

## **Frequently Asked Questions for eBook Submission:**

Goose River Press is pleased to announce that we have partnered with an eBook Submission company and are now able to offer our clients the option to have their book converted to eBook format and distributed to distribution points all for one low fee of \$350.00. The following information states what we can offer and answers many questions that potential clients may have. In the following document, when we speak of what Goose River Press offers it is in conjunction with our eBook partner; however, the client will deal with Goose River Press only.

**Goose River Press** will format your manuscript, prepare submission files, and publish to Apple, Amazon, Barnes and Noble, Sony, Kobo, Diesel, Google and thousands of other ebook distribution points. We include all metadata, and keyword tagging. Our Formats include— HTML, Java, .mobi, ePub, RFT, LFR, PDB, PDF and plain text. We provide your eBook with a free ISBN. Also included is a one year auto submission service to distribution points added to our database. A \$75.00 **optional** annual fee will be charged to you after your first 12 months of service, which includes ongoing maintenance, auto submission and service of your book for an additional 12 months. You can opt out of this feature. (Your books will still stay listed and we continue to pay royalties.)

FAQs / Terms and Conditions

### **Q. What makes Goose River Press better than other file conversion services?**

A. We care about our client's files and manually format and convert each one for submission. Most services that advertise "free" conversions never even look at a client's file. They do it all on autopilot. If the file is junk—that's what gets submitted to the on-line retailer, and in many cases it is rejected for that very reason. We've seen all kinds of corrupted files come in to us. We don't let them out until they are right. Clients who want it done correctly usually end up going through a paid-for service.

Our team of professionals each average 20 years experience, bringing a wealth of knowledge and experience to each client.

Best of all is our prices. We charge the lowest prices in the industry. We have never lost sight of our objectives and that is to bring the latest technology to our clients at affordable pricing.

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**Q. Do I keep the rights to my book?**

A. Yes. You keep control of your rights and content of your book. We act as an Agent/Publisher, not a Traditional Publisher. Although, for the purpose of submitting and managing your eBook, we retain temporary rights (granted by you when you obtain our services) as an ePublisher which authorizes Goose River Press eBook Publishing to submit your eBook through distribution outlets. As a company, our intent is not to control ownership at any time of your book. You have the right at any time to make changes, control the pricing, and control the distribution. We do not retain any royalties of your eBook. Our services are only for those that hold the rights to their own works. Retaining our services under false pretense of ownership is punishable under federal law. All books that we submit for distribution are done so with digital rights management (DRM). DRM restrictions include limiting copying, printing, and sharing of e-books.

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**Q. How often are royalties distributed?**

A. Quarterly.

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**Q. Understanding the royalty process.**

A.. Goose River Press Publishing is a Master Distributor. Our database of distribution partners has grown to over 10,000. Not all books go to every venue. It depends on the type of book. Most books are distributed to at least 1000 more venues. Due to our vast distribution territory, it is impossible to track sales in real time. We report to you on a quarterly basis the sales that are reported to us from our various distribution partners. We do not count a sale as a sale until we have received payment. All payments are processed within the same month as receipt. You will receive your quarterly payments in Jan., April, July, and Oct. Closing date for sales will be the last day of the preceding month in which payment is made. Most venues do not issue payment within the same month as when the book sold. As an example: Payments we send out in June are most likely from sales that took place in March, but keep in mind, we didn't receive that statement or payment for the books that sold in March until the month of May. The variance can be anywhere from 60 days to 6 months. Each venue is different. However; you will receive payment at the close of the quarter in which we receive payment, regardless of what month the book sold.

Ebook reporting is slightly different than a printed book. We do not put the quantity of books sold on the ebook report for various reasons. The reason for the number of books being sold is eliminated from the report due to the royalty amounts on each ebook sold varies not only from venue to venue, but within the same venue as well. We do make a distinction when an ebook sells for far below the average 70%. We will give you a separate line item that notes if the royalty falls into the 35% category due to undeveloped country sales. As an example, distribution venues can charge small misc fees--although they equate to pennies, the pennies are enough to cause different amounts on each book sold depending on the location of sale, if the book was returned, bandwidth usage, chapter or page count download from libraries, etc.

It is not feasible for us to list all details of each transaction for each ebook sold on a line item by line item basis. We do provide the distribution point (Tier One) where the title was sold, the gross royalty from that venue and country if applicable. If you are trying to figure out the quantity sold, just divide the estimated royalty amount of 70% into the gross royalty. This will provide you with a good estimate on the number of books sold. 95% of all venues that we have negotiated with have a rate of 70% or the venue already has a published rate of 70%. Some are higher and some are lower. Please check with the venues online to review their published rates. Our rates are either the same as the published rate or higher. Google is the lowest, running at around 50 - 55%. Regarding the period of when the books are sold, all venues run on a different time frame, therefore it would be near impossible for us to list such detailed, real time information. For all intense purposes, the time period should be based when we send you the royalty payment and you just need to figure the title sold within the last 30 - 90 days.

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**Q. Do I have to reach a certain amount of royalties before I receive payment?**

A. Yes. Your reported royalty payment must be a minimum of \$5.00 for you to be paid in a quarter. If the payment is less, the royalty will be held until the next quarter in which your payment is at least \$5.00.

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**Q. How do I price my eBook?**

A. That is your judgment. We can recommend for short stories \$2.99 - \$4.99, novels \$5.99 - \$8.99. Pricing below the \$2.99 limits where we can distribute. Also please keep in mind, although you are setting the price and we are submitting your suggested retail cost - some distribution venues maintain the right to adjust the suggested retail cost. Google at times discounts the eBooks as much as 25%. Please refer to any of the distribution sites for their terms and conditions. The maximum discount that must be given to a distribution point is 40%, but all vary.

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**Q. How long does it take to upload my book to the various distribution points?**

A. Goose River Press eBook Publishing normally takes 7 -10 days for your book to go through our process of formatting, converting and checking for errors. After that, it depends on the distribution point. Some sites will have your book available within the hour after being properly formatted and passing their formatting checker. Some sites take a little longer but usually within 2-15 days. As of June 1, 2011, we are letting clients know the process is taking as long as 30 days for some venues to make your eBook live. Apple takes the longest due to their stringent requirements for acceptance.

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**Q. Does GRP and/or its eBook partner hold other certifications?**

A. Our partner is a licensed Apple developer, Microsoft Solution Provider, SEO Certified and holds a host of other professional certifications and licenses.

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**Q. How can Goose River Press eBook Publishing guarantee acceptance of my book to Apple and the others sites?**

A. We cannot guarantee acceptance of any eBook. However if we do have an issue with any distribution point we would work very closely with them until we correct any issue they may have with your eBook. With that said, we have never had a rejection due to the scrutiny we put each book through. We catch the glitches before it goes out the door.

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**Q. Do I need an e-ISBN to publish my book on-line? Can I supply you with my own ISBN?**

A. Yes, that is how search engines will find your book and match keywords. Although most distribution points do not require an ISBN, most of the larger retailers require one. We will assign one to you at no charge. Different media types of products require a different ISBN. Our ISBN's are registered to us and therefore we use all the functionality of the ISBN to help market your eBook to various distribution points.

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**Q. How will readers know where to find my book?**

A. A Google search or any search engine of the book title and authors name will show your books availability. Most people have a favorite eBook retailer; they will find your eBook through the search engines of the retailer. You should also add a link to your eBook sellers on your web site. Publishing the ebook is only the first step. Once we convert and submit, that gives you your product – now you have to market your product.

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**Q. If Goose River Press ePublishing is submitting my eBook to over 1,000 on-line locations, why don't they all show up in a Google search?**

A. Google searches will readily reveal your eBook's availability at the locations where most of your readers shop: Amazon, Apple's iBookstore Barnes & Noble, Google eBookstore, Sony, Diesel and many more on-line retail outlets. Many locations, such as schools, universities, private book clubs, retail stores, organizations, etc., have secure internal databases within their intranet. These are not made available to the public, but can be accessed by registered users who have a login and password to enter their system.

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**Q. Do I need to format my manuscript for submission to Goose River Press?**

A. Yes and No. Most files are very workable. However, there are a couple things you can do which will maintain the integrity of your book.

1. Table of Contents (TOC) and Chapters – please make sure if you have Chapters, that the chapters say “Chapter”. Example – “Chapter 1” or “Chapter One” or “Chapter – Why Blue Birds Fly”. Please make sure if you have a TOC the Table reflects / mirrors the content in the book. Example – TOC states “Chapter One” and inside the book says “Why Blue Birds Fly” (this is incorrect) – they both should say “Chapter One – Why Blue Birds Fly” If you have endnotes - please make sure that you place the word "Endnote" in front of the chapter you are noting. Example -" Endnote - Chapter One" is correct - "Chapter One" is incorrect. If this is not properly identified our system will pick this up as an additional chapter and list it in the TOC.

2. Please do not put anything in front of the title page. If you do, we move it under the title page. Knowing this gives you the option to move this information somewhere else that you may feel is more appropriate. Remember, by default we move this info under the title page or the end of the book..

3. Hard breaks in words at the end of a line. Please do not manually put these into your manuscript. We cannot guarantee that we are able to remove and fix this type of error. The only hyphen/break in a word that is acceptable is one that is intentional for grammatical purposes, not one that makes the justification look better.

4. Most of our distribution partners have a proprietary system for formatting. Although we have to give them clean, formatted and converted files (as per dictated industry standards) - they will still run the files through their proprietary system. This means that some formatting that you placed in your book may not stick. Please remember that eBooks are not print books. eBooks are concerned about text, uniform sizing, singular font, proper spacing, etc. The user has the ability to customize their reading experience. It is not for us to force a certain style. Here at Goose River Press Publishing - all of our eBooks have a uniform title page, uniform font and sizing. This is what is required by us from our distribution partners and industry standards in order to provide the end user with the best reading experience. We do understand as an author you have put a lot of hard work into formatting your book, unfortunately the eBook world has standards in order to provide the reader with a format that is uniform.

5. An eBook is one long continuous file, therefore headers, footers and footnotes will be taken out of your book. If you want to keep your footnotes, reformat the information to the back of the book and please remove all number references within the body of the book.

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**Q. Is there a preferred type of file to submit to GRP?**

A. Our first choice for your file is a Word Doc. If you do not have a Word Doc, please submit the native file that the manuscript was written in. If we have a problem, we will call you and work with you until we get it right! 75% of all PDF's that we receive work just fine.

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**Q. My print book has an artistic interior design, such as a fleur-de-lis and scrolls. Will they convert and show in my eBook?**

A. Yes and no. You need to remember that e-Readers were designed for displaying text. Graphics will not convert, and therefore, will be taken out. Some graphics within the book can be used, for example, if the graphic is before or after a block of text and is gray scaled. The most prominent exceptions are readers that use PDF and are viewed on a conventional desktop, laptop, etc. The other exception is a file converted for Apple's iPad, which is the best mobile device (at the moment) for displaying graphics. Unfortunately, that technology does not carry over to most other mobile devices, as we explained. It may also be worth mentioning that a highly graphical ebook submitted to Apple can only be submitted as App for the iPad, not an ePub ebook.

**Very Important** – the best eBook is simple; it is all about the words, not how pretty it is. Your eBook is going to be nothing like your print book. They are two completely different styles of media. It is most important to realize that very few eBooks are going to be 100% perfect. We format and convert for the masses and everyone wants a different file type. Some venues will take a perfect file that we give them and re-run it through their own proprietary converters, thus causing glitches to appear. A big part of eReaders is to let the reader control how they are viewing your eBook. The viewer/reader can change font size, font style, color, etc. It is all about providing the words properly, not making the eBook look pretty.

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**Q. Can I have extra lines between paragraphs or chapters?**

A. Typically no. Anything more than three line spaces jumps to a new page, which leaves blank pages in-between. We are sure you do not want that. You want your eBook to be pleasing to the reader. We take out all lines in order to provide a continuous flow of text.

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**Q. How come my eBook and print book have a different number of pages?**

A. When your files are formatted for eBook, they are formatted and converted in a way that makes the text is continuous, thus removing many spaces. You also have to keep in mind that eReaders come in all different sizes. A typical 300 page book may appear as 2000 pages on an eReader. Most eReaders do not keep track of pages, but

measures the eBook by percentage. Example – if someone reads the first 100 pages of a printed book, the eReader will recognize that as 33% read, not 100 pages read.

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**Q. Why are the page numbers eliminated from my eBook?**

A. Again, eBooks are a whole different animal than print books. The e-Reader doesn't see your file as individual pages, but as one continuous file. That's why many e-Readers show the percentage of pages read as opposed to page numbers. It's showing you how far into that file you are.

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**Q. Can Goose River Press do eBooks with color, graphs, pictures, etc.?**

A. Yes and no. If you submit your file with color pictures and the e-reader (which most are) is black and white; the picture will only appear to be black and white to the reader. You also have to keep in mind an e-reader is smaller than a printed book. Therefore viewing any details of a picture will be very difficult for the user.

The format of the picture cannot be wrapped around any text. The picture must reside either at the top or under a block of text. If you submit your book with graphics and the picture is not formatted properly, we will move the picture to the top or bottom of the corresponding text area.

One other option is to remove the picture and provide a link as to where the picture resides. You can set up an html page with your pictures, upload the page, right click on the picture and copy picture link. Insert the link instead of submitting the picture. The text of the link should be "picture". The reader will know to tap on the "picture" link to view. Please keep in mind e-readers can vary in size from 3 x 5 inches (some even a little smaller) to the size of an iPad. The user controls how they view the eBook.

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**Q. Do I have to pick a format type from the formats listed? Example: HTML, Java, .mobi, ePub, RFT, LFR, PDB and plain text?**

A. GRP will automatically format your manuscript or finished book from any file type and convert it to the correct format for submission to the various distribution points.

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**Q. What's the cost to me?**

A. For eBook formatting, submission and distribution to Apple, Amazon, Barnes and Noble, Sony, Kobo, Diesel, Google and over 1000 more eBook worldwide distribution sites there is a one-time fee per title of \$350.00. This includes a free ISBN for all ebook publications and one year auto submissions to distribution points added to our database.

Submissions are subject to net proceeds from retailers advertised royalties. Goose River Press charges a 5.25% monthly service fee. This fee covers maintenance, consolidated accounting and support.

Goose River Press eBook Publishing charges an optional \$75.00 annual renewal fee. The annual fee will be charged to you after your first 12 months in order to maintain auto submission and service maintenance of your book. If you opt out of this service, your eBooks will still stay listed and you will still receive royalties. You will not be allowed cover changes, price changes, or auto submission to new distribution points.

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**Q. What changes can be made without additional charge?**

A. We allow price changes (after 60 days), cover changes and any administrative information.

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**Q. What changes cost additional fees?**

A. Any text changes, resubmittal of manuscript, re-conversion of files, etc.

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**Q. Do I need to have my book available in print before I can create an eBook?**

A. No. You can choose to publish your book solely as an eBook. It does need to have cover art to be accepted to most sites. It will have its own e-ISBN designation and enjoy all of the same benefits as any other eBook.

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**Q. Do you edit or proof read my book with your standard submission service?**

A. No. We assume that the file you send us has been edited and corrected. We do not look for, or change, errors in spelling, punctuation or grammar. However, we will remove double spaces between sentences and extra spaces within words. We also remove any tabbing and spacing between paragraphs. One example we see a lot – the word “It’s” is submitted to us with a space between the “t” and the apostrophe. We will remove that space.

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