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## **eBook FAQs**

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### **What are the advantages of publishing an eBook?**

eBooks are a very popular publishing option. They are generally cheaper to produce than a hard copy book and can be downloaded within minutes of payment being made. They are convenient and portable and with our e-Readers and smart phones being ever more powerful they can be read on just about any device. GHP will publish your eBooks globally and these give you another chance to promote your book if you have already published a print version.

### **How much will it cost me to publish an eBook?**

If you have already published a hard copy of your book with Grosvenor House Publishing, it will cost £195. If you haven't, it will cost a minimum of £495, which includes the full typesetting of your manuscript, with prices increasing on a sliding scale with higher word counts. If you then decide to publish a print version, we will deduct what you have paid for your eBook from the print version cost.

### **What does the eBook cost include?**

This is a one-off cost for allocating an ISBN and converting your pdf or Word file into EPUB format. We then upload the file to be globally distributed by our aggregators Faber Factory and Nielsen.

### **Amazon allows me to upload my book as a Kindle eBook for free. What is the advantage of publishing with GHP?**

Your free Kindle eBook is only available to purchase on Amazon. We employ aggregators Faber Factory and distributors Nielsen to distribute your eBook globally for availability on all reputable eBook websites on all platforms including Kindle, Sony Reader, Kobo, iPad, smartphones and tablets.

### **Will I be charged anything else?**

Charges will be applied should you wish to make amendments to your eBook at any point in the future. Additionally, if you have published an eBook alongside your print book, the cost of listing the eBook online is included. Should you decide to cancel your print book in the future there is an admin fee of £20 per annum (or £35 for two years) to continue listing the eBook. Otherwise the eBook listings will be removed at the same time.



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### **Can I include images in my eBook?**

Yes. Interior images will need to be sent in image format (preferably jpeg or tiff) at a minimum of 300 dpi resolution and at the size they would appear on the page. You can give instructions for their placement within the text by using their identifying file names. Please bear in mind that colour images will be displayed in black & white on some eReaders.

### **How do I get started?**

If you have previously published your title with GHP, you will need to complete an 'eBook Order Form' and return this to us with payment (two copies for posted forms). On receipt, we will send you an email acknowledgement, post back a counter-signed copy and instruct our typesetters to start work on your eBook.

**Can I amend my published book before converting it to an eBook?** Yes, but this will incur a fee of £35 per hour for extra typesetting.

### **What do I need to do if I haven't previously published my book?**

If this is a new book that you just want published as an eBook, you will need our 'eBook ONLY Publishing Agreement'. Return this to us along with payment (two copies if posting) and on receipt, we will send you an email acknowledgement with instructions for submitting your book materials. You will need to send your manuscript in MS Word, along with your cover instructions and images and any other materials. These will then be sent to our typesetters for typesetting and conversion. We will also need a book description of about 50 words to be used on e-tailers' websites.

### **How long does it take to produce an eBook?**

If we have already typeset your book for print format it will take approximately 21 working days for our typesetters to complete the conversion (depending on the complexity of the book). If we are producing an eBook ONLY for you then we will allow 6-10 weeks for typesetting, proof-checking and final upload. Once we have your permission to distribute, it will take about a week for it to appear on Amazon's Kindle store and two-three weeks to filter through to all other global e-tailers.

### **What royalties will I get for my eBook?**

You will get 25% of the list price of your eBook. For example, if you priced your eBook at £4.99, the royalty will be £1.25 per sale.

### **Where does the rest of the money go?**

After your 25%, 50% goes to the e-tailer and the rest to the aggregators Faber Factory and GHP.

### **When will I get my royalties?**

Any royalties and a sales report will be sent to you every June and December by bank transfer. Please supply your bank details on the agreement.

### **Why do I need to supply Keywords for my eBook?**

These are used so that potential customers can search for specific words to narrow down their book choices. If, for example, you have written a book about sailing, words such as: sailing, yacht, boat, ocean<sub>2</sub> crossing, navigation could be used.



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### **When should I aim to promote my eBook?**

We would suggest that you don't start any marketing or promotion until at least two weeks after your eBook has been distributed to ensure that it is available from all global websites.

### **What price should I give my eBook?**

This is entirely up to you, but we normally recommend 50% - 70% lower than your printed book price. See the following advice from Faber:

*Our general advice is to price the eBook no higher than the RRP of the cheapest print edition. The primary danger is of over-pricing eBooks so much that you price yourself out of the market. Some publishers choose to price it a pound or two less than the print in order to be bullish, others have a standard price such as £5.99 for all of their eBooks. It's up to you how competitive you would like to be.'*

### **Can I see a proof of my eBook before it is distributed?**

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### **Do I own the copyright for my eBook?**

Yes.

### **Can I sell my eBook from my own website?**

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