

Pedernales Publishing was founded five years ago for the express purpose of servicing authors who wish to self-publish. We do not publish the author, what we do is we guide and support the author through the process of self-publishing. Besides the guidance, which is included in our offering at no additional cost:

- we design and produce the book cover and the interior.
- we deliver a paperback, hardcover, and ebooks (in multiple flavors such as kindle, iBooks, Kobo, etc.), all for a flat, fixed fee of \$995. There are a couple of details, of course. For example, you are allowed up to 25 images/text boxes/graphics but beyond that there is a \$5 cost each when you exceed 25. Third party fees, such as ISBN purchases, title setup fees, copyright application fees, etc are charged directly to the customer and are not included as part of our flat fixed fee. However, we provide guidance for authors on a budget on how to avoid those fees altogether.
- we have a 100% no-questions-asked money-back guarantee, so there is no risk for the author.
- we collect payments in stages, with the final payment due at the end of the project.
- we set the author up with all of the printing/distribution contracts directly...in their name, so that when the royalties come in they go directly to the author, not to us. We do not take a cut of the royalties.
- we obtain the ISBNs and Library of Congress numbers, perform account setups (Amazon, CreateSpace, Lightning Source, Kindle Direct, Bookbaby, etc) and do the title setups for each account, for each edition (paperback, hardcover, ebook) of the book.
- all of the design and artwork belongs to the author. At the end of the project, we give the original design files to the author (and we archive a copy for them...and have more than once needed to retrieve it for them).

So our plain and simple sales pitch is that we deliver your paperback, hardcover, and ebooks for a flat, fixed fee of \$995 but we do not take a cut of your royalties, while setting you up as a self-publisher and delivering outstanding customer service. Honest, affordable, and straightforward. Very importantly, we teach you what you need to know about the self-publishing process.

We do not deliver editing or marketing services. Thus when we review a manuscript, it must be professionally edited or we will decline it. We do not charge review fees. We can and do refer authors to qualified professionals who deliver these services much better than we could. We have a strict arms-length policy with referrals. We do not accept referral fees, discounts, or services in kind in return for our referrals. We do not advertise, and do business strictly by referrals from satisfied customers.

Pedernales counts among its clients NYT bestselling authors such as Gloria Nagy (A House in the Hamptons) and Karen Carter of fun fame (Move Your Stuff, Change Your Life), among others. We have many well-known authors in Europe, Mexico, Canada and other parts of the world.

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