



SUNBIRD PRESS

THE HOME OF
MULTICULTURAL
NARRATIVES

Welcome to our self publishing e-guide. Find information on how to self publish on Amazon with us.

Contents

1. What is the difference between traditional publishing and self-publishing?
2. Why choose to self-publish?
3. SunBird Press Publishing prices
4. What does the SunBird Press cover?
5. Terms of agreements of Publication with SunBird Press.

1. What is the difference between traditional publishing and self-publishing?

A traditional publisher is interested in publishing books that will generate income for both themselves and the author. Their initial costs will be high yet they have a full quota of staff to proofread, edit, typeset, Quality Assurance check, review and administer every aspect of the publishing process. They also have sales and marketing contacts who will ensure that their books are exposed to a highly competitive marketplace. The author puts their book into the hands of the publisher who may wish to make changes to the book or the way it is marketed that are not in keeping with the author's original vision, based on what they believe will work best in the marketplace. It therefore follows that the subject matter of the book is of primary importance to a traditional publisher as they will need to be able to sell it to the wider market.

Self-publishing allows any author to publish their book and, for a comparatively small outlay, will receive a good quality product which they are free to market themselves. The subject

matter of the book is of secondary importance as a self-publishing company will not be involved in the sales and marketing process. Self-publishing companies place the responsibility with the author for checking each proof when they get it back from being typesetters, rather than doing this in-house. This ensures that the author remains in control of their book and its content at all times. Once published, books will be enabled for distribution with major online retailers and wholesalers; ensuring that authors do not need to be involved in fulfilling customer orders, leaving them free to market the book on their chosen platforms.

2. Why choose to self-publish?

Of course, the obvious way is to approach a traditional publishing house, get them to read your manuscript, offer you a deal and then wait for royalties to stream in. In an ideal world!

These days sadly, the percentage of manuscripts actually read by publishers – let alone offered a book deal – is dreadfully low, leaving many aspiring authors wondering how to publish their book. This is where self-publishing comes into its own!

Self-publishing has become a more and more popular method of publishing in recent years; it's cost-effective, reliable and you, the author, are in complete control of the process, guided through it by your self-publishing company – so choose wisely! A good self-publishing house will still review your manuscript and give you feedback before taking on your book; making sure both you – and they – are happy to go ahead and send your manuscript out into the world!

When you decide to self-publish, you take on the roles that a publishing house would typically do – formatting your manuscript, checking your proofs, and, when your book is ready, deciding on the best marketing strategy to get your book noticed.



3. SunBird Press Publishing prices

The majority of books that we publish are less than 100,000 words and therefore can be published for our standard package price of between £560 - £795 (see breakdown below). Should your word count exceed this then there is a sliding scale of charges to accommodate the printing process. **Payments can be made in up to two instalments.**

Word count of manuscript Publishing price

Less than £100,000 - £560

Up to 100,000 - £795.00

100,001 – 150,000 £995.00



4. What does SunBird Press cover?

We have worked very hard to put together a comprehensive, affordable and quality alternative to the all too often frustrating world of conventional publishing.

Within the cost of your contract we will provide the following services:

- Full, comprehensive support from our dedicated team. You will have email and WhatsApp access during working hours to our admin team who will ensure the smooth transition of your book, from manuscript to finished product.
- Your own KDP Publishing account on Amazon with support in how to set it up and maintain it.
- Wherever possible you will deal with the same person each time to ensure understanding and continuity professional typesetting of your book.
- Our typesetters will professionally layout the interior of your book followed by the cover in high resolution, ready for print.
- Your book will have its own unique ISBN number assigned – this will enable you to sell it via any bookstore or internet site.
- A professionally designed book cover, using your image for the front cover; we will put together a professional cover for your book, although we can only provide paperback at this point in time.

- If you don't have an image prepared then there are royalty-free sites we can point you to and images are very inexpensive to buy.
- You have full control over the production of your book. We will send you pdf proofs throughout the process for your approval or amendment and work with you to resolve any layout or formatting issues that crop up.
- Upon receipt of your approval of the final proofs, your book will be sent to press and 5 copies will be delivered to you within 2 weeks.
- Your book will be made available for sale from websites such as amazon.com, amazon.co.uk, good reads & Noble amongst others.
- Amazon will be your wholesale point, you will be able to re order your books in bulk at anytime required to resell on your own platforms..



5. Terms of agreements of Publication with SunBird Press.

We are an independent publishing house that encourages writers to be an integral part of their publishing process and experience.

The publishing process with SunBird Press outlines the following terms and conditions:

Article 1

Copyright remains the author's, the amount of hard copies printed for the Publishing House's purposes are left up to the author's discretion. A set amount can be mutually agreed between author and publisher on either a monthly, quarterly or annual basis.

Article 2

All royalties or profits made on online sales will belong to the Author as the sole owner of the KDP account. The publishing house may only make a profit from the agreed number of paperback books previously agreed by the author.

Article 3

Author will be supplied with a publisher account on Amazon KDP that will be managed by the author where the following will be able to freely manage finances and order their own hard copies.

Article 4

The author will have full creative direction over his/ her book. The publisher has the right to intervene should content be deemed offensive in any manner. The Author and the publisher will mutually agree on production of the book artwork. In any case, the Author will have full creative direction over the creation of the artwork.

Article 5

SunBird Press agrees to the editing service, formatting, conversion and upload of the Author's manuscript to KDP Amazon's publishing by the agreed date.

Article 6

SunBird Press certifies that their publishing house logo will be released and available for your project. Your book will be branded with our said logo.

Article 7

SunBird Press certifies that upon publication, your book will automatically be featured as a part of our catalogue. You will have an author feature on our website and any work or articles/ publications listed on our website.

Article 8

SunBird Press does not provide extensive marketing campaigns/ book tours for the books that we produce. It will be the author's responsibility to organise such marketing campaigns on their own platforms.

We only provide the option to keep your book on our catalogue and for it to be marketed on our channels.

Any extra promotions will be within publishing house capacity and formally agreed between the Author/ the Publisher.

Should you be in agreement with these publishing terms and conditions, we will require you to respond in writing within 5 working days.

Again, thank you for your interest to publish with us. Hoping this will be a pleasant and enriching experience. Any questions, please do not hesitate to contact us.



6. **SunBird Press Publishing process.**

This section is for your information in order to understand our publishing process. Made as simple as possible.

1. Complete the author questionnaire and **send with your manuscript indicating word count (that will determine the publishing fees.)**
2. Send complete manuscript to editorsunbirdpublishing@gmail.com and cc Sunbirdjournalpublishing@gmail.com
3. Once we have processed your information, we will provide you with a quote.
4. At this point the editing process will begin. You will have up to 6/7 rounds of editing to get your book ready.
5. At this point the front cover and other advertising vignettes are created.
6. Once edits are complete, Our editor will send the articles to Tech (Kusmin) to be formatted.

