

# Your Publishing World

The iUniverse Guide to Supported Self-Publishing



# Build Your Book on Our Foundation of Excellence

You don't have to search long to find a self-publisher. But when you expect more from your supported self-publishing partner, one option becomes clear.

iUniverse was founded on traditional publishing roots with the belief that the best in book publishing should be available to all authors. So we hold ourselves to a higher standard and provide you with opportunities for editorial excellence and professional advancement.

Discover why iUniverse is peerless in the world of self-publishing.

## Take Your Book Beyond

Publishing is just the beginning. iUniverse can help you take your book places.

# Maximize Your Book's Potential For Success

Exclusive tools to help you work toward editorial excellence.

You've put a lot of work into writing your manuscript, and at iUniverse we don't think anything should stand in the way of reaching your publishing goals. We understand that it takes more than simply writing a manuscript to publish a quality book. That is why we provide you with the necessary tools to help you publish a book that meets industry editorial standards and maximizes your book's potential for success.

- Editorial evaluation: Included in most of the iUniverse publishing packages, this manuscript checkup is an overview
  of the strengths and weaknesses of your work.
- Editorial consultant: iUniverse editorial consultants will review your editorial evaluation with you, answer your
  questions, and enroll you in the best editorial services that best meet your needs and goals.
- Editorial services: iUniverse offers more than a dozen services to help enhance your authentic voice and writing style and increase the professional quality of your book.

Learn how your book can benefit from these tools at iuniverse.com/en/editorial-excellence.

# Recognition for a Book Well Done

Publishing a book may be applause-worthy, but iUniverse authors can experience an even greater response. Our recognition programs not only come with bragging rights, but also benefits that can help improve the marketability of your book.



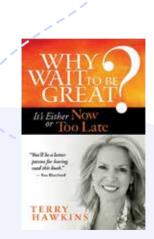
#### **Editor's Choice**

iUniverse chooses only those titles that have the essential qualities of a professionally published book to be part of the Editor's Choice designation.

Learn how you can qualify for iUniverse recognition programs at iuniverse.com/en/editors-choice-recognition-program.



- Terry Hawkins, Why Wait to Be Great? It's Either Now or Too Late, iUniverse title acquired by Berrett-Koehler



### Services

iUniverse brings it all together to create the most professional version of your book.

#### **Editing**

You want a book you can be proud to share. Whether your manuscript needs a little or a lot of polishing, the iUniverse editorial team offers its critical eye to help make your book as clean and ready for readers as possible. In fact, our editorial evaluation is what helps set iUniverse titles apart in the marketplace.

#### **Cover Design**

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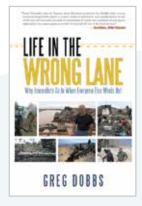
#### **Interior Design**

Margins, spacing, image placement—no worries. Our skilled book production team understands how to design the right interior layout to complement your book's genre.



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Let's make it official. ISBN and U.S. Copyright registration are musts for any serious author. But you have better things to spend your time on, so iUniverse handles all the logistics for you.



My iUniverse publicist spent three months publicizing my book. I couldn't be more impressed with what she did and how she did it. My publicist is creative, energetic, persistent, organized and accessible.

- Greg Dobbs, Life in the Wrong Lane

#### **Distribution**

You want people to be able to buy your book anytime, anywhere. Publishing with iUniverse means your book will be available through Amazon.com, BN.com, iBookstore and thousands of other online book retailers worldwide.

#### **Printing**

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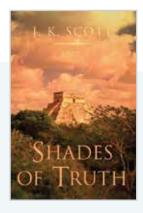
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- JK Scott, Shades of Truth



## iUniversal Appeal

#### Target your audience with the right marketing mix.

Today's most successful writers are promoters as well as published authors. Make your transition from publication to promotion with help from our wide-ranging expertise and opportunities.



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Your book can make its public debut in some of the most widely seen publications and even be featured on television, radio and more.

#### **Events**

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- Los Angeles Times Festival of Books
- Miami Book Fair International
- Book-to-Screen PitchFest

#### **Publicity**

Few things are more beneficial for a book than a positive review, feature article, or online following. Enter the news cycle with help from a publicist who can work to spread the word and find you coverage, not to mention show you the ropes.

#### **Video**

Seeing is believing, especially when views, likes and shares indicate what resonates with audiences. Author and book videos help your book get in front of readers so that they can get behind it.

# We're on the Same Page

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