



OPUSBOOKPRINT GUIDE TO
SELF-PUBLISHING



Our aim is to help you understand what self publishing is all about and perhaps lay to rest some concerns you may have about this relatively new method of publishing. Having said that, self publishing is not as new as many think, it has been around in one form or another for more than 25 years. However, it has taken off in a huge way, and now, more than 50% of books printed in the US and Canada are via the self publishing / short run printing methods.

We are confident that you will find our *all inclusive packages* extremely helpful, Perhaps this is exactly the type of service you are looking for.

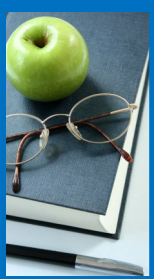
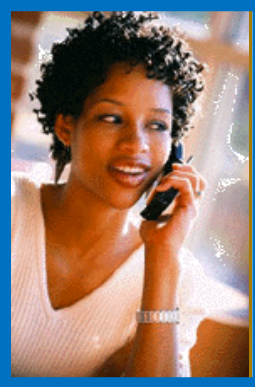
Our aim is to be a **ONE-STOP PUBLISHING SERVICE**. All you need is your manuscript. We will help develop this into a quality finished book.

Publishing with DaySprings Publishing (parent company of OpusBookPrint) is easy and worry free! We will provide you with the information and tools necessary for you to make an informed decision and will guide you through the entire process. All you need is a decision to get your message out, and we will get to work for you.

Our prices are competitive and the quality of our finished books is as good as any produced by the traditional publishers.

Whether you want your book to be sold in the wider market, or you just want a keepsake for members of your family and friends, we have the expertise to help you achieve that dream.

YOU CAN BE A SUCCESSFUL AUTHOR.



STEPS TO GETTING PUBLISHED

DaySprings Publishing will work with you to achieve your publishing goals and make the process fun and enjoyable. We have summarised the process on this page. You can find much more detail in the rest of this Publishing Guide.

Step 1:

Finish your manuscript.

Step 2:

Establish your publishing objectives. Is this book going to be for the mass market or a selected market? Is it just for your family / friends or you want to get your message out to a worldwide audience? Do you want a full colour book or a standard trade soft cover book?

Step 3:

Decide on how many books you want to order initially. Once you are ready, we will send you the required paperwork.

Step 4:

Complete the DaySprings Order form and sign the non-exclusive publishing agreement

Step 5:

Upload or send the manuscript to us.

Step 6:

We begin work on your book. We will take care of ALL aspects of the process, including ISBN, book cover, proofreading etc. DaySprings will be in touch with you throughout this process.

Step 7:

4—6 weeks later, your book is ready. Congratulations on your achievement.

Step 8:

Marketing and Promotion of your book starts. We can work with you to give you a great start in your publishing career.



WHY SELF-PUBLISHING?

You have been dreaming about this book for years. You have spent a lot of valuable time putting it together. You send it to a bunch of traditional publishers, wait for 6—12 months, and then you receive a letter saying your manuscript has been rejected, or saying: “if you can guarantee 5000 sales of the book, we will go ahead and publish”. You know you can’t guarantee those sales, so you turn away dejected. You are not alone!!

More than 99% of manuscripts submitted are rejected by publishers. But wait a minute! You don't have to go through all of that. With new technology, you can 'self-publish' your book and get your book out to your target market.

Self-Publishing is now a multi-billion dollar industry and has helped launch the careers of thousands of authors like yourself. With supported self-publishing from DaySprings Publishing, you can enjoy the freedom and flexibility that comes with being a self-published author.

Why self publish? Because

- **You have full control of the publishing process.** You can choose to design yourself or have us design your cover and layout etc. and you control the process, including how the book looks. Of course, we will give you our professional opinion, but it is your book and your choice.
- **You have full control of the sales.** You sell your book online and in regular bookshops, in churches, colleges, to friends.
- **You have full control of the quantity.** You decide how many books you want printed, can be as low as 100 books, and you decided how and when you need extra copies.
- **You retain the copyright,** not the publisher.
- **You get maximum profit for your effort.** We do not just give you a 5% or 10% royalty, like traditional publishers do. **You get to keep all your profits.**
- **You do not have to keep a large stock of inventory.** Just order the quantity of books you are able to handle, and reorder more books as your sales proceed.

If you've been rejected by traditional publishing companies and still feel your book should be out there with the rest of them - let DaySprings Publishing assist you in getting your message out.



PROFESSIONAL

Preferred by those who want more than just a simple self-publishing experience. This package gives you extra tools and resources to help make your book a success. It includes the following:

- **Typesetting, Layout & Formatting of book** -We will professionally design your book layout from your digitally supplied manuscript.
- **Custom cover design** - We will give you a choice of 2 custom design covers. Cover images to be supplied by author / purchased from DaySprings.
- **ISBN assignment and bar code** for back cover
- **Copyright notice** - copyright belongs to the author, not to DaySprings.
- **Perfect Binding** - soft cover perfect binding with UV coated cover for a durable finish. You have a choice of matt or gloss UV coating.
- **E-Book creation and listing** on major e-Book retail websites (*including Amazon.com, Chapters Indigo, Apple Ipad store etc*).
- **Bookmarks or Postcards** - great marketing tools. (you have a choice of bookmarks or postcards - 2 bookmarks / postcards per book printed)
- **Proofreading** - to correct misspellings and improve punctuation.
- **Author's Website** - We will design an authors website for you and host it free for 1 year. (you have the option of paying for hosting for subsequent years)
- **Listing of your book** on Google Books Preview - use this to drive sales of your book.

BOOK SIZE: 8.5" X 5.5"

No. of pages	Quantity of books printed				
	100	250	500	1000	2000
48 - 96	\$1,750	\$2,500	\$2,950	\$4,000	\$4,650
100 -128	\$1,900	\$2,800	\$3,481	\$4,440	\$5,500
132 - 156	\$2,025	\$3,050	\$3,700	\$4,684	\$6,200
160 - 192	\$2,200	\$3,500	\$4,100	\$5,200	\$6,600
196 - 224	\$2,300	\$3,750	\$4,500	\$5,500	\$7,350
228 - 264	\$2,650	\$3,758	\$4,900	\$6,200	\$8,050
268 - 292	\$2,750	\$4,200	\$5,300	\$6,700	\$8,850
298 - 320	\$3,050	\$4,680	\$5,950	\$7,125	\$9,620
324 - 356	\$3,150	\$4,900	\$6,450	\$8,050	\$10,100
360 - 400	\$3,400	\$5,300	\$7,050	\$8,550	\$10,950

BOOK SIZE: 9" X 6"

No. of pages	Quantity of books printed				
	100	250	500	1000	2000
48 - 96	\$1,925	\$2,750	\$3,245	\$4,400	\$5,115
100 -128	\$2,090	\$3,080	\$3,829	\$4,884	\$6,050
132 - 156	\$2,228	\$3,355	\$4,070	\$5,152	\$6,820
160 - 192	\$2,420	\$3,850	\$4,510	\$5,720	\$7,260
196 - 224	\$2,530	\$4,125	\$4,950	\$6,050	\$8,085
228 - 264	\$2,915	\$4,134	\$5,390	\$6,820	\$8,855
268 - 292	\$3,025	\$4,620	\$5,830	\$7,370	\$9,735
298 - 320	\$3,355	\$5,148	\$6,545	\$7,838	\$10,582
324 - 356	\$3,465	\$5,390	\$7,095	\$8,855	\$11,110
360 - 400	\$3,740	\$5,830	\$7,755	\$9,405	\$12,045

BOOK SIZE: 11" X 8.5"

No. of pages	Quantity of books printed				
	100	250	500	1000	2000
48 - 96	\$2,188	\$3,125	\$3,688	\$5,000	\$5,813
100 -128	\$2,375	\$3,500	\$4,351	\$5,550	\$6,875
132 - 156	\$2,531	\$3,813	\$4,625	\$5,855	\$7,750
160 - 192	\$2,750	\$4,375	\$5,125	\$6,500	\$8,250
196 - 224	\$2,875	\$4,688	\$5,625	\$6,875	\$9,188
228 - 264	\$3,313	\$4,698	\$6,125	\$7,750	\$10,063
268 - 292	\$3,438	\$5,250	\$6,625	\$8,375	\$11,063
298 - 320	\$3,813	\$5,850	\$7,438	\$8,906	\$12,025
324 - 356	\$3,938	\$6,125	\$8,063	\$10,063	\$12,625
360 - 400	\$4,250	\$6,625	\$8,813	\$10,688	\$13,688

EXTRA SERVICES

We want to help you achieve your writing dreams, so we offer services targeted at making your book a success. The list below gives information on some of the extra services we offer.

BOOK EDITING:

Your book deserves a good editing service. Due to the popularity of self-publishing, many authors convince themselves that their books do not require editing, or that just a casual read from a 'knowledgeable' friend is enough. Unfortunately, the abundance of poor quality books shows that this approach does not work. **YOU NEED A GOOD EDITOR.**

By the time you've spent weeks, months, or years on a project, you may not be able to 'see' the words any more. You can 'see' the ideas -- the concepts, arguments, plot, and characters -- but not every word that's on the page, or that isn't, or where there are gaping holes in logic or jumps in style. An editor will see these. It's what they're paid to do. The experienced editors at DaySprings Publishing will edit for style, tone, word choice, and sentence structure. We will also have a hard look at the elements of fiction or nonfiction as appropriate—things like plot, dialogue, and characterization, or structure, strength of argument, and clarity—and make lots of helpful suggestions.

Price:

*As a guide, our editing service costs approximately 2 cents per word.
For example: a 30,000 word book will cost approximately \$600 to edit.*

GHOST-WRITING

Many potential authors have given up on writing their book because they do not have the time or the skills to write it? Maybe you've started to write your book, but it's turning into a bigger task than you imagined and you keep on changing your deadlines.

What you need to get your book completed and published is a partner—someone with the skill to turn your ideas into an exciting, organized, well-written book. If this sounds like you, then our Ghost-writing service is exactly what you need. We will partner with you to develop your ideas and thoughts into that book you have always dreamed of. No-one will know that you used a ghost-writer for your book. Actually, many best-sellers have been written by 'ghost-writers' and not by the person named on the book cover.

Price:

Depending on how much research, updates and rewrites we have to do to complete the project, prices range from \$5,000 for a simple book to more than \$25,000 for complex or lengthy projects. Please contact us to talk through your project.



MARKETING & BOOK PROMOTION

How does your book stand out in a very crowded market?

You need a strategy that utilizes a mix of online and offline book promotion techniques. Combining the power of the internet via social media, blog tours and search engine optimization with traditional promotional events like radio interviews, press releases and newspaper / magazine feature stories, we can give your book the promotional boost it needs to become successful.

Contact us to discuss this option. We will craft a tailor-made marketing solution for you.



We hope we have answered most of your questions in this booklet,
but please feel free to contact us if you any more questions.

Our office number is
1.778.801.3300

You can also email us at
admin@dayspringspublishing.com

Mailing Address (Canada)
Suite 470, 7360 137 Street
Surrey, BC. V3W 1A3
Canada

Mailing Address (US)
860 Peace Portal Drive
Blaine, WA 98230

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For information, contact the publisher at admin@dayspringspublishing.com
