



# SUMMERLAND PUBLISHING

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[www.summerlandpublishing.com](http://www.summerlandpublishing.com)

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## Information for New Authors

### Summary:

Summerland Publishing, established in 2003, assists new authors with all services needed to publish their book and have it available for sale worldwide. Anya, who handles administrative duties, and Jolinda, who handles layout and design, work closely with authors to make sure the final product meets or exceeds their expectations. Authors retain the rights to their work and can purchase copies at cost for their own sales or promotions. Summerland Publishing pays royalties semi-annually and issues a Federal Tax form 1099 each year as required.

### Steps to Publish Your Book:

#### Initial Costs

Summerland Publishing has a one-time administrative fee of \$350 per book which covers various costs including ISBN number, barcode, Library of Congress registration and number, national book registry entry, and more. You will receive an Author Contract from Anya Petersen-Frey which you will sign and return along with your payment of this fee.

Email your manuscript (preferably in MS Word format) to Jolinda Pizzirani at Summerland Publishing. You will choose your preferred book size and let us know about any special formatting (index, table of contents, references, footnotes, appendix, etc.) you would like included. We will perform the layout and format of your book to meet the requirements of publishing by Amazon/CreateSpace. One or more drafts of your formatted book will be emailed to you periodically to get your approval or so you can request any changes you would like made. Layout and formatting services are charged at \$40 an hour, with a typical text only book cost averaging \$250.

#### Cover Design

Give us any cover design ideas you may have. We can also design a cover based solely on the theme of your book and give you choices as to which you like best. Email us the descriptive text about your book that we can include on the back cover. We also suggest you get several testimonials / recommendations with attributions which can then be placed on the back cover and/or on the inside pages of the book. Provide a paragraph or two about yourself as the author along with a photo if desired. This information is typically included in the back of the book, but we can also place your photo on the back cover if you wish. Cover design charges are also \$40 per hour, with a typical cover averaging \$250.

#### Finalization

Once we have a page count based on the formatting of your book, we can give you an idea of the royalty you will receive per book based on various retail prices. You can then decide on the retail price, and we will purchase the barcode for the back cover. We will again send you drafts of the cover before it is finalized with your permission. Once all files are approved by the author, we send them to Amazon and the book will be live and available for purchase in 2-3 days and on BarnesandNoble.com a few days after that. Booksellers worldwide will be able to order your book using the ISBN number.



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One great benefit from using Amazon/CreateSpace is that changes to text or cover can be made at any time if an error is found. The revised files are uploaded and within 24 hours the book is back up live for sale. There is typically no charge for this unless the changes are extensive.

### Once Your Book is Published:

- Authors can buy copies of their book at cost plus shipping and sales tax which allows them to sell books directly if desired. In addition, if you have made arrangements for large orders through a specific company or institution, we can work with you to offer them a fixed price lower than retail so they can resell the books at a profit.
- Anya Petersen-Frey can create a simple website showcasing you and your book(s) – cost depending on complexity of website
- Make use of social media to promote your book (Facebook, Instagram, Twitter)
  - Create a Facebook fan page
  - Start “conversations” on Twitter to engage potential readers
  - Create contests with your book as the prize
- Create an Amazon Author Page and update frequently
- Start an author blog on other platforms
- Ask family and friends to post positive reviews of your book on Amazon
- Your book will be added to the Summerland Publishing website with links to Amazon for purchase
- Contact local bookstores to secure dates for book signing events
- Reach out to various organizations that might be interested in your subject matter to arrange for possible speaking engagements in conjunction with your book
- Carry copies of your book with you so you can share them everywhere you go –network!
- Summerland Publishing does not provide marketing services, but Jolinda Pizzirani can create a flyer, poster or postcard mailer for you at her standard \$40 per hour rate.
- Join clubs, groups where you'll find your audience/take a leadership position:
  - Locally: chamber of commerce, business/professional groups, civic groups, university or college campuses
  - Internet: discussion groups, social networking, groups within social networking sites, Google key words, Yahoo groups
- Other important marketing and promotion tasks include public speaking, attending major international writing and publishing conferences, conventions, book fairs, media appearances and ads, newspaper and magazine articles, e-mail and fax blasts, and compelling reviews from persuasive organizations.

Have Fun!