

Attached is Barbara Raines' editing chart. This chart was created before we started using Barbara Ardinger, so we did not add her but the chart should still be generally correct. She charges \$40 per hour and works in \$200 increments, and tends to have a faster pace (more pages per hour). Great concept. If the manuscript is very clean, a 100,000 word manuscript could run anywhere from \$1,000 to \$1,500 using someone like Barbara Ardinger. Here are some comments from my partner, Barbara Rainess:

"For Self-Editing:

We recommend inexpensive subscriptions to **Grammarly** and **AutoCrit**. Neither on-line program will eliminate the need for an **industry experienced professional** editor; but both subscriptions will help eliminate many habitual mistakes and save editing costs over-all. You want an editor who edits full-time, has worked for publishing houses, and who has no less than Masters in English or Creative Writing. They also provide reports and statistics that show writers what areas they need to be concerned with such as reading difficulty, etc. I also have a pre-edit list of things to check in order to save fees. We require professional editing and have guidelines to help writers understand the editing process, why it is important, and how they can save money.

We suggest they rely on full-time industry experienced professional editors with references and credentials. In addition, we recommend that they work with editors who bill incrementally--so they do not pay up front for work they are not satisfied with. This also makes the process more affordable to those writers without the wherewithal to afford up front payment in full. I also tell them that they will take 98% of their editor's advice and that they cannot be in love with their own words. Editing can take so-so writing to "golden" and by the same token the wrong editor utterly ruin a good book. As Jose explained, we take a look to make sure the editing process is acceptable."

Regarding print/ebook costs, attached is my summary of print and ebook costs and royalties, and conditions, plus some quick recommendations. Its a bit of a mine field. I would be happy to provide free phone consulting to any of your students who wish more detailed information tailored to their book project.

Some of these royalty rates and costs might have changed in the last year or so, I will see if I can double check them tomorrow, but they are representative. The print costs are current, and I have attached the most recent Product spec from Ingram which covers both Lightning Source and Ingram Spark. The CreateSpace costs are also current. I am pretty much saying that Lightning Source is no longer an option for self-published authors unless they have tons of titles (e.g. a previously published author doing a backlist).

One thing I did not include is a sample calculation of what happens when someone buys their book online (e.g. at Amazon or at B&N.com). It would go like this: Retail price - print cost - trade discount = royalty. The trade discount is the cut that the retailer takes. So, if the royalty % is 60%, the retailer is taking 40% as the trade discount. If we assume the book sells for 13.99, and the print cost for a 300 page book is \$4.80, and the trade discount is 40%, then $13.99 - 4.80 - 5.56 = \$3.63$ for a B&W paperback. The retailer sells the book to the consumer, collects shipping and sales tax from the consumer, and then remits the royalty to the author/publisher.

Self-published books seldom get into bookstores. The focus should be on line sales, and heavily on ebook sales. If bookstores are important, the author can either work with independent bookstores to make local deals, or (if the author is well-heeled and has a potential big seller) he/she can work with a distributor such as New Shelves who will inventory the books, get them into regional bookstores, etc and then take a % of the net sales. We have one big client who has done this. Not for the faint of heart. The BIG issue, as you know Kathleen, is the ridiculous ancient model of 50% or so retail price and returns. NOT economically feasible in the POD world, as print costs are too high if you do not do a 20,000 print run.

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