

# Stories To Tell

## Services & Fees

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StoriesToTellBooks.com

**Nancy & Biff Barnes**

**10/1/2018**

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## EDITING

- E1 Developmental Editing/Manuscript Evaluation** \$299 includes up to 40,000 words  
An experienced professional editor carefully reads your manuscript for ideas, organization, and completeness. You receive a written report with goals for improving and completing your book. This service also includes a forty-five minute phone conference with your editor to discuss the written evaluation and to address your questions.
- EE1A Developmental Editing, Additional Words** \$3 per additional 1,000 words  
Each 1,000 words of additional text, for manuscripts of more than 40,000 words.
- E2 Copy Editing** \$20 per 1,000 words  
A copy editor focuses on accuracy and correctness, recommending revisions to errors in sentence structure, syntax, word choice, punctuation, and mechanics. This service includes text mark-ups using the Track Changes reviewing tool for collaboration with the author.
- E3 Academic or Technical Copy Editing** \$24 per 1,000 words  
A copy editor using the appropriate style sheet (Chicago Manual of Style, A.P. Style Book, MLA, etc.) focuses on accuracy and correctness, recommending revisions to errors in sentence structure, syntax, word choice, punctuation, and mechanics. This service includes text mark-ups using reviewing tools such as Track Changes for collaboration with the author.
- E4 Content Editing** \$32 per 1,000 words  
A content editor reviews your manuscript as a whole and analyzes it at the paragraph and sentence level to assure the general accuracy, consistency of content, and focus of the manuscript. Recommendations may include additions, deletions, textual moves, and other revisions. The editor also copy edits the text. This service includes text mark-ups using reviewing tools such as Track Changes for collaboration with the author.
- E5 Indexing: General Interest/Mass Market** \$20 per 1,000 words of text to be indexed  
Create a single level general or subject index including specific terms, names, places, events, and thematic concepts for general or mass market books. (There are additional charges for cross referenced indexing or multiple levels. We will provide a custom quote after discussing your project with you.)
- E6 Indexing: Academic or Technical** \$26 per 1,000 words of text to be indexed  
Create a single level general or subject index including specific terms, names, places, events, and thematic concepts for academic or technical books requiring complex indexes of equal importance to the text. (There are additional charges for cross referenced indexing or multiple levels. We will provide a custom quote after discussing your project with you.)

## BOOK DESIGN

<b>D1</b>	<b>Standard Interior Book Design</b>	\$700
	Interior design and page layout for black & white, text-only books with basic formatting, such as a novel or essay collection. Includes up to 40,000 words. For longer books, see D1A, Standard Interior Design, Additional Words.	
<b>D1A</b>	<b>Standard Interior Design, Additional Words</b>	\$30
	Each 10,000 words of additional standard text	
<b>D2</b>	<b>Custom Interior Book Design</b>	\$1,000 includes up to 40,000 words
	Interior layout for books requiring special formatting including: text-wrapped images, poetry, letters, journal or diary entries, interview transcripts, or pull quotes.	
<b>D2A</b>	<b>Custom Interior Design, Additional Words</b>	\$100
	Each 10,000 words of additional custom text	
<b>D3</b>	<b>Premium Interior Book Design</b>	\$1,200 includes up to 40,000 words
	Premium Interior layout for books requiring special formatting including all items included in Custom Interior Layout, plus index, charts or graphs, footnotes, endnotes, bibliography, glossary, provided by client. (Stories To Tell can create any of these elements if they are not yet developed in the book's text; additional fees may apply.)	
<b>D3A</b>	<b>Premium Interior Design, Additional Words</b>	\$200
	Each 10,000 words of additional premium text	
<b>D4</b>	<b>Interior Design Adaptation</b>	\$400
	Adapt an interior design file submitted by client	
<b>D5</b>	<b>Recipe Preparation</b>	\$5 ea.
	Create double column formatting for recipe ingredients in cookbook	

## COVER DESIGN

- CD1 Standard Book Cover Design** \$300  
Standard design includes two images, provided by client, prepared in Photoshop for front and back covers, one background color and/or texture, and two suitable typefaces for title and author.
- CD2 Custom Book Cover Design** \$400  
Custom design includes two-layer artwork effects added to up to three images provided by client, or suitable artwork can be acquired for an additional charge. Design includes up to four complementary fonts: title, subtitle, author, and other text.
- CD3 Premium Book Cover Design** \$500+  
Premium design is intended for commercial projects, and includes complex art rendering such as composites or vector images. Design includes complementary fonts. Includes assistance with marketing blurbs, award badges, and other commercial design features. Stock components are included free of charge; specialty art acquisition such as hand drawn illustrations may incur additional charge.
- CD4 ARC Book Cover Design** \$100  
An Advance Review Copy (ARC) cover design adds a custom ARC label to an existing cover as part of a pre-publishing strategy to gather reviews.
- CD5 Cover Design Adaptation** \$200  
Adapt cover of a previous volume or artwork or design submitted by the client to match printer specifications
- CD6 Cover Modification** \$150  
Changes to cover text and design requested by client
- CD7 Book Cover Mockup** \$200  
Create an additional mock-up on client request

*\*For all covers we design, we provide jpeg images of the front cover in both high resolution and web resolution for the author to use in marketing.*

## BOOK DESIGN PACKAGES

**BDP1 Ernest Hemingway Package**

\$1,166

This package is for text only books *of any length*. It includes Standard Interior Design and Standard Cover Design in paperback or hardcover.

**BDP2 Harper Lee Package**

\$1,397

This package is for books *of any length* with 15 photos/illustrations or fewer. It includes Standard Interior Design, Standard Cover Design and preparation and in-line placement of photos or illustrations. You may choose black and white or color interior.

**BDP3 Emily Dickinson Package**

\$3,410

This package is for books *of any length* requiring Custom Interior Design for text formatting letters, poetry, transcripts, pull quotes, etc. It includes preparation, text wrap placement and captioning of up to 60 photos or illustrations and Custom Cover Design. You may choose color or black and white interior and paper or had cover. Creation of an eBook is included.

**BDP4 Mark Twain Package**

\$4,482

This package is for books requiring Premium Interior Design for charts, graphs, footnotes, endnotes, index, glossary, appendix, etc. It includes preparation, text wrap placement and captioning of up to 75 images, and Premium Cover Design. You may choose color or black and white interior and paper or hard cover. Creation of an eBook is included.

*\* Design packages require that your text be fully edited before design begins. Editing is not included.*

## EBOOK DESIGN

- EBD1 Standard Interior eBook Design** \$500 includes up to 40,000 words  
Interior layout for black & white, text-only books, with no special formatting.
- EBD1A Standard Design, eBook, Additional Words** \$30  
Each 10,000 words of additional standard text
- EBD2 Custom Interior eBook Design** \$1,000 includes up to 40,000 words  
Interior layout for books requiring special formatting including: text-wrapped images, poetry, letters, journal or diary entries, interview transcripts, or pull quotes.
- EBD2A Custom Design, eBook, Additional Words** \$100  
Each 10,000 words of additional custom text.
- EBD3 Premium Interior eBook Design** \$1,200 includes up to 40,000 words  
Interior layout for books requiring special formatting including all items included in Custom Interior Layout, plus index, charts or graphs, footnotes, endnotes, bibliography, glossary provided by client (Stories To Tell can create any of these items; additional charges apply.)
- EBD3A Premium Design, eBook, Additional Words** \$200  
Each 10,000 words of additional premium text.
- EBD4 Image Placement in Illustrated eBooks** \$10 each  
Placement of images in an illustrated eBook.

## EBOOK COVER DESIGNS

- EBC1 Standard eBook Cover Design** \$200  
A standard cover includes: one primary image, (either supplied by the client or from a stock source) one background color and/or texture, and suitable typefaces for title and author. Client may collaborate on selection and placement of artwork and typefaces.
- EBC2 Custom eBook Cover Design** \$300  
A custom cover includes a multiple images or a layered, composited image and up to four fonts (title, subtitle, author, text). Client may collaborate on selection and placement of artwork and typefaces. The cover image and copy represent the book's story or subject.
- EBC3 Premium eBook Cover Design** \$400  
Premium design is intended for commercial projects, and includes complex art rendering such as composites or vector images. Design includes complementary fonts. Stock components are included free of charge; specialty art acquisition such as hand drawn illustrations may incur additional charges.

*\*For all covers we design, we provide jpeg images of the front cover in both high resolution and web resolution for the author to use in marketing.*

## **EBOOK CONVERSION**

*Prepare a digital book for eReader devices. Conversions are made to files already designed by Stories To Tell for print versions.*

**EBC4 eBook Conversion, Standard** \$300

- Use liquid layout to ensure flow of text and placed objects
- Revise font styles as necessary
- Hyperlink table of contents and other live content as required
- Inspect HTML tags
- Export to EPUB and/or Kindle formats
- Validate formatting as acceptable for publisher submission

**EBC5 Link Images in an eBook Conversion** \$10 per image

Place links to format layout with photos or other images in an eBook conversion

## CHILDREN'S BOOKS

**CB1 Developmental Editing–Children's Book \$100**

An experienced professional editor reads your manuscript for suitability of vocabulary, ideas, organization, and completeness and reviews your illustrations. You receive a written report with goals for improving and completing your book.

**CB2 Children's Book Interior Design \$700**

- Set up pages, margins and bleeds according to printer's specifications
- Format and insert Word text on pages
- Select fonts and styles for text
- Place prepared images on pages
- Create title page, copyright page, and other sections as needed
- Convert interior book file to printer-ready PDF

**CB3 Children's Book Standard Cover Design \$300**

Standard design includes two images, provided by client, prepared in Photoshop for front and back covers, one background color and/or texture, and two suitable typefaces for title and author.

**CB4 Children's Book Custom Cover Design \$400**

Custom design includes two-layer artwork effects added to up to three images provided by client, or suitable artwork can be acquired for an additional charge. Design includes up to four complementary fonts: title, subtitle, author, and other text.

**CB5 Illustrator Research \$250**

Locate up to 6 illustrators whose style fits the author's specifications. Provide samples to author. Interview up to 3 top candidates of the author's choice.

**CB6 Negotiate Illustrator Contract \$225**

Write and negotiate a contract with author's chosen illustrator.

**CB7 Project Management – Illustrator \$350**

Supervise illustrator to direct implementation of the story board.

*\*For all covers we design, we provide jpeg images of the front cover in both high resolution and web resolution for the author to use in marketing.*



## PUBLISHING

- P1 Publishing Consulting** \$100/hr.  
Advise client about applicable publishing choices, including guidance with creating marketable content, book file and cover file preparation, ISBNs, copyrights, printing options, including Print on Demand (POD), sales and distribution including pricing calculations, help with Advance Reader Copies (ARCs), cover blurbs, and reviews. Book marketing consulting is also available.
- P2A ISBN Service** \$175  
Create author's account with Bowker (US ISBN Agency) and purchase one ISBN in the client's name. Includes payment to US ISBN Agency (Bowker)
- P2B ISBN Service** \$345  
Create author's account with Bowker (US ISBN Agency) and purchase ten ISBNs in the client's name. Includes payment to US ISBN Agency (Bowker)
- P3 Library of Congress PCN Registration** \$100  
Register title with the Library of Congress and obtain a Preassigned Control Number (PCN).
- P4 Publisher's Cataloging in Publication** \$300  
Create author's account and purchase a Publisher's Cataloging in Publication (PCIP) data block. Includes \$150 cataloging fee.
- P5 Copyright Registration** \$100  
Register the author's copyright with the U.S. Copyright Office. Includes \$35 registration fee.
- P6 Printer Research – Up to 4 Quotes** \$150  
Request quotes from 2 to 4 printers appropriate to client goals. Submit book specifications. Determine paper weight, cover material, and binding options.
- P7 Printer Research – Up to 8 Quotes** \$250  
Request quotes from 5 to 8 printers appropriate to client goals. Submit book specifications. Determine paper weight, cover material, and binding options.
- P8 Book Pricing Consulting** \$100/hr., minimum 1 hour
- Research comparable market prices
  - Determine author's cost to purchase book
  - Determine retail price for book sales
  - Determine wholesale discount
  - Calculate author profit per book
  - Consult with author to set book price
- P9 Book Print Run Setup** \$295
- Create author's account with selected specialized printer
  - Upload PDF files according to printer's specifications
  - Correspond with printer re: file submission, specifications, fulfillment deadlines, etc

- Order proof copy as required by printer (Cost of ordering proof book not included.)
  - Receive and inspect proof copy; correct and resubmit if necessary
  - Order and ship books to client if desired
- P10 CreateSpace Account Setup & Upload** \$295
- Create author's account
  - Upload PDF files according to printer's specifications
  - Correspond with printer re: file submission, specifications, fulfillment deadlines, etc
  - Order proof copy as required by printer (Cost of proof book not included.)
  - Receive and inspect proof copy; correct and resubmit if necessary
  - Order and ship books to client if desired
- P11 Ingram Spark Account Setup & Upload** \$395
- Create author's account
  - Upload book description, author bio, keywords, BISAC category, and other promotional copy
  - Upload PDF files according to printer's specifications. Includes one upload
  - Correspond with printer re: file submission, specifications, fulfillment deadlines, etc
  - Order proof copy as required by printer. (Cost of proof book not included.)
  - Receive and inspect proof copy; correct and resubmit if necessary
  - Order and ship books to client if desired
- P12 New Book to an Existing POD Account** \$149  
For authors with existing POD accounts only. Upload files of an additional title to publisher.
- P13 Upload eBook (Same Title)** \$79  
For authors publishing a print book, upload same title to Ingram Spark, CreateSpace, or Kindle (such as an ARC or eBook)
- P14 Kindle Account Setup & Upload** \$200  
Create author's account providing author's data for commercial sales.
- Book description
  - Retail Pricing
  - Digital Rights Management
  - Distribution options
  - Upload .mobi (Kindle eBook) files according to printer's specifications
  - Confirm successful upload and book's availability for online sales
- P17 Agent/Publisher Research** \$400  
Research 10 agents/ publishers targeted to client's book and create a spreadsheet with information about each agent or publisher.
- P19 Agent/Publisher Submission** \$25  
Create a custom pitch letter and submission package and send to agent/ publisher.

## **PUBLISHING PACKAGES**

**BPP1 Book Printing Package** \$445

Gather 2-4 bids from printers who suit your specifications, set up your account, and handle file uploads and communications with printer. You pay the printer directly to receive books at actual cost.

**BPP2 Sales and Distribution Package** \$570

Includes a print on demand (POD) account setup and file uploads on either CreateSpace or Ingram Spark. Includes ISBN registration in your name (1 ISBN is included, blocks of 10 available).

**BPP3 Protect Your Rights Package** \$385

Includes ISBN Registration in your name (1 ISBN is included, blocks of 10 available), Library of Congress Registration (PCN included, PCIP available), and copyright registration.

## MARKETING SERVICES

### 1. FOUNDATION

- F1 Marketing Consulting** \$100/hr.  
Social Media Profile” assessment  
Finding Your Ideal Reader” worksheet  
Explore appropriate marketing strategies  
Create a marketing plan that fits your budget
- F2 Author Business Cards** \$90  
Design and print 1,000 author business cards, incorporating cover art. Suitable for use in book promotion.
- F3 Bookmarks** \$110  
Design and print 500 bookmarks incorporating cover art. Suitable for use in book promotion.
- F4 Postcards** \$115  
Design and print 1,000 postcards incorporating cover art. Suitable for use in book promotion.
- F5 Edit Marketing Copy** \$50/hr.  
Edit and improve marketing copy including author bio and book description for use in book promotion and digital marketing.

## 2. PLATFORM

<b>PL1</b>	<b>Hosted Web Page</b>	<b>\$150</b>
	Dedicated webpage on the Stories To Tell site to promote and sell your book including the book cover photo, book description, author bio, author photo, and buy button. Authors may choose to add reviews, scheduled appearances, social media links, and videos.	
<b>PL2</b>	<b>Social Media Training</b>	<b>\$100</b>
	Training on how and when to post to a blog, Facebook, Twitter and other relevant social media networks.	
<b>PL3</b>	<b>Create Website and Blog</b>	<b>\$1,000</b>
	Create a website with blog to be used in branding, book promotion, and marketing.	
<b>PL4</b>	<b>Add Blog to Existing Website</b>	<b>\$100</b>
<b>PL5</b>	<b>Set Up Amazon Author Page</b>	<b>\$100</b>
<b>PL6</b>	<b>Set Up Goodreads Author Page</b>	<b>\$100</b>
<b>PL7</b>	<b>Set Up Author Facebook Page</b>	<b>\$250</b>
<b>PL8</b>	<b>Set Up Author Twitter Account</b>	<b>\$75</b>

### 3. BUZZ BUILDER

- BB1 Influencer Research** \$250  
Identify influencers online and offline: reviewers, experts, bloggers, and online groups related to the book's topic and/or genre, to gather social media content and to promote the book.
- BB2 Influencer Campaign Training** \$150  
Plan and organize a campaign to recruit influencers: reviewers, experts, bloggers, online groups, to distribute social media content and to promote your book.
- BB3 Intensive Social Media Campaign** \$400/month  
Manage author's social media accounts. Create and publish four Twitter tweets and two Facebook post weekly.
- BB4 Maintain Social Media Presence** \$200/month  
Manage author's social media accounts. Create and publish three Twitter tweets and one Facebook post daily.
- BB5 Solicit Reviews on Meet the Author Forum** \$75  
Post to forum to introduce your book to leading Amazon reviewers and solicit their reviews.
- BB6 ARC (Advance Review Copy) Campaign** \$375  
Campaign to solicit positive reviews, book blurbs, and social media buzz.
- Modify book cover with Advance Review Copy label
  - Order ARC copies
  - Write pitch letter for author to personalize
  - Author sends to targeted influencers
- BB7 Social Media Automation** \$150  
Set up apps and forms to use in managing social media content across all platforms.
- BB8 Blog Tour** \$300  
Contact influential bloggers in the author's market niche. Arrange for 15 bloggers to feature the author's book as a part of a one month book tour.

## 4. PUBLICITY PLUS

- PP1 Book Launch Press Release** \$100  
Create and send a PR Log press release announcing your book's launch.
- PP2 Email Blast Book Launch Announcement** \$50  
Create an email announcing your book's launch that you can send to a mailing list of your choice.
- PP3 Mail Chimp Account Setup** \$250  
Set up Mail Chimp account, import your list / contacts, design a template for promotional emails, including newsletters.
- PP4 List on Top 10 eBook Promotion Sites** \$150
- PP5 List on Top 25 eBook Promotion Sites** \$250
- PP6 Facebook Targeted Advertising** \$100  
Create ads and set up account. You control the weekly budget for advertising.
- PP7 Video Book Trailer** \$1,300  
Create a 90 second video commercial promoting the book's lunch. Video will appear on YouTube and selected sites online. Includes custom audio narration, client-selected images, testimonials, and purchasing information.
- PP8 NetGalley Setup** \$600  
Set up NetGalley account with a basic listing, promotion, and distribution of digital copies of your book to online reviewers. Includes NetGalley fee. (eBook conversion not included.)
- PP9 Library Thing Setup** \$125  
Set up account to reach librarians looking for titles to acquire for their libraries. Includes Library Thing fee.
- PP10 Publishers Weekly & BookLife Setup** \$250  
Submit book for featured placement of book cover, synopsis, and sales information both in print and online in Publishers Weekly and Booklife. Includes PW Select fee.
- PP11 Kirkus Reviews Setup** \$525  
Submit book to Kirkus for review which you can use anywhere to promote your book. Standard review appears in 7-9 weeks. Includes Kirkus fee.

## ILLUSTRATIONS AND PHOTOGRAPHS

- IP1 Image Preparation** \$10 ea.  
Preparation of images for book printing includes resolution, cropping, color correction, contrast adjustments, and sharpening (image correction to improve damaged or poor quality photos is available at an additional charge.)
- IP2 Image Captions** \$2 ea.  
Place captions together with images, text to be provided by client.
- IP3 Image Placement, Standard Interior** \$2 ea.  
In-line insertion of image or photo into text.
- IP4 Image Placement, Custom or Premium** \$3 ea.  
In-line or text-wrap insertion of image or photo into text.
- IP5 Art Acquisition** \$50/hr.  
Research, acquire and prepare artwork/illustrations for book design. Client is responsible for purchase or licensing costs of any commercial materials.
- IP6 Art Development** \$50/hr.  
Custom graphic design in vector or graphic formats.
- IP7 High Resolution Image Scanning** \$5 ea.  
Flatbed scanning of documents, printed, and film with software adjustments suitable for commercial printing presses. Includes insured shipping and handling.
- IP8 Photo Correction** \$50/hr.  
Photoshop tools for advanced repairs to damaged or poor quality photographs.



## REVISIONS

*Revisions are requested changes to the text after the client has submitted and approved the text for design. 15 revisions are free of charge.*

- |            |  |  |
|------------|--|--|
| <b>R1</b>  | <b>Text Revisions</b>  | \$1 ea. plus \$25 PDF re-creation fee  |
|            | Additional changes to text (15 revisions are free) requested after the client has approved the text for design |  |
| <b>R2</b>  | <b>Interior Text/Layout Revisions</b>  | \$5 each plus \$25 PDF re-creation fee |
|            | Changes requested after the client has authorized the book for printing  |  |
| <b>R3</b>  | <b>Cover Text Revision</b>   | \$25 plus \$25 PDF re-creation fee     |
|            | Changes to cover text requested after the client has authorized the book for printing                          |  |
| <b>R4</b>  | <b>Cover Image Revision</b>  | \$70 plus \$25 PDF re-creation fee     |
|            | Changes to cover images requested after the client has authorized the book for printing                        |  |
| <b>R5</b>  | <b>PDF Re-creation</b>   | \$25                                   |
|            | Recreate PDF of the book file for changed printer specifications after revisions                               |  |
| <b>R6</b>  | <b>Re-upload Revised Files</b>   | \$50                                   |
|            | Upload revised files to the printer after initial submission. Printer may also charge change fees.             |  |
| <b>R9</b>  | <b>Cover Upgrade</b>   | \$100                                  |
|            | Upgrade cover from Custom to Premium   |  |
| <b>R10</b> | <b>Upgrade Interior Design</b>   | \$300                                  |
|            | Upgrade interior layout from Standard to Custom  |  |
| <b>R11</b> | <b>Cover Spine Width Adjustment</b>  | \$25                                   |
|            | Resize cover for new printer specifications after book revisions   |  |

**TECHNICAL SERVICES**

- T1 File Conversion** \$30  
Repair Word Perfect and other word processing program files and convert them to MS Word files.
- T2 Create Digital File from Printed Book** \$50/hr.  
Remove cover, cut spine, trim pages, and prepare them for OCR conversion to create book file, provided as Word or Pages document.
- T3 OCR Conversion** \$2.50/page  
Create a digital file from a typewritten or printed file using optical character recognition (OCR).
- T4 Transcription from Audio** \$2/recorded minute  
Create a MS Word or Pages document from a recording.
- T5 Transcription from Print** \$2.50/page  
Create a MS Word or Pages document from typed unbound text.
- T6 General Technical Support** \$50/hr.  
Support in using digital tools including software and applications.