

## **FAQ/What To Do Next**

### **1. What comes with the publishing package?**

Each publishing package only includes what is listed under each package. Marketing, printing, editing, or extra designs are not included.

### **2. How much is editing?**

For first time authors with Heart.Ink Press the cost for editing is \$150.00 (up to 230 pages). For reoccurring authors the cost for editing is \$250.00 (up to 230 pages). Each extra page is \$3.00.

### **3. Do you print my books or do I have to find someone to do that?**

Heart.Ink Press can print your books. Heart.Ink Press has a relationship with multiple printers and will choose the printer that best accommodates the author.

### **4. How much is printing?**

Printing varies. The cost depends on the number of pages and quantity printed. Heart.Ink Press provides print-on-demand services for authors who prefer not to order in bulk.

### **5. Who will market my book once it is published?**

The bulk of marketing is left to the author. However, Heart.Ink Press can assist with planning book tours, signings, and interviews for an additional cost.

### **6. I read that to purchase extra copies of my book that I can get them at 40% off retail value, why is that?**

Printing a book can be costly especially if you do not order in bulk (at least 25 books). In order for Heart.Ink Press to service your request for printing fees have to be paid to cover print, shipping, handling, and service. Example: If your book is retailed at \$15.00 you will pay \$9.00. This \$9.00 will cover print (which usually ranges from \$3.50 - \$4.10), shipping and handling (flat fee of \$3.00), and service (the remaining of the \$9.00, which is \$2.50 - \$1.90).

### **7. If I want to market the book myself what should I do?**

Start by knowing your demographics and then create a list of locations you have easy access to or connection with. Construct a press release letter and submit to the locations on your list. Be prepared to forward a book to the location if requested. Also use free social networks (e.g. authorsden.com, facebook, pubmatch.com, et cetera).

### **8. How can Heart.Ink Press help me market my book?**

The most affordable way Heart.Ink Press can help you market your book is by you providing a list of 6 locations (e.g. stores, churches, media outlets) where you would like to market your book and Heart.Ink Press will do the rest (e.g. set up appearances). This cost is a flat rate of \$250.00. We also have a national and regional marketing list of over 1000 media outlets (e.g. television, radio, magazines, et cetera). We will construct, from that list, a minimum of 500 contacts that meet your demographics for \$480.00.

### **9. Can Heart.Ink Press send a representative to my event?**

Heart.Ink Press, LLC... "Tuned To The Beat of Your Heart"

Sure! Local events are \$120.00 per representative. For non local locations please send an e-mail to [info@heartinkpress.com](mailto:info@heartinkpress.com).