark specifications:** Size 3x8, printed on 14-point coated two-sided stock, full-color ink on both sides with bleed, with UV coating on both sides. Design included.
- **Business Card Specifications:** Size 2 x 3.5, printed on 14-point coated two-sided stock, full-color ink on both sides with bleed. Design included.

- **Postcard Specifications:** Size 5.5 x 4.25, printed on 12-point coated one-side stock, full-color ink on both sides with bleed. Design included.

Retractable Banner - A 15.5 “x32” retractable banner includes design and carrying case.

Kirk House Option Two Royalty Examples through the Kirk House Publishers Website

If the book sells through Kirk House Publisher's Website

Retail price of book = \$15.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$15.95

You receive the 60% royalty = \$9.57

If the book sells through Kirk House Publisher's Website

Retail price of book = \$16.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$16.95

You receive the 60% royalty = \$10.17

If the book sells through Kirk House Publisher's Website

Retail price of book = \$17.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$17.95

You receive the 60% royalty = \$10.77

If the book sells through Kirk House Publisher's Website

Retail price of book = \$18.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$18.95

You receive the 60% royalty = \$11.37

If the book sells through Kirk House Publisher's Website

Retail price of book = \$19.95

Shipping fees are billed directly to the end client purchasing the book.

We are left with = \$19.95

You receive the 60% royalty = \$11.97

The numbers used are an example to demonstrate how the royalties are calculated.

Kirk House Option Two Royalty Examples Amazon

If the book sells through Amazon Advantage

Retail price of book = \$15.95

Less (Amazon) Distributor fee 55% of \$15.95 = \$8.77

We are left with = \$7.18

Less the \$1 shipping fee

We are left with = \$6.18

You receive the 60% royalty = \$3.70

Retail price of book = \$16.95

Less (Amazon) Distributor fee 55% of \$16.95 = \$9.32

We are left with = \$7.63

Less the \$1 shipping fee

We are left with = \$6.63

You receive the 60% royalty = \$3.97

Retail price of book = \$17.95

Less (Amazon) Distributor fee 55% of \$17.95 = \$9.87

We are left with = \$8.08

Less the \$1 shipping fee

We are left with = \$7.08

You receive the 60% royalty = \$4.24

Retail price of book = \$18.95

Less (Amazon) Distributor fee 55% of \$18.95 = \$10.42

We are left with = \$8.53

Less the \$1 shipping fee

We are left with = \$7.53

You receive the 60% royalty = \$4.51

Retail price of book = \$19.95

Less (Amazon) Distributor fee 55% of \$19.95 = \$10.97

We are left with = \$8.98

Less the \$1 shipping fee

We are left with = \$7.98

You receive the 60% royalty = \$4.78

The numbers used are an example to demonstrate how the royalties are calculated.

Kirk House Option Two Royalty Examples Kindle eBook

If the eBook sells through Amazon Kindle

Retail price of book = \$4.99

Less (Amazon) Distributor fee 30% = \$1.49

We are left with = \$3.50

You receive the 60% royalty = \$2.10

The numbers used are an example to demonstrate how the royalties are calculated.

If the eBook sells through Amazon Kindle

Retail price of book = \$5.99

Less (Amazon) Distributor fee 30% = \$1.79

We are left with = \$4.29

You receive the 60% royalty = \$2.57

The numbers used are an example to demonstrate how the royalties are calculated.

If the eBook sells through Amazon Kindle

Retail price of book = \$6.99

Less (Amazon) Distributor fee 30% = \$2.09

We are left with = \$4.90

You receive the 60% royalty = \$2.94

The numbers used are an example to demonstrate how the royalties are calculated.

If the eBook sells through Amazon Kindle

Retail price of book = \$7.99

Less (Amazon) Distributor fee 30% = \$2.39

We are left with = \$5.60

You receive the 60% royalty = \$3.36

The numbers used are an example to demonstrate how the royalties are calculated.

The royalties through Ingram will be based on the book's final page count and specifications. This information is available after the book is uploaded to Ingram for Print on Demand distribution. Ingram prints the book, ships the book, and collects the payment from the end user—Ingram pays a royalty based on final specifications.



Section 4

Kirk House

Expectations

- The Kirk House Publishers' turn time is typically three to four months. Please discuss the schedule with us before planning a book launch.
- Our editorial team will assess every manuscript and recommend the type of editing needed. In addition, every manuscript will be evaluated and edited. Editing is an additional cost.
- Once you complete the paperwork and pay the invoice, we will start the book project. See section two.
- Kirk House will design the cover and interior of the book. Once you sign off on the emailed PDFs, you will receive an unbound printed copy of the proof. *We do not accept previously published books or covers/interiors already designed.*
- A printed proof takes up to forty-eight hours to complete once the electronic proof has been approved.
- Proofs will be available for pickup at our Burnsville location. However, if you need them shipped to you, that is an additional charge and additional time.
- Once the printed proof is approved, the print and bind production time is ten to fourteen working days. This does not include weekends or holidays.
- The completed books are available for pickup at our shop in Burnsville. However, if you need them shipped to you, that is an additional charge and additional time.
- The eBook and distribution setup for Amazon, Ingram, and Kindle, will happen after the approved hard-copy proof. **This process can take two to three weeks.**
- Once the front cover is designed and approved by you, the book will be available for preorder on the Kirk House Publishers website.
- With both publishing options, you retain the rights to your book.



Section 5

Kirk House

Tips for Marketing

Your Book

Marketing Tips

- We put your book on our Kirk House Publishers website and promote it via our social media platform, but you will still be responsible for marketing your book.
- Do not try to be active on every social media platform. Instead, pick one or two to which you will dedicate your time. Define your audience. Then, find where your audience hangs out. There will be a clear group of people who will make up your core readership in most cases.

The preorder phase is an essential part of the publishing process. This is when you can direct people to buy your book up to four to six weeks before the book's release. As a result, some authors sell more paperback books during this time than any other. Of course, we know everyone loves to be on Amazon, and your book will be, but it is crucial to realize that selling your book through Kirk House Publishers nets you more money than Amazon or Ingram.

How to market for preorder:

- Promote the preorder with a cover reveal. Post cover reveal photos on your social media sites before preorder starts to get people excited about your book. We will provide you with images.
- Email your contacts with information that your new book is coming out soon. Tell them it is on preorder and give them the link to where they can find it.
- Once people receive their book, ask them to post a picture of themselves with your book and tag you on their social media sites.

- If you have a newsletter, add an image of your cover and a link to purchase the book. This is also an excellent idea for your email signature.
- Make sure people ordering understand that your book is on preorder and will be shipped when the books are completed – we will note the information on our website.
- If this is not your first book, you can add a link to purchase the preordered book in your last eBook’s back matter.
- Offer the readers free swag (stuff) for preordering your book. You could tier the giveaway. If the person buys one book, they get something. If they buy two books, they get something else, and so on...
- If you do not have swag, you could offer a digital gift pack for people who purchase the book. It could include author commentary, an exclusive short story, a poster, or a guided questions sheet.
- You can send an extended excerpt to people who preorder your book so they would not have to wait to read it all. A chapter or two to get them excited for when your book shows up.
- Set up your author pages on Amazon Author Central <https://author.amazon.com/>, The Goodreads Author Program, <https://www.goodreads.com/author/program>, and All Authors <https://allauthor.com/>. These sites are a wonderful place to announce that your book is available via preorder on Kirk House Publisher’s website.
- Build an author Facebook/Instagram page, announce your preorder, and converse with your fans. You can use the social media prompts that are available with both packages.
- If you have a previous book, discount the older title to cross-promote your new book coming out.

- Update social media header images with pictures of your new book- we will provide you with photos.
- Remind readers about the preorder with a countdown – build buzz on your social media accounts.
- Create a video or book trailer – we can generate a book trailer for you (this is an additional cost of \$150 if going with option one).
- Generate a BookBub ad campaign – we can do this for you at an additional cost.
- Run a contest with no purchase necessary to win.
- Drive early reviews by offering select people Advanced Reader Copies.
- Offer to donate to a charity for each preorder received.

Recommended number of times to post a week.

- Facebook –3-5 times a week
- Instagram –7 times a week
- Twitter –5-20 times a day –this includes retweets.
- LinkedIn –twice a week

You will receive a document with four months of social media prompts for both Kirk House Publishers options.

Incorporate these five quick ways to help your favorite author

(We did not write this, not sure who the author is, but we love it)

- Buy their books – in eBook or print
- Review their books – reviews do matter
- Follow them and share – them on social media, blogs, and pics
- Recommend them – Goodreads blog, book club
- Offer to help – approach the library or bookstore



Section 6

Kirk House Editing

Types of Editing

In **line editing**, the aim is to improve the writing style in the manuscript without altering the author's voice. We strive to remove wordiness, improve clarity, and flow, and avoid repetition (both words and content). Where necessary, if structural issues remain that would usually be caught in a developmental edit, we will leave comments in the manuscript for the author to address. Line editing is an extensive review. Here are all the things we will be looking at: Flow, readability, redundancy, repetition, clarity, word choice, consistent voice, style, wordiness, awkward phrasing, consistent tense, pov, content, presentation, and ambiguity.

What Is Copy Editing? Copy editing really digs into each sentence on its own to make sure there are no errors. Picture your editor with blinders on. Only the sentence matters—not what role that sentence plays in the larger picture. We will not touch the plot, characters, writing style, or pacing—in fact, we'll be actively trying not to think about those things so that we can focus on the syntax and grammar. Consistency is key in any edit, and a copy edit will pay special attention to this. Here is the list of what we'll be looking for: Consistency, hyphenation, grammar, spelling, punctuation, capitalization, syntax, flow, readability, awkward phrasing, and number formatting. We will be focusing here on issues that are objectively wrong. We will not fix or alter your personal voice.

We apply The Chicago Manual of Style (CMOS) to ensure that the writing follows standard grammar conventions in copy editing.

Editing is based on CMOS.

Our editors will assess every manuscript before printing. The author's editing is an additional cost to the author and is based on word count.

Approximate Pricing

Copy Editing = .030 per word

Line Editing = .037 per word

Developmental = *Quote given after a review of the manuscript is reviewed.*

Ready to send us your manuscript?

When you are ready to send your manuscript for editing, please ensure you have made all your changes from beta readers. Send us a Word document using Times New Roman – 12 point for the font. Please double-space the text and make it as clean as possible with no tracked changes or highlighting.

Review your final manuscript after an editor has completed the suggested changes. First, the editor will make the proposed changes through the tracking tool on your Word document. Then, you will go through the document and accept or reject changes. If you need help with this stage, please ask.

When you are done with the changes, ensure no tracking or highlighting is left in the document. Once you have a clean Word doc, please send it to ann@fuzionprint.com or use DropBox. You want the manuscript to be as good as possible before the next step begins

Section 7

Kirk House - Retail Price

Choose the retail price of your book wisely. Many variables contribute to this decision. What is the trim size? What is the page count? What about the competition? Does the unit retail price cover the manufacturing cost? Does your book target an end user or a corporate buyer? All these factors must be considered when establishing the retail price.

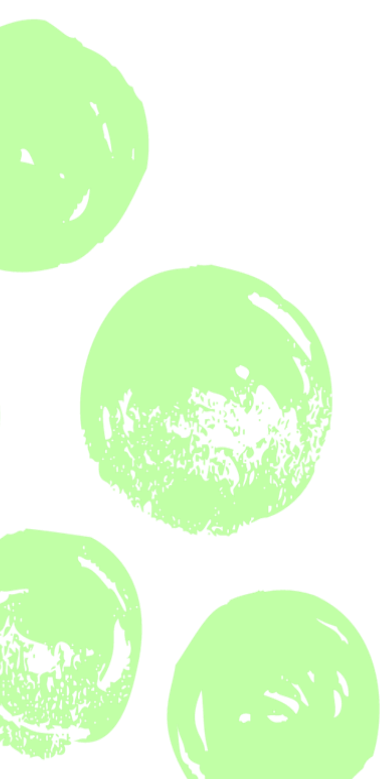
The author and Kirk House Publishers will decide on the price for the paperback. We suggest:

Page count

- 100+ \$15.95
- 150+ \$16.95
- 200+ \$17.95
- 250+ \$18.95
- 300+ \$19.95

The suggested pricing is for our standard package or option pricing for the book specifications we provide.

Section 8
Kirk House
ISBN/LCCN



Getting your ISBN

Kirk House Publishers requests the International Standard Book Number (ISBN) and generates the barcode. To get the number, we need the following information.

- Title of the book
- How you would like your author's name to appear on your book
- Retail price of the book

The ISBN will carry the Kirk House Publishers Imprint.

We need the following information to request the Library of Congress Control Number.

- Title of the book
- Author's name
- ISBN
- Book Blurb
- Names of any contributors



Section 9

Kirk House Cover Design

We will discuss your cover design at our first meeting and design based on our conversation.

- You will receive three to five PDFs of the front cover proofs based on our conversations about what YOU want your cover to look like. *We do not accept previously designed covers but will incorporate design elements you own.*
- You will select the one cover that you like the most, and we will work on it from that point. Please continue working with us to achieve how you want your cover to appear.
- We can start the preorder on our website when the front cover is finished. We will also need your cover blurb (one hundred to 200 words) and your author bio (100 words).
- Once the preorder is LIVE on our website, we will finish the design for the full cover adding the back cover and spine.
- This is an excellent time to start marketing your book.

Back Cover Blurb

A book blurb (also called a “back-cover blurb” or a “book description”) is a **short description of the book’s main character and conflict**, usually between 100 and 200 words, that traditionally is included on the back of a book and all the distributor’s sites. Here is a link to a website that includes examples.

<https://www.bookeditingservices.co.uk/write-back-cover-book-blurb.html>

Author Bio

- A paragraph about you as a writer
- Your credentials
- Your interests
- A call to action
- Other relevant information you want to share with your target audience

Here is a link to a website that includes examples. [How to Write an Author Bio \[With Examples and Templates\]](https://www.kindlepreneur.com/how-to-write-an-author-bio-with-examples-and-templates/) (kindlepreneur.com)

Section 10

Kirk House

Interior Design/Formatting

Interior Design/Formatting

Most authors think about what their cover will look like long before the book is completed but typically do not think about its interior design. That is where Kirk House Publishers comes in. We combine creativity and industry standards to create your book's professional, beautiful interior.

Kirk House Publishers' interior designer follows industry standards and our manufacturing specifications.

Fonts: We use serif fonts in the book's interior for the body of the text. There are four standard fonts that Kirk House Publishers uses.

Why we use Serif fonts: **Serif fonts** help with readability and are therefore preferable in the body of a book. The “**serif**” is the decorative stroke that finishes each end of a letter (think **Times Roman**). **Serif fonts** are easier on the reader's eye than **sans-serif fonts**; the stroke leads the reader's eye from one letter to the next.

Which font do you prefer?

Palatino

Aa Qq Rr *a*

Aa Qq Rr

GLORIAE

abcdefghijklm
nopqrstuvwxyz
0123456789

Times New Roman

Aa Ee Rr *a*

Aa Ee Rr

Publisher

abcdefghijklm
nopqrstuvwxyz
0123456789

Garamond

Aa Qq Rr *á*

Aa Qq Rr

TRIANON

abcdefghijklm
nopqrstuvwxyz
0123456789

Georgia

Aa Qq Rr *a*

Aa Qq Rr

Bobwhite

abcdefghijklm
nopqrstuvwxyz
0123456789

What to check for on the PDF proof from Kirk House Publishers

- Spacing
- Table of Contents
- Typos

You can submit changes to your PDF proof to Kirk House Publishers in two ways.

- 1. You can email changes, listing page number, line number, location in the sentence, and what you want to be changed.**
- 2. You can print the manuscript out, mark it and snail mail or email affected changes to Kirk House Publishers for changes.**

The first round of corrections is included in the package/options price. After the first round, any additional changes are billed at \$70 per hour.

Once you sign off on the PDF proof, you will receive an unbound printed proof.

When Checking your Printed Proof

Please review the text for any errors. Sit in your favorite spot and take your time. We hope there are no changes by this point, but please review carefully. This is the last time you will see the proof before the book is printed.

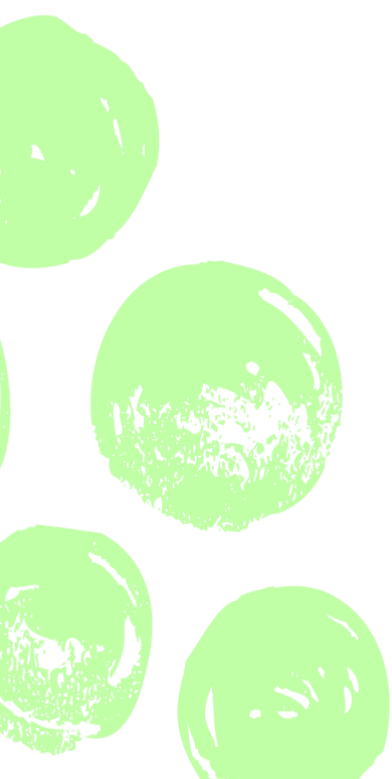
The proof is printed on the paper on which the final book will be printed. Therefore, the printed proof will not be bound and will not have the final UV or Matte Lamination.

If there is a change after the printed proof is made, there will be an \$85 charge for reimposition and another proof. If you choose to forgo another proof, there is still a \$50 reimposition fee.

Section 11

Kirk House

Join Author Programs



Join Author Programs Online

Create an Amazon Author Central and Goodreads Author page with your biography, photos, videos, events, and details of every book you have published. This page also attaches to the sales pages of all the books you sell on Amazon. You can personalize the contents of your page and even share its URL on your social media sites and in your email signature to drive more traffic to it.

The Author Central Account

- In Author Central, click the Profile tab. You will see sections for adding or changing your biography, photos, videos, speaking or other events, and blog feeds.
- Go to <https://authorcentral.amazon.com/> and click **Join Now**.
- Instructions appear, along with space to add information.

The Goodreads Author Program

- To apply for the Author Program, you can follow these steps when visiting the desktop version of Goodreads:
- Sign in or create an account and search for your most popular book via ISBN, ASIN, or title.
- On the book, click on your author's name. Then, scroll to the bottom of your author profile page.
- Click "Is this you? Let us know!" to complete and apply.



Section 12

Kirk House Distribution

Where people can buy your book

(We will provide you with links to books as soon as the book is posted)

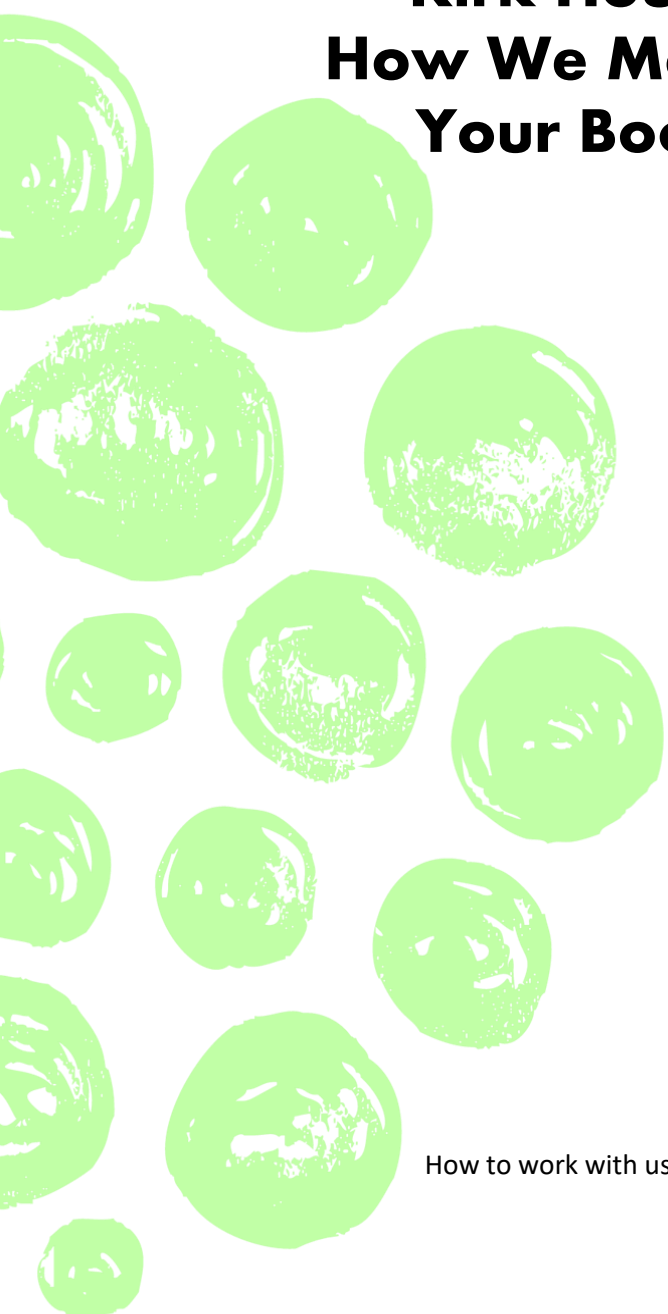
Amazon – Your book will be listed on our Amazon Advantage account and available on Amazon.com. This means that your books will be inventoried in our warehouse and shipped out to Amazon’s warehouses as Amazon orders your books.

Kindle – Your book will be converted to an e-pub and placed on Kindle Direct Publishing and available on Amazon.com

Kirk House Publisher Website -

<https://www.kirkhousepublishers.com/bookstore>

Ingram Print on Demand Distribution - Your Book Online Around the World, posted on retailers such as Barnes and Noble, Indiebound.org, and other online retailers. Ingram will print the book, ship the book, and collect the payment for the book. You will be given a royalty based on the option that you choose. This royalty amount will be less than the other distribution options because the book is print-on-demand through Ingram, and they are not pulling from our inventory.



Section 13

Kirk House

How We Market Your Book

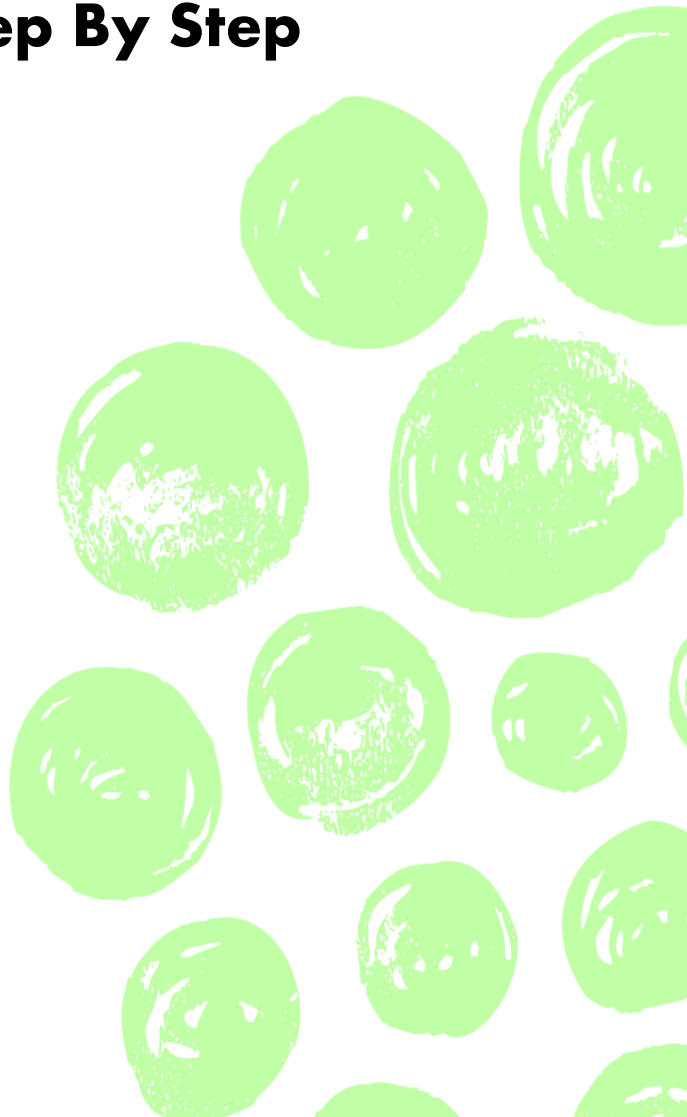
How to work with us ♦ 57

Ways Kirk House Publishers markets your book

- Your book is posted in our Kirk House Publishers Bookstore.
<https://www.kirkhousepublishers.com/bookstore>
- Your book will be listed in the KHP catalog (Seasonally)
- Your book will be included in the KHP one sheet.
- Your book will be posted on our Social Media sites:
LinkedIn, Instagram, and Facebook.
- Books and applications for awards are sent to the Midwest Independent Publishers Association Book Awards.

- Kirk House will create a press kit and email it to local papers. This is not a guarantee that the newspapers will run a review of your book. You also get a copy of the press kit to use as you want, and it will be posted to the Kirk House Publisher's website - option two
- Promoted on Ingram - iPage Listing on Ingram - option two
- Three - One-minute book trailer – option two
- Printed materials available – option two
- Your author page on our website has links to purchase your books. Plus, your social media and website links

Section 14
Kirk House/FuzionPress
Step By Step



Step-by-step publishing process (in order)

1. The author will receive the **“How to Work with Us” book** to use as we go through the process.
2. **The author will Finish the manuscript:** *We only accept completed manuscripts.* The author will send a Word document formatted for an editor – Times New Roman, double-spaced, 8.5x11, with no editing marks. Email the manuscript to us or send it via Dropbox. All manuscripts are reviewed and vetted by our team. Only manuscripts we have chosen for Kirk House Publishers will be produced under the Kirk House imprint. All manuscripts sent for FuzionPress will be reviewed for suitability.
3. **Decide** to work with us and which FuzionPress package or Kirk House Publishers option you prefer.
4. The author will **complete the paperwork** in the fillable PDF format or print it out, sign, scan, and email a copy of the completed forms.
 - ST3
 - New Account Form
 - Letter of Understanding
 - W-9
5. **Kirk House Publishers** will **generate the invoice** for the project once the paperwork is completed. The payment amount is due at the time of signing with us.

FuzionPress will **generate the invoice** for the project once the paperwork is completed. The payment amount is due at the time of signing with us.

The author can make payment from our invoice using the blue view and pay button. **If the author would like to use a credit card, a 3% convenience fee will be added to the invoice at that point.** The author can call us with the credit card number, or the author may also mail a check to PO Box 201434, Bloomington, MN 55420.

6. The Author and Kirk House Publishers will decide on the price for the paperback- we suggest.

Page count

- 100+ \$15.95
- 150+ \$16.95
- 200+ \$17.95
- 250+ \$18.95
- 300+ \$19.95

The suggested pricing is for our standard package or option pricing for the book specifications we provide.

Authors working with FuzionPress can set their retail price as long as the price fits the parameters of the print-on-demand distributor, IngramSpark.

Size: six-by-nine small*, 5.5x8.5, or 5x8. The smallest size we produce is 3.5x5. We do offer larger sizes for an additional cost. We will confirm with Ingram that the size is available for production before proceeding with a non-standard size.

Page count: up to three hundred pages* (For *any book with a page count over 300 pages, the author will be billed for the additional pages.*) We use three hundred words per page calculation, so 90,000 words would be approximately 300 pages.

Cover stock: 12-point coated one side

Cover Ink: full color, one side with bleed*

Cover coating: UV coating (glossy) or Soft-Touch Matte Lamination. The author can choose which cover coating they prefer.

Interior Stock: 60# white offset.

Natural paper can be ordered for an additional cost and additional time added to the production schedule. In addition, there are longer lead times to procure natural paper.

Interior Ink: The package/option pricing includes black-only sides with no bleed. If you want some color pages, you can include them. **You will pay for this color upgrade if you get the Kirk House option each time we reprint.** We can quote that as a custom book for you if you have color on all the pages. If you want some colored ink pages, the following pricing will be added to your package/option pricing.

- 5 color ink pages no bleed = \$1.00 per book
- 6 color ink pages no bleed = \$1.20 per book
- 7 color ink pages no bleed = \$1.40 per book
- 8 color ink pages no bleed = \$1.60 per book

Bindery Method: Perfect Bound is included in the package/option pricing. We offer other types of binding, such as hardcover (POD*), spiral-bound, twin loop, and saddle stitch. Check with us first so we can discuss your distribution plan. Perfect Bound and Hardcover are options for mass distribution; the other types are not.

**Small refers to the size of 6x9 small. We can produce a true six-by-nine for an additional cost. Our 6x9 small is under-trimmed slightly to allow us to get four on a sheet.*

**A page is one side of the sheet*

**Bleed in printing means the ink goes off the side of the page. For most of the book sizes, we can bleed the image. However, there is an increased cost to the project.*

**POD – print on demand. We offer Hardcover books through Ingram, our print-on-demand distributor.*

7. The author and Kirk House Publishers will decide on the **price point** for the e-pub. The pricing will range from \$2.99 to \$9.99. The electronic version of the book will be converted and loaded to Amazon Kindle Direct Publishing as a Kindle book and, if the author wants, as a Kindle Unlimited* option.

**Kindle Unlimited is a service that allows readers to read as much as they want, choosing from over two million titles and up to three select magazine subscriptions. This service is available for readers for a monthly cost. In addition, the author receives a royalty based on the number of pages read.*

8. Once the paperwork is finalized, and payment is made, we will assign the **ISBN** and generate a barcode with the

information for your book. To assign an ISBN, we need the book's title, author name (how you want it to appear on the book), and the retail price. Once we acquire the ISBN, we set it up in Bowkers, Books in Print.

9. The **Library of Congress Control Number (LCCN)** is then requested. The ISBN and LCCN will appear on the copyright page. Both will be in the publisher's name (depending on which type of publishing you choose) – FuzionPress or Kirk House Publishers.

10. Once we have the paperwork completed and the book set up with Bowkers and the Library of Congress, we will start the **cover design**. The cover design and editing of the manuscript can be done simultaneously. First, we will discuss with the author to get cover ideas. We will then design and present 3-5 front cover ideas for the author to choose one to continue to work on until it meets the approval of both Kirk House Publishers and the author.

11. We will **finalize the cover**, adding the back, spine, and front to create one file. When the front cover is finished, we can start the preorder on our Kirk House Publishers website. We will also need your cover blurb (100 to 200 words), bio (one hundred words), and headshot. If you do not have one, please let us know.

12. We will create a **cover ad** with images of your book. These are images that you can use on your social media platform.

13. **Preorder for Kirk House Publishers books only.** We will load your book onto our website for preorders. This is one of the most critical parts of the process and the time when authors typically sell the most books. We will send you the preorder link for you to post on your social media accounts.
14. The author will send the manuscript for editorial assessment (much of this will be done simultaneously). The manuscript must be as clean as possible and in a Word document. 12-point font, double-spaced.
15. Once the editor has reviewed the manuscript, we will send you a few pages of the edit example and the editing type needed. The author will decide on the editing type, and editors will continue to work on the manuscript. Editing is a separate charge from the package and is billable to the author.
16. When the editor has completed the editing, the manuscript will be sent to the author for changes. The author will accept or reject each change and provide a clean document without tracking or highlighting. Please let us know if you need instructions on using the tracking tool in Word.
17. Once we receive a clean manuscript, we will format the book based on the formatting/interior design mentioned in Section Ten. Next, we will email an interior PDF to you to review the document. Once you have reviewed the document, you will send the changes in one of two ways:

- a. You can email changes, listing page numbers, paragraph numbers, line numbers, words in the sentence, and what you want to be changed.
 - b. You can print the manuscript out, mark it and send it by snail mail or email to Kirk House Publishers/FuzionPress for changes.
18. When the PDF document is approved, we will produce one printed proof for your review. If you approve the proof, you will sign off on the proof approval form and email it back to us. If there are changes to your proof, you will list them in one of two ways:
 - a. You can email changes, listing page numbers, paragraph numbers, line numbers, words in the sentence, and what you want to be changed.
 - b. You can print the manuscript out, mark it and send it by snail mail or email to Kirk House Publishers/FuzionPress for changes.

If there are changes to the printed proof, it will result in an \$85 reimposition and print charge for a new proof. If you don't want another printed proof, there will still be a \$50 reimposition fee charged to the author for changes made after a printed proof.

19. Once the printed proof is approved, the time to get printed books is typically 10 to 14 working days (this does not include weekends or holidays.)
20. Once the books are done, the title will be placed on the Kirk House Publishers distribution channels. If you have

chosen FuzionPress, the books will now be placed on Ingram for print on demand distribution. Based on the package/option selected, all other items will also be done at this time.

Thank you!



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