



SOS Publishing FAQ's

The following Questions & Answers will provide you with a more complete explanation of how the book publishing process works with SOS Publishing and our partner, Next Century Publishing.

Q: How does the printing process work?

The printing process is designed to provide you with the best possible prices and minimize the time it takes to print. Here is how it works:

- We provide you with the best prices for printing your book, requesting bids from at least four (4) different printers.
- The cost of printing your book will be provided to you via email or fax. Once you have selected the desired quantity, we will sign the printer's bid and send that signed bid to the printer.
- We will then send the final approved cover and text files (in PDF format) to the printer, and the printing will begin.
- Printers have "overs" and "unders," which means the print run of a book may vary between two (2) and ten (10) percent (this is a result of the roll of paper being used). A print run of 10,000 copies may end up being 9,500 copies ("unders") or 11,000 copies ("overs"). You will not be billed for "unders" and will be billed for "overs." The exact amount of "overs" and "unders" is not known until the printer completes the print job.
- Shipping & handling ("S/H") from a domestic printer is approximately \$0.15 per copy. The majority of the print run will be shipped to wherever you choose, and a certain amount will be shipped to our fulfillment center. You are responsible for all S/H costs from the printer.

Q: When will my book come off the press?

You do not need to wait years before your book is published! The total amount of time from proofing to printing is around six (6) to ten (10) weeks. This can vary, depending on the author, the text, the printer's schedule, etc., but this is a very close estimate. The time is broken down as follows:

- Grammatical proofing of the book takes approximately one (1) week. Sometimes 10 days if necessary.
- Cover creation and layout take one (1) to two (2) weeks, depending on the size of the book, complexity, edits, changes, and more.
- Final proofing and changes by you takes approximately one (1) to seven (7) days.
- Getting and comparing bids for you takes approximately three (3) days.

- Printing of the book takes four (4) to six (6) weeks. You can expect a hardcopy proof in approximately two (2) weeks, and a 24 to 48-hour overnight turn around is required. Then, it takes approximately two (2) to four (4) weeks to print and ship the book.

Q: How much is it going to cost to print my book?

The cost of any book depends on page count, dimensions of the book, quantity, and any special features or additions (i.e. type of paper, color photos, embossing the cover, etc.). We work to get you the best prices on the printing of your book. The book will not go to print without your approval. Here are a few real examples:

- One author wanted just 500 copies, in hardback. The cost per book was \$4.36 each.
- Another author had a bigger book, but paperback. The cost was \$3.99 for 500 copies.
- One author wanted 5,000 copies of a paperback book, and it was \$1.04 per book.
- Another wanted 10,000 copies of a bigger book, and the cost per book was just \$0.88 each.

Because each book is unique, it is impossible to give you an accurate cost per book until the page count, dimensions, quantity, and special features have been determined for your unique book. We can, however, give you some pretty close estimates, which can help in the decision-making process.

Q: Can I get a rough bid now?

To get you a rough bid, we need you to email us the following information:

- dimensions of your book (5.5x8.5 or 6x9 are common sizes)
- page count
- binding (hardback or paperback)
- quantity desired (250, 500, 1,000, 2,500, 5,000, 10,000, etc.)
- any additions (embossing, debossing, color pictures inside, etc.)

Please allow 2-3 days for our professional printers to get us their bids.

Q: How do I reprint my book?

Reprinting may cost a little less per copy, and that savings will be passed on to you. Reprinting also means that you sold through the print run, and that is the best news of all! The reprinting process is as follows:

- As soon as you notice that quantities are getting low, or anticipate an event where more copies will be needed, contact your publisher. If edits are required,

send them in a clear and legible format, whether via email, fax, or mail. A few minor edits will be made at no charge, extensive edits at \$25/hr, and a re-write of the text at \$40/hr. If the edits are considerable and the book needs to be laid out again, it will be done at \$3.25/page.

- SOS Publishing will request a reprint quote from the original printer. If the page count has changed, a new set of bids will be requested from multiple printers.
- You will then select the size of the print run and the printing process will repeat. The same printing schedule also applies.

Q: Why do I pay to print my book if you are publishing it?

We tell authors up front that they are paying for their own books. Usually, if you happen to have your book picked up by a publisher, you end up paying for your books anyway. Here are some real examples that explain why we as a publisher take this approach:

Example #1: one traditional publisher signed a deal with an author, requiring in the deal that he buy 2,500 copies at \$2.50 each. The publisher printed 5,000 copies, but the cost to print the book was just \$1.25. Doing the math, you quickly see that the author ended up paying for the entire print run! However, in this arrangement, the publisher had 2,500 free copies with which to sell, paying the author a royalty. The author had 2,500 copies to sell through his own marketing outlets, but with less profits per book.

Here is how it might look if you had your book picked up by this publisher, as compared with the approach we take with our publishers within SOS Publishing network:

Traditional publisher: at \$2.50/book	Next Century Publishing at \$1.25/book
2,500 copies at \$2.50 = \$6,250	5,000 copies at \$1.25 each = \$6,250
If you sell all 2,500 copies at \$10, that is a \$7.50 profit per book, or an \$18,750 profit.	If you sell all 4,750 copies (the publisher has 250 on consignment to sell) at \$10, that is an \$8.75 profit per book, or a \$41,562.50 profit.
If the publisher sells all 2,500 copies at \$5 each (bookstores get a 50% or more discount) and you get a 15% royalty, that would be around \$0.75 per book, or \$1,875 to you.	If your publisher sells all 250 copies at \$10 each and you get a 50% royalty, that would be around \$5.00 per book, or \$1,250 to you.
Total profits to you: \$20,625	Total profits to you: \$42,812.50

Getting your book picked up by a traditional publisher is no small feat, but for most authors, the bottom line profits are what concern them the most. And it is our goal at SOS Publishing to make this a win-win scenario ... and we feel that doubling your profits is a pretty good win!

In addition, if this traditional publisher happened to pay an advance, it probably would have been around \$2,000, which would have meant that you would have

made \$0 in royalties for the 2,500 copies that the publisher sold. In fact, you would probably owe the publisher money at the end of the first year!

Example #2: one traditional publisher signed a deal with an author, not requiring that he buy a set number of copies, but that he pay \$5.85 per copy whenever he wanted to buy some for his personal and business needs. At first glance, the author isn't paying much up front, but if the author is speaking at several different functions and needs 1,000 copies, it's going to cost him \$5,850 to get those books. And if he sells all 1,000 copies at \$10 each, his profits will be a mere \$4,150.

Whereas, if he had purchased 5,000 copies at, let's say, \$2.00 a book (costing him \$10,000), and then sold 1,000 copies at \$10 each (making him \$10,000), he would have broken even ... and had 4,000 already-paid-for copies at his disposal! At \$10, that'd be \$40,000!

Our goal at SOS Publishing is to get you the maximum number of books at the minimum price so that you can turn around and make the maximum amount of money per book sold.

Q: Do you pay advances?

No, none of the publishers in SOS Publishing network pay advances to authors. Advances are really just that, advances on expected royalties earned from book sales. Sadly, most authors NEVER earn out their advances, which means that most books never sell enough to start paying the authors any more royalties than the money that was advanced to them. Instead, our publishers pay royalties on every book they sell for you, which more than covers the printing cost of each book, and work to help you market and promote your book through multiple avenues. Your publisher actively looks for ways to expand your enterprise.

Q: Do you pay royalties?

Yes, all publishers within SOS Publishing network pay royalties. Here is a breakdown:

Sale Location	Your Royalty
• Amazon.com sales	50%
• Next Century Publishing	50%
• Your Publisher's website	50%
• Foreign rights & advances	25%
• Bookstores (if applicable)	Retailer: 25% Wholesaler: 20% Mass Distribution: 10-15%

Q: When do you pay royalties?

Royalties are paid quarterly by your publisher.

Q: Can you give me a real example of how royalties work?

Royalties are calculated using the net price (selling price minus vendor fees if applicable). Example-a sale of your book on ThePublishingHub.com: A real

example: one of the authors within SOS Publishing network has a book on CD that sells for \$16.49 (including S/H). We pay PayPal \$0.78 for the sale and deduct the S/H charges of \$3.99 from the \$16.49, which leaves the net price of \$11.72 from which to calculate royalties. The author is due 50% in royalties, or \$5.86 per book on CD sold in ThePublishingHub.com bookstore.

Q: How many books do you take on consignment?

When your books come off the press, your publisher within SOS Publishing network usually asks to carry around 5-10% of the print run to fulfill orders. You will not be billed for the fulfillment or storage of these book. For each copy your publisher sells, you are due royalties. You are responsible for the cost of shipping the book from the printer to your location (wherever you want the 90-95% to go) and to your publisher (the 5-10% on consignment).

Q: Do you offer book fulfillment?

Yes, we do. If you don't want to be responsible to track, package, and fulfill book orders (Amazon.com, for example, requires a 48-hr turnaround time), then consider our fulfillment service. Costs are \$2.80 per book fulfilled plus the actual cost of shipping the book. Here's an example: Suppose your book sells from Amazon.com or your website and \$3.99 is added to the order to cover the S/H. Our fulfillment center will pull the book, package it, and mail it for \$2.80 + \$2.24 (current actual shipping cost), or \$5.04 total. You receive \$3.99 for S/H, so the added cost is only \$1.05 per book. Storage in the warehouse is included at no extra charge. If you want fulfillment, then you will mail a full box (or two) of your books to: GCM c/o Jim Reddig 920 N. Valley Mills Dr. Waco, TX 76710. Write "SOS Publishing" on the boxes to ensure proper storage. Q: Where will you sell, market, and promote my book? We will immediately, at no extra charge to you, sell, market, and promote your books through these outlets:

- SOS Publishing bookstore
- SOS Publishing's "In the Bookstore" system, which enables readers to book you for speaking engagements, contact you, and network with you.
- Amazon.com
- Through eblasts, articles, and press releases to your publisher's relevant databases
- At relevant events through your publisher's work
- Through foreign rights, advances, and sales
- Bookstore distribution—this is optional, includes a \$199 fee, and is subject to approval

There may be other sales of rights (dramatic, TV, movie, radio, audio, video, book club, and translation), but we cannot guarantee it happening. We will, of course, work with you in this regard.

We are also working to expand our ability to sell, market, and promote all of our books, which means your book will be included in each advance we make. The

Marketing Options that you choose will also effectively sell, market, and promote your book.

Q: Is getting my book in bookstores the ultimate goal?

Getting your book into bookstores is good, but it is not the ultimate goal. The ultimate goal is to sell your book. For us, our goal is to help you sell the maximum number of copies, putting the maximum amount of money into your pockets. Yes, it's great if a bookstore sells your books, of course, but most books sell because the author is out there moving the books. And the books in the bookstore, they also sell because you are out there moving your book. So, the answer is you. You are the determining factor in your book's success. The best approach is to see bookstore sales as "icing on the cake." It's great to have, but not a requirement for your survival.

Consider these real examples:

Example #1: one author wrote a great book and it was picked up by a traditional publisher. The author paid for a publicist, but would not do any phone interviews, radio shows, speaking engagements, or public appearances. His book made it to the bookstore system and into some bookstores, but sales were dismal. He relied on the publisher, who relied on the bookstores, and the author was disappointed.

Example #2: another author also wrote a great book and spoke on it every month. He plugged it everywhere he spoke, he did a tele-conference, had some publicity work done, did interviews, and he sent out eblasts. His book sold out of the gates over a 1,000 copies and sold more than 500 copies per month for most of a year. It's still continuing to sell well because the author is still hard at work. He is treating his book as a "business card" and is promoting it everywhere he goes. The result: a lot of sales, and he's not even in bookstores!

Q: Do you offer bookstore distribution?

Yes, we do. SOS Publishing has a unique relationship with a bookstore distributor that will accept books by Christian authors. (Books can be reviewed to see if they can be allowed into the system.) The cost to get into the bookstore distribution system is \$199 per book title. Once your book has been accepted into the system, anyone from most any bookstore will be able to order your book, but being in the system does not guarantee that your book will be on the shelves. If there is sufficient demand, bookstores may put your book on their shelves. Having a rep take your book to bookstores is also an option, but does include other fees. Contact SOS Publishing if you need more information about bookstore distribution.

Q: What else can I do to sell, market, and promote my book?

Purchasing print advertising is the lowest return on investment, so we do not recommend buying ad space in magazines or newspapers. However, there are

many other avenues that you can take to promote and market your book. We recommend you implement some or all of the following:

- Create articles from or about your book and submit those articles online
- Create a newsletter series from your book, then offer that newsletter (whether free or for a fee) from your website to generate interest and sales, and to increase your database
- Create a logo that ties all your products together
- Create a website that highlights you and helps sell your vision and your book
- Create press releases and submit them to online
- Create press releases and fax them to newspapers, radio, TV, etc.
- Convert the audio CD to audio download and sell the download from your website
- Do interviews on radio, newspaper, TV, etc.
- Create a Google ad word campaign
- Create and maintain a blog
- Record your book onto audio CD and sell the CD as well
- Create a DVD of you speaking about the book's subject, and package that with your book
- Create a Training based on the topic of your book that includes the book, newsletter series, CD, DVD (and any other related elements) that you could combine and sell for a higher price
- Host conference calls to select audiences on topics from your book
- Speak from stage every chance you get about your book
- Create business cards, postcards, bookmarks, etc. and give these out constantly
- Create t-shirts, mugs, pens, etc. around your brand and sell from your website
- Do book signing at events, bookstores, churches, etc.
- As you begin to build your databases, keep in touch with your readers, customers, and friends regularly,
- Position yourself in your field as an expert on your topic (because indeed you are!) and offer consulting services
- Consider co-authoring with another person to exponentially increase your audience, reach, and sales.

These are a few effective ways to sell, market, and promote yourself, your vision, and your book. We can provide many of the above-mentioned marketing options. Contact SOS Publishing for more information.

Q: Can I sell my book on the Internet?

Yes, absolutely. Your publisher will be, and so should you. They say that more than 30% of all purchases on the Internet are for books, so sell your book online from as many website as you can. Totally fine!

Q: Where am I not allowed to sell my books?

You are free to sell your book anywhere. Some local bookstores may even allow you to come in and do a book signing. If you can arrange this, go for it. It will help your book sales and the local bookstore.

Q: Do I pay the publisher for books that I sell?

No, and that's the beauty of it! If you, for example, print 10,000 books at \$1 each, we would request approximately 500 copies on consignment and sell those through our channels, paying you royalties per book we sell. But on the 9,500 copies you have, you keep all the profits. If you sell them all for \$10 each, wherever and however you sell them, the \$95,000 would be all yours. Selling that many copies is your goal, and our goal as well.

Q: Is there a cancellation clause?

All the publishers in SOS Publishing network recognize that things change. Some of the changes are good and some are not. If you choose to take your book to another publisher (at any time), you must pay any outstanding balances that pertain to books in circulation and for S/H of any copies back to you. If we feel our vision, mission, and values are being compromised by the book or by you, we have the right to declare the book "out of print," and you will be responsible to pay any outstanding balances that pertain to books in circulation and for S/H of any copies that you want back.

Are you ready to dive in? Or have book publishing questions? Contact us today to get starter! Call 512-992-2985 or email info@sosleadership.com.