

The logo for Pick-A-WooWoo Publishing Group. It features the text "PICK-A-WOOWOO" in a black serif font above a red rectangular box containing the word "PUBLISHING" in white bold sans-serif font. To the right of the red box, the word "GROUP" is written vertically in a small black sans-serif font.

PICK-A-WOOWOO  
PUBLISHING GROUP

## Your Book Name

**Prepared For**

Book Lover

Website Example

**Created By**

Julie-Ann Harper

PickawooWoo Publishing Group

61 897561818

author@pickawooWoo.com

<http://www.pickawooWoo.com>

## Personal Note

### Your publishing journey begins (v2)

Thank you Book

Further to our initial emails and correspondence on your book manuscript Your Book Name ...we welcome the opportunity of assisting you with your manuscript.

We help authors to independently publish and avoid the predatory publishing practices. Our transparent model sets you up as the publisher (with our support and author services) and then we introduce you to the worlds leading platform for self publishing, IngramSpark. (*We are the only verified resource expert for IngramSpark in Australia*).

Fifteen + years of providing author services and print-on-demand services to thousands of author/publishers all over the world has taught us that every publisher, and every title, is unique. [IngramSpark](#) (Lightning source) is the eBook publishing, print on demand and distribution service from Ingram that we encourage author/publishers to utilize in one simple platform. Why? Because it is the best and fairest model for the authpreneur. (For more information read 'Our preferred printing/ ebook platform at end of this document please).

#### EXAMPLE PRINT ON DEMAND COSTS

When we assist you to become an indie publisher - it means you have direct access to the printer. The benefit being you **PRINT AT ACTUAL COST** (not an inflated print price through a third party publisher).

You can easily check out the print pricing here:

<https://myaccount.ingramspark.com/Portal/Tools/ShippingCalculator>

Remember, we do not add to these print on demand costs - they are at cost price to you.

#### OFFSET PRINTING

If you wish to undertake Offset Printing (large numbers 1000+) offshore for bulk discounts we can also quote accordingly. We have been printing in China for over 10 years now (we recommend POD printing first though).

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#### AUTHOR SERVICES FEES

We do not provide a one size fits all system so this quote is customised based on your needs. **You can choose only those services that you believe you require.** You can upgrade or downgrade, select services based on your budget, or choose to undertake some items yourself based on your expertise. The choice is in your hands and we are happy to guide you.

### FREE SET UP ON INGRAMSPARK ( a \$65AUS Saving) v2

**As Australia's ONLY validated 'Resource Expert' for IngramSpark we provide you with even more savings:**

Click [here](#) and go to Full Service Provider - this proves our status.

# PickaWooWoo

Approved Author Services Provider of:

**INGRAM**



As a authorised RESOURCE EXPERT for [Ingram Spark](#) /Lighting Source we can offer all author/publishers the following dedicated discounts at time of set up:

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**TIME OF SET UP - FREE SET UP** *(Only available for books/ebooks we have created)*

- Normally \$49 US / \$65 AUS for Print + e-book - **FREE SETUP**
- Normally \$49 US / \$65 AUS for Print book - **FREE SETUP**
- Normally \$20 US / \$27 AUS for e-book only - **FREE SETUP**
- Normally \$12US / \$16 AUS for Market access fee - **FREE MARKET ACCESS FEE** *(first 12 months only)*

**PLUS - FREE Re-Load of files** (If revised files are needed - usually \$25US each file uploaded after initial set up.)

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**The World's Largest Distribution Network & No Market Access Fee!**

For the first 12 months, our authors do not pay the market access fee which is usually applied to titles within Ingram's distribution network for the first year. This connects titles to [Ingram's](#) distribution network of 39,000 retailers and distributors, enabling Ingram to make a sale on a author/publisher's behalf. If after the first year a title sells 100 copies or more, the market access fee will continue to be waived.\*

As you can see we are more than just a provider of services we can also get you reduced set up fees as well.

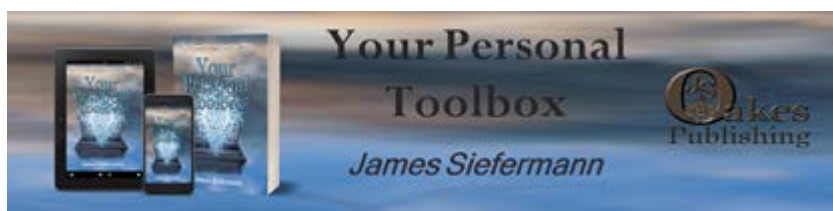
... Every discount helps.

## More Gifts



Don't forget to view what FREE files we provide to you on the bottom of the pricing schedule. These gifts will launch your marketing.

1. **Any Source Files created** - Will be sent via dropbox for your safekeeping.  
**FREE Marketing Package (Author Bundle) \$150+ value**



bundle includes your print (full wrap) cover, your ebook (if purchased) , **plus** 3D book cover, 3D ebook cover, 3D composite of book covers; Web banner, - a social media promotional kit. Showing your cover in social media is one of the best ways to build excitement for your book, and this bundle delivers exactly what you need - as our gift.

### 3. Award Winning Author Platform Booklet \$39.95

#### ...Every gift helps

We look forward to being of service in the very near future and please do not hesitate to email questions through.

Best Wishes

## OUR PUBLISHING PROCESS SIMPLIFIED

### The Process

#### Our Book / Ebook Development Process is Simple

1. You provide us with your print ready files (edited or we can organise a professional edit) and explain simply what you want from the project.
2. We give you a quote on the development, based solely on your needs. We will also provide you with other recommendations we have to ensure your Book / Ebook can be the best it can be and any tips on minimising your costs (i.e. file generation tips).
3. If need be, we will contact you to have a more in-depth discussion at this point to ensure your project meets your expectations and how it should be handled.
4. You approve the final quote and pay the 50% upfront deposit.
5. We develop the Book / Ebook files and send them to you for review. We have checklists every step of the way in order to assist you (preview files).
6. You review the files and either submit design tweaks or approve them. One round of up to 20 Author Alterations (20) are costed into your quote, thereafter fees do apply as more time is required. (This is always discussed with you first).
7. We provide you with the final files and we can even help you upload them to your printer, e-aggregators etc. the choice is yours.
8. We provide you with a comprehensive publication that covers your responsibilities as a Indie Publisher (Pre Publication / Publication / Post Publication). We don't just create your books we help you to be an Indie-Publisher.

That's it! Publishing is meant to be an enjoyable process so our development process is designed to be very client-friendly and we will communicate with you at every step of the process. We are only an email away or if need be, contacted by phone (WST).

### What's In It For You



### Benefits of the Self-Publishing Approach.

1. **YOU own EVERYTHING** - we provide you with all SOURCE AND PRINT files we create
2. **YOU are the publisher** so no sharing of royalties
3. **YOU do not sign any contracts** with us we are an author service provider and only undertake the work you request. We sign only a non disclosure agreement with you so that you feel secure in working with us.
4. **YOU are free to offer your book once published** to any printer platform or even a trade publisher if you wish. You are the publisher and own all rights, copyrights, print files etc.
5. **We can assist YOU to get your book distributed to 39000 online retail outlets ... AUTOMATICALLY** via a new printer platform available in Australia and who is the world's largest wholesale distributor.
6. **YOU can print as many books as you like AT PRINT COST** (not at inflated prices). You can print 1 book or 100 + books - your choice OR we can help you to Offset Print your book in bulk (offshore or in Australia).
7. **YOU receive more than what you pay for** (joint cover and interior service only).

A) OUR GIFT - We provide you with up to seven additional files that you will need for your marketing – valued at \$150. Web banners, 3D covers, Jpg covers and more.

B) OUR COMMITMENT TO YOUR SUCCESS - We provide you with our award winning Author Platform PDF Book (Value \$39.95) to guide you with your marketing and we can assist at competitive prices to supply you with your marketing needs (i.e. website, facebook banners, you tube videos, marketing plans and so forth)

YOU have the **support of the Pickawoowo Publishing Group ... WE'LL HELP YOU STEP BY STEP** - our motto is publishing with Joy, Love and Ease.

Please visit our website link for '[Our Promises](#)' and '[Why Us](#)' for more information.

## Publishing Workflow

### Publishing is a business.

Taking the leap from author to publisher means a significant learning curve. But don't worry our online support PDF's are designed to guide you in your decision making.

If however you wish the additional support through this process, with the ability to ask questions and liaise with a book coach via phone/skype/email, then we highly recommend you tick BOOK COACHING in this quotation.



Looking forward to being of service.

## FEES & AGREEMENT

### Letter of Agreement

This agreement is between Website Example, hereafter referred to as CLIENT, and Pickawoowo Publishing Group, hereafter referred to as CONTRACTOR.

## Costs / Breakdown of Services - SELECT AS NEEDED

Services				
Name/Description	Price	Qty	Discount	Subtotal
Book Set up Assistance fee	\$0.00 / Fixed		10.00%	
<p>We allocate half an hour for book set up and admin time for your project. Thereafter we support you for your project (half hour only) via email with any further questions during the process.</p> <p>We highly recommend that first time authors purchase BRONZE coaching as a minimum. This supports you during the whole process - 3 months usually (up to 2 hours duration)</p>				
<i>optional</i> <input type="checkbox"/> EDITING	\$0.015 / Per Page	0	10.00%	
<p>Editing agreements will be forwarded upon acceptance to this proposal with further information. Below is a guide to fee calculation.</p> <p>BASED ON OUR CONVERSATIONS - THIS PROPOSAL SHOWS A PROOF EDIT FEE.</p> <p>Firstly, work out the total number of words in your book. Secondly, multiply the total number of words by the level of edit below.</p> <p>1) Proof Edit Only - 0.015 cents per word (+gst) 2) Copy Edit - 0.020 cents per word (+gst) 3) Copy and Content Edit - 0.025 cents per word (+gst)</p>				
<i>optional</i> <input type="checkbox"/> PRE-FORMATTING	\$0.00 / Hour	2	10.00%	
<p>FORMATTING: We usually need to clean the clutter within a word document before we start [see manuscript checklist] as per our submission guidelines. Pre-formatting the document ensures the design team works on a clean document - clear of word format and book construction errors and styles utilised - Fixed amount 1-2 hours \$150 . YOU CAN CHOOSE TO DO THIS STEP YOURSELF and follow the guide to ensure professional publishing protocol is undertaken.</p>				

<i>optional</i> <input type="checkbox"/> <b>OPTION A) INTERIOR BOOK DESIGN (INDESIGN PROFESSIONAL SOFTWARE)</b>	<b>\$4.00 / Per Page</b>	<b>0</b>	<b>10.00%</b>	
<p>Input type: WORD DOCUMENT  Trim Size: 5.5 X 8.5 / 6 X 9 (or of your choosing)  Word Count: 46000  Estimated Pages: 184 (publishing formula for design layout costing is total word count divided by 250 words per page)  <b>SERVICE PROVIDED:</b> We will create an Interior layout from your input document into professional INDESIGN software. We will provide you with:</p> <ul style="list-style-type: none"> <li>- 2 styles layout according to your chosen trim size in a low resolution pdf for your approval</li> <li>- Full layout for your review in a low resolution pdf for your approval</li> <li>- Copyright page updated / publishers details</li> <li>- one round of 20 small author alterations (if required) (Further author alterations are chargeable)</li> <li>- produce final Print Ready PDF Interior Files for your chosen print platform. (Lightning Source/Ingram Spark/Createspace/Offset Print).</li> <li>- final SOURCE files are also provided at no additional cost.</li> <li>- quote includes all file transfers.</li> </ul>				
<i>optional</i> <input checked="" type="checkbox"/> <b>EBOOK CONVERSION SERVICE (reflowable)</b>	<b>\$0.00 / Per Page</b>	<b>0</b>	<b>10.00%</b>	
<p>IF YOU ARE USING THE PROFESSIONAL INTERIOR LAYOUT (option A) THEN YOU WILL REQUIRE THIS SERVICE (if you require an ebook).</p> <p>We can convert your print book to ebook as a Reflowable ebook ONCE we have completed your print pdf . (Plus FREE UPLOAD to Ingram if done with PRINT Book).</p> <p>We supply our authors with both an epub file (suitable for Ingram/Apple etc) as well as a mobi file (suitable for Kindle Direct Publishing) in case you wish to upload your file to Amazon directly.</p>				
<i>optional</i> <input type="checkbox"/> <b>OPTION B) INTERIOR BOOK DESIGN (AUTO)</b>	<b>\$0.00 / Fixed</b>		<b>10.00%</b>	
<p>OR ... FOR THOSE ON A STRICT BUDGET WE RECOMMEND - Using a web based simple book production software we can import an existing manuscript, choose a book design theme, and export into all the file formats you need to publish your books: PDF and EPUB format (for IngramSpark or Createspace)</p> <p>NOTE:</p> <ul style="list-style-type: none"> <li>- THERE IS NO ABILITY FOR EXTENSIVE CUSTOMISATION - TEMPLATE DESIGN (if images are required we will need to discuss limitations)</li> <li>- So a PDF file for print and epub for ebook in one fee</li> </ul> <p>SERVICE INCLUDES</p> <ul style="list-style-type: none"> <li>- Two template styles to choose</li> <li>- One round of AUTHOR ALTERATIONS up to 20 changes (thereafter \$75.00 per round of up to 20 alterations)</li> </ul>				



<i>optional</i> <input type="checkbox"/> BOOK COACH / CONSULTATION (BRONZE)	\$0.00 / Fixed			
THIS IS HIGHLY RECOMMENDED FOR EACH PROJECT AS A MINIMUM. UP TO 2 HOURS - \$ 194 acquittal of this amount can be up to 3 months from first consultation. Book coaching is not obligatory but recommended. It helps authors along the DIY path. It allows you to ask questions freely during our publishing process (via phone /email). More info <a href="http://www.pickawoowo.com/author-services/book-coaching/">http://www.pickawoowo.com/author-services/book-coaching/</a>				
<i>optional</i> <input type="checkbox"/> BOOK COACH / CONSULTATION (SILVER)	\$0.00 / Fixed		10.00%	
UP TO 5 HOURS - \$ 436.50 (10% discount) acquittal of this amount can be up to 6 months from first consultation. Book coaching is not obligatory but recommended. It helps authors along the DIY path. It allows you to ask questions freely during our publishing process (via phone /email). More info <a href="http://www.pickawoowo.com/author-services/book-coaching/">http://www.pickawoowo.com/author-services/book-coaching/</a>				
<i>optional</i> <input type="checkbox"/> BOOK COVER DESIGN (STANDARD)	\$0.00 / Fixed		10.00%	
This service provides: * Original treatment from one of our cover designers (based on your specs) * These can be template generated in some instance * Up to 3 revisions allowed * 1 graphic element (photograph, graphic image, or visual treatment of text) to be provided by you or Pickawoowo's DIY Publishing.				
<i>optional</i> <input checked="" type="checkbox"/> B) BOOK COVER DESIGN (PREMIUM)	\$0.00 / Fixed		10.00%	
This service provides: • Completely custom and original premium treatment from one of our designers • 2 revisions allowed (i.e. work with the designer to tweak) • Up to 3 graphic elements (photographs, graphic images - client must buy stock images ) OR simple customised artwork created by Pickawoowo's artist/cover expert. OR You can also choose to provide images that you have sourced/purchased. • We will provide 2 design options early on before going ahead with the final design. We develop a concept, customise it and then refine with you.				

<i>optional</i> <input type="checkbox"/> C) BOOK COVER DESIGN (ADVANCED)	\$0.00 / Fixed		10.00%	
<p>This service provides:  The Advanced Cover Design is completed by a professional digital Book artist/cover designer. As you well know, the Book / EBook cover sells the story... your cover has 2-3 seconds to make an impression on your reader, convincing him or her to pick up your Book and consider reading or purchasing it. In fact, with more than 4.5 million Book titles available in print, the Book cover design can be the single most important item in making the Book stand out from the plethora of others, ultimately determining its success. If you are seeking the WOW factor, then we would recommend the Advanced Cover Design Package.</p> <ul style="list-style-type: none"> <li>- Completely custom orientated based on your specs with digital driven artwork - unique, original and relevant.</li> <li>- Professional Book cover designer to create something truly exceptional. Digital Image Art allows you to reach out and grab the reader and make them want to read what is inside.</li> <li>- 3 revisions allowed (i.e. work with the designer to tweak)</li> <li>- We will provide 2 design options early on before going ahead with the final design. We develop a concept, customise it and then refine with you.</li> </ul>				
<i>optional</i> <input type="checkbox"/> Images / tables	\$0.00 / Per Service	0	10.00%	
<p>To layout images, tables, news cuttings etc as image files into your book design requires additional design time. Usually this is \$5.00 per image and we do offer a volume discount (applied) . Images must be supplied as print ready in jpg/png/tiff files and high resolution (min 300dpi). The fee per image incorporates file transfers fees.</p> <p>NOTE: Any images requiring photoshop or colour enhancement etc will incur design manipulation fees at \$7.50 per image (minimal changes). Advanced changes will be advised (usually between \$10-\$25).</p>				
<i>optional</i> <input type="checkbox"/> BOOK ORNAMENT	\$0.00 / Fixed		10.00%	
<p>A book ornament (also known as a FLEURON) designed specifically for your book can add value to your book by playing the part in creating a visual décor that connects your interior pages and book as a whole, which makes your book visually stand out with a lasting impression. A personalized book ornament can be used for all your books or just this book.</p> <p>What you receive - up to 4-5 options to choose from. Your ornament is designed to be incorporated into either your section breaks, chapters headings, paragraph breaks etc - it depends on your book genre how you would like to use it. We guide you on options.</p>				

<i>optional</i> <input type="checkbox"/> INDEXING	\$0.00 / Per Page	0	10.00%	
<p>Indexing Services - \$ 2.50 per page.            Estimated Page Count:            INDEX WORD COUNT: MAX 100            Indexing provides a quick and easy way that readers can learn more about a topic in your book. DIYP will create an index of your selected words during the final production stage of your book design. Indexing is done within INDESIGN and is an AUTO service. It offers complete indexing of your manuscript based on the number of pages (of your manuscript). You choose the words and these elements are sourced within the design software. It will arrange these elements into entries consisting of headings and subheadings and their locators (for example, page numbers); and arranging the entries alphabetically or in some other searchable order.            PLEASE NOTE: If manual indexing OR manual intervention is required for additional words, page inclusion, or word derivatives then further design hours are required @ \$75.00 per hour.</p>				
<i>optional</i> <input type="checkbox"/> EBOOK CONVERSION SERVICE (fixed layout)	\$0.00 / Fixed		10.00%	
<p>EBOOK INTERIOR (&amp; UTILISE PRINT COVER) We can convert your print book to fixed layout ebook costs just \$299 for conversion for up to 40 pages. Add \$3.50 per page for additional pages. Fixed Layout is a way of formatting an E-Book so that the text and images inside the book are aligned exactly how you want them to be.</p>				
<i>optional</i> <input checked="" type="checkbox"/> UPLOADING FILES TO INGRAM PLATFORM	\$0.00 / Fixed		10.00%	
<p>PRINTER PLATFORM UPLOAD - We can undertake the task of            a) setting up your account with Ingram Spark/Lightning Source (45 mins)            b) uploading all files until they are accepted through Title Pre-Media (30-40 mins)            c) assist you with downloading your electronic proof and process of approval (15 mins)            d) organising an advance copy before bulk printing (15 mins)            e) assisting you with your first print order. (15 mins)</p>				
<i>optional</i> <input type="checkbox"/> UPLOADING FILES TO OTHER PLATFORMS	\$0.00 / Fixed		10.00%	
<p>PRINTER PLATFORM UPLOAD - We can set you up with YOUR chosen printer or ebook platform i.e. Some authors choose to upload their files to more than one platform such as IngramSpark and createspace. We will gladly support you in this administrative task.</p>				

<i>optional</i> <input type="checkbox"/> PRINT FILES FOR HARDBACK	\$0.00 / Fixed		10.00%	
<p>Do you realise you could easily have a hardback version of your paperback book. With some small manipulations to the interior files and creation of a new cover (with spine and crop changes) you could have yourself a very professional looking hardback book that will suit special occasions (book launch), limited editions or just for prosperity. You could save yourself a lot of money, time if you do both paperback and hardback files together - If your book size is available for both paperback &amp; hardback then there is limited time and costs involved. The hardback version is a wonderful investment of your book - and the feel of a hardback book is truly sensational.</p>				
<i>optional</i> <input type="checkbox"/> OFFSET PRINT FILES	\$0.00 / Fixed		10.00%	
<p>If you believe you will ever bulk print (offset print) your book ever (over 500 books) then you should request now that we supply you with the SOURCE design files and the PDF files required for Offset printing. Whilst we are working on the files now it takes less time to convert therefore lower costs to you (higher fees involved if requested later). The Print on Demand files are different and offset files require further specifications like bleeds and crop marks and no gutter etc. The cost is more economical now rather than requesting them later where they will be treated as a new book project, at higher costs.</p>				
<i>optional</i> <input type="checkbox"/> ISBN	\$97.00 / Hour	1	10.00%	
<p>ISBN - We can undertake the ADMINISTRATIVE task for you and set up your ISBN's - International Standard Book Numbers with Thorpe Bowker. (Admin fee only) - YOU will be responsible to pay for the actual ISBN's - numbers (1 ISBN = \$97 or 10 ISBNs = \$139, includes new publisher fees by agency).</p>				<b>\$87.30</b>
<i>optional</i> <input type="checkbox"/> CIP / BISAC	\$0.00 / Fixed		10.00%	
<p>Catalogue in Publication required for each publication for Australian Libraries or US Library of Congress. BISAC subject codes assist with subject classification and uploading to Printer Platforms</p>				
<i>optional</i> <input type="checkbox"/> Publishing Imprint Logo	\$0.00 / Fixed		10.00%	
<p>An imprint logo for your spine and title page signals professionalism and brands your books. Furthermore it is publishing protocol by trade publishers and this is what you should be aspiring to - trade publishing standards, and not demonstrating a self published title. Highly recommended or BYO a publishing imprint logo.</p>				
			<b>Subtotal:</b>	

Products				
Name/Description	Price	Qty	Discount	Subtotal
<i>optional</i> <input type="checkbox"/> BARCODE	\$25.00	1		<b>\$25.00</b>
Provide you with the unique barcode for the ISBN's in jpg and vector format (required only for physical book) .				
<i>optional</i> <input checked="" type="checkbox"/> SOURCE FILES (native files)	\$0.00	1		
We will provide you with all SOURCE FILES as well as finished PDF's for both Cover and Interior via Dropbox on completion (PRINT ONLY) - no charge. VALUE \$250 Most service providers prefer not to provide you with the SOURCE files and this can create issues should you want changes or updates in the future. Our policy is to provide these files so you can retain ownership and make changes with us or any other author service provider.				
<i>optional</i> <input checked="" type="checkbox"/> GIFT 1 - MARKETING FILES	\$0.00	1		
OUR GIFT - - FREE. \$195 Value Pack. We will provide you with additional files that you will need for your marketing - These vary but are likely to be: a) 3D cover files (png / jpg) b) Low Res Front cover flat cover file (jpg) c) a composite of all 3 images combined, cover on mobile, tablet and book (available only when purchasing ebook and print layout). d) web banner incorporating your cover (PDF)				
<i>optional</i> <input checked="" type="checkbox"/> GIFT 2 - AUTHOR PLATFORM	\$0.00	1		
OUR COMMITMENT - If you choose to work with us one of the areas that many authors need support with is creating an Author Platform. We provide you with our award winning Author Platform PDF Book to guide you with your marketing and we can assist at competitive prices to supply you with your marketing needs (i.e. website, facebook banners, you tube videos, marketing plans and so forth). VALUE \$39.95				
			Subtotal:	

Total cost:  
Tax (10.00 %):

**Grand total:**

## Description of Work

CONTRACTOR will create Your Book Name

Revisions or alterations to the scope of work or schedule may obligate the CLIENT to additional fees. These may include copy or layout changes made after initial CLIENT approvals. Extensive alterations, such as a text changes, inclusion of new graphs, images, change of objectives or project goals, shall be considered new work and will require that this agreement be amended with a change order to reflect the revised scope of work.

Please read full [SERVICE TERMS](#).

## Project Pricing

Our trading terms for SERVICE AGREEMENTS are:

- **Payment is due 7 DAYS on invoice and MINIMUM 50% UPFRONT.**
- Payment means you have accepted all terms and conditions as outlined on our website ([SERVICE TERMS](#)) and/or herewith.

Thereafter:•

### 1. Payment Precedes Fulfilment.

Although we may provide some Services prior to your payment, We are not obliged to fulfil the Services noted in each Service Order in accordance with this Agreement until after your full payment for such Services has been received. **Please note that all artwork and editing is strictly upfront - payment proceeds fulfillment.**

### 2 Costs for Additional Work.

At your request, we may provide services that are not included in a Service Order, such as but not limited to editorial or design revisions (“Additional Services”). Additional Services that you request and that we fulfil shall result in additional charges at our applicable rates for such services at the time that they are fulfilled.

### 3. Order Contents.

(3.1) as per listed in invoice provided. (3.2) the fees to be paid to us pursuant to such Service Order; and (3.3) any other additional terms and conditions agreed upon by the Parties in connection with the Services to be performed pursuant to such Service Order.

### 4 Timing of Services.

Despite our efforts, our ability to deliver Services is influenced by many factors beyond our control. For this reason, we do not guarantee, and shall not be liable for, failing to provide any Service by any desired deadline.

### 5. Your General Obligations.

Your Initial Obligations. You shall, prior to our obligation to perform any Services, perform the following acts:

#### i. *Signed Agreement.*

Supply a signed (whether electronically or by hand) LETTER OF AGREEMENT and dated copy of this Self Publishing Services Agreement document, to us.

You shall confirm the Services selected with us in a manner satisfactory to us, including, without limitation, by submission of a completed order form or, in the absence of completion of a written order form (such as a telephonic order), if, upon receipt of the order confirmation from us, You fail to notify us of any alleged inaccuracy in the order confirmation within five (5) business days. **YOUR FAILURE TO REPLY WITHIN FIVE (5) BUSINESS DAYS OF RECEIPT OF A SERVICE ORDER WILL BE DEEMED TO BE YOUR IRREVOCABLE ACKNOWLEDGMENT OF THE ACCURACY OF THE ORDER.**

*iii. Payment.* You must pay all amounts due, in full, in the amount noted on the initial Service Order or any subsequent Service Order, in the manner and via the methods accepted by us at the time payment is due.

- Total fixed fee for project: \$0.000
- Deposit due: \_\_\_\_\_, 50% of agreed upon fee, due at time of agreement signing
- Balance: \_\_\_\_\_, 50% due upon date of delivery **or** if additional services have been requested i.e. editing then **payment will precede fulfillment.**

Fee adjustments may be made due to rush delivery or urgent project requests, as follows:

- Rush projects - we bring forward your start date in the project queue 20% of the total fixed fee. File changes are usually done within 1-2 business days.
- Urgent delivery requires a price increase of 20% of the total fixed fee defined above. Please note, that some timelines are beyond our control - printer, postage but we can estimate time frames where possible or ask for RUSH on your behalf.

The pricing table below contains a detailed cost breakdown for each of our key areas of responsibility.

## Ownership and Usage Rights

Upon receipt of full payment, the CLIENT is hereby granted exclusive and unlimited usage and reproduction rights to all work and design files or otherwise prepared for the CLIENT as part of this project. CONTRACTOR reserves the right to reproduce any and all designs created in print and electronic media for CONTRACTOR's promotional purposes.

## Errors or Author Alterations

CLIENT has responsibility to proofread and review all work produced during the project. As a result, the client is fully responsible for any errors in spelling, typography, illustrative layout, photography or other errors discovered after printing or reproduction or for any work performed by third-parties selected by the CLIENT.

CLIENT / AUTHOR ALTERATIONS - When we quote and commence working on your manuscript it is on the understanding that you are supplying us with a **PRINT READY document** (*ready to print, edited and ready to be typeset into book or ebook*).

Our interior layout service agreement includes **one (1) round of up to twenty (20) collective 'minor revisions'**. Examples of minor revisions include:

- design changes** - headers, breaks, hyphenation changes.
- typographical errors** - author alterations such as punctuation, spelling, extra spaces between characters, missing words.

If you require additional changes however, more than we allow in the first round; extensive changes; or additional rounds of revisions then these changes (*time*) were NOT costed into our original quote/agreement with you (*additional designers time, admin and file transfer fees are involved with each round of changes you make*). If this occurs then yes you would be required to pay additional fees for extra typesetting/ designers fees / file transfer fees.

For further information please review our [SERVICE TERMS](#)

## Agreement Execution

To get started, simply review and accept this proposal

A) online via Quote Roller / ELECTRONICALLY SIGN BELOW /and ACCEPT proposal

B) print its PDF version, sign it, scan signed document and send to [author@pickawoowoo.com](mailto:author@pickawoowoo.com)

Signed by:

\_\_\_\_\_

Website Example

\_\_\_\_\_

Date

## Cancellation

**Terminations, Claims and Refunds - please read [FULL DESIGN SERVICE TERMS](#).**

Claims by the Customer must be in writing and within a period of 10 (ten) business days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that the order fully complies with terms, conditions, and specifications.

TERMINATIONS - Within 10 (ten) business days of cessation of this Agreement by either party, Pickawoowoow shall electronically return all of Customer's Intellectual Property created by Pickawoowoow.

While Pickawoowoow will attempt to create and fulfil a Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. A refund schedule is available under our [SERVICE TERMS](#).

## PAYMENT OPTIONS

### AUSTRALIAN RESIDENTS:

Payment can be made by:

**a) Internet Transfer** to Pickawoowoow Pty Ltd

BRANCH: Commonwealth Bank - Bridgetown

BSB: 066 504 ACCOUNT: 10091851

**b) Bank Cheque / Postal Money Order** - Send to - PO 178, Nannup. WA 6275

### INTERNATIONAL RESIDENTS:

Payment can be made via

**a) PayPal** - nicole@pickawoowoow.com (pay pal transaction fees apply)

**b) Bank Transfer** - Same as above internet bank transfer & include

SWIFT CODE: CTB AAU2 S

## MANUSCRIPT SUBMISSION GUIDELINES

### Manuscript Submission Guidelines

**Important Note: We can assist you through the following requirements or we can undertake them for YOU (small fee incurred).**

*As part of the service we provide, our professional designers will typeset your manuscript. To make sure we understand any special formatting requests you may have and to ensure a smooth design process, we ask that you try to adhere to the following guidelines as best you can in the preparation of your manuscript before sending to the Pickawoowoow Publishing Group.*

#### 1. How Should I Submit My Manuscript?

The manuscript must be submitted electronically as a Microsoft Word (.doc or .docx) or Rich Text Format (.rtf) file. The manuscript must be submitted as one file (i.e., all chapters of the book and any front matter must be



submitted as a single file).

## 2. Why do I or Pickawoowoo have to format (clean) my manuscript?

Books take a long time to write and during the process they collect clutter. During this time the author usually will have created the book in pieces, at different times and sometime even written on different computers. Some material may have been extracted from a blog or their website, a lecture, report and so forth. Various reviewers, editors, may have left their markup comments behind from version to version. Gradually the word processing file holding this combination of content collects clutter.

On top of this comes probably the biggest issue when writers strive to make their manuscripts look good in word by formatting, adding pictures, ultimately trying to design in word. While writers are busy trying to make their manuscripts look beautiful with different fonts, alignments, sizes, picture boxes and text boxes, the one feature of modern word processors that could really save them, and our designers, a huge amount of time and minimise formatting fees is **Styles**.

So preparing manuscripts for typesetting have to go through a thorough clean-up to extract all the formatting the writers have done, and to make sure they import properly into Adobe Indesign.

## 3. What should it look like?

If you have special formatting preferences, we ask that you indicate these preferences using **formatting tags**. The following items are examples of design elements that would require formatting tags:

- block quotes
- text boxes
- non-standard bullet points (e.g. heart-shaped symbols)
- special sections (e.g. letters, journal entries)

**EXAMPLE 1** - If you would like to indicate a block quote, you would do so like this:

[DESIGNER\_BEGIN BLOCK QUOTE HERE]

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[DESIGNER- END BLOCK QUOTE HERE]

Your designer would then know to off-set the text between the tags as a block quote.

**EXAMPLE 2** - If you would like to indicate a POEM centred on the page, you would do so like this:

[DESIGNER\_START CENTRE POEM HERE]

The more you tell  
Is the more you sell  
The quick brown fox  
Jumped over the lazy dog

[DESIGNER\_END CENTRE POEM HERE]

Your designer would then know to centre verse on the page. When it is extracted from word into design it does not get saved as centred - it is just left align text. Hence the importance for formatting tags.

## 4. How should I submit images?

Images include any photos, charts, tables, or graphs (anything that is not primarily text). All images for placement in your interior should be uploaded to dropbox or transferred to us by web file transfer as separate files in PDF, JPEG, or TIF format. All image files should be high resolution (at least 300 dpi). Charts made in Excel may also be accepted as separate files.

**Important:** Please remove images, charts, tables, or graphs from your manuscript file. Then note where you would like the image placed in your manuscript with the use of a **formatting tag**, as follows:

[DESIGNER\_Insert Image 1.jpg here]

The number of your image file should match the file name listed within the tag.

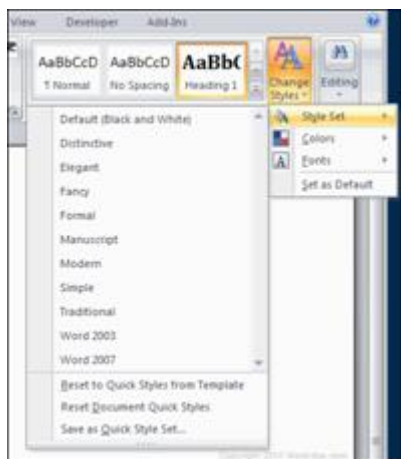
Please note your captions with a **formatting tag** also. For example:

[DESIGNER- Caption: Write caption text here.]

The following design elements will not require formatting tags:

- Bolded subheads
- Bold, underlined, and italicized text
- Chapter headings (e.g. Prelude, Introduction, Chapter 1)
- Text spaced using MS Word's alignment tools (e.g. Centre, Align Text Left)
- Bullet points or numbered lists made using MS Word's 'Bullets' feature

## 5. The use of STYLES will help immensely.



One of the most powerful, and most neglected, formatting tools in Microsoft Word is **Styles**. Styles are worth learning and will to save a lot of time in manuscript production.

A **style** in word is a whole set of formatting instructions that saves you time. So all headings could be HEADING 1 and subheadings HEADING 2 and body copy NORMAL as an example. If you assign styles to the elements of your manuscript you want to look different from the main body text, you can change all of them at once by simply changing the style definition.

More importantly though is if your word document is styled with word styles, it makes the job of importing your file into InDesign faster and more reliable. The designer will know how you wanted this text treated and putting the layout of your book on a fast track. Without styles there will definitely some 'to and fro' to ensure the text is treated correctly.

So do yourself and your book designer a favor: start styling your file with Word. You'll be glad you did.

## 6. Is there anything else I should know?

Although it is likely we will format your word document before going to designer the following is what you should do to help yourself and your designer. If you would like to receive a formatting checklist please advise but below should suffice.

**Below are some of the most common issues we see in manuscripts sent to us before being formatted.**

#### **Don't (Avoid)**

1. Extra spaces or tabs used to create an indent for the first line of each paragraph. Use the MARGINS key to indent all paragraphs and use MS Word's alignment tools (Center, Align Left, Align Right) to align text.
2. Two or more paragraph breaks between paragraphs..
3. Two spaces between sentences instead of one
4. Manual line breaks at the end of each line of text in a paragraph
5. Two line breaks inserted at the end of a paragraph instead of a paragraph break
6. Using tabs at the end of a paragraph to create a new paragraph
7. Using only a paragraph break to create a scene break between paragraphs
8. A series of paragraph breaks (by hitting the enter key) to force text onto the next page
9. Use page numbers within the manuscript as these will be determined after typesetting

#### **Do**

1. Use MS Word's "Insert Endnotes/Footnotes" function to include endnotes or footnotes in your manuscript.

*Worried about this? Don't be! Your publishing coordinator can help explain the formatting guidelines if you still need help. Alternatively we can undertake the formatting for you but it is always best that you undertake as much as you can to minimise some of these costs.*

Enjoy.

## **OUR PREFERRED PRINTING & EBOOK PLATFORMS**

### **Self-Publishing the easy way**

We recommend for Australian residents to self publish with [SPARK](#) – Lightning Source's new division [Ingram Spark](#) (owned by Ingram) is the global Print on Demand Publisher (Australian office in Melbourne) who works directly with individuals or firms who have less than 10 books to publish. Design ready files are uploaded ready-to-print (for print books) and ready-to-sell (for ebooks). That means pre-formatted to their specs.

[Ingram Spark](#) **does not offer advice; assistance in publishing; design services; or book conversion services...that's what we do at the Pickawoowo Publishing Group.** With over 15 years design and publishing experience with their system and *long relationship*, we can make it happen for you with Joy Love and Ease.

[Ingram Spark](#) will print your books on demand (no more bulk printing) and they will also distribute your books / ebooks globally via Ingram the world's largest distributor (39 000 wholesale outlets).

### **MORE ABOUT OUR PREFERRED PRINTER / EBOOK PLATFORM**



[IngramSpark](#) is connected to the ordering systems of 39,000 global booksellers, libraries, and online retailers. Your titles will also be linked to direct orders from web consumers, and reach every major mobile and e-reader (including iBookstore, Kobo, Kindle, Barnes & Noble Nook, etc.)

### **Don't print 1000's of book - publish on demand**

What if you looked at publishing differently? "What if?"

What if books could sync with mobile devices and e-readers directly after the final word was written? What if a publisher could make their titles available forever? What if books could truly be accessible across the world?

Those are awe-inspiring questions. For the first time in the history of the book industry, they are becoming realities. Books can be created and distributed worldwide almost immediately after they have been written. Writers, publishers, and authors can interact in monumental ways. Readers can access books anywhere at any time through physical and digital copies. The only barrier to what is next is our own imagination.

These possibilities are at the heart of Publish On Demand. [IngramSpark](#) has changed the way publishing is done by improving how publishers are connected with distributors, and challenging the way they talk about print and e-books. Real-time ordering from readers, bookstores, or libraries can create up-to-date reports for publishers. E-books can be uploaded and distributed to online booksellers or mobile devices with just a click. Writers and publishers can meet market demands faster than ever before. And of course they print your book as you need it. It's all possible now.

Publish on Demand is more than just print or digital copies—it's a different way of looking at the way publishing is traditionally done and embracing the possibilities. It's the avenue for creating amazing and accessible books.

### **Where are [IngramSpark](#) books available?**

The easy answer is "just about everywhere". [IngramSpark](#) is connected to the ordering systems of:

- 39,000 independent and chain bookstores, libraries, and online retailers in more than 190 countries. One platform with global access.
- Every major e-retailer including iBookstore, Kobo, Amazon Kindle, and Barnes & Noble's Nook store. One platform with global access.

### **Can independent bookstores can get my book?**

Yes! Independent bookstores can purchase any title distributed by [IngramSpark](#) directly from Ingram or from their distribution partners. You can also choose whether or not bookstores can return your books, which is a factor bookstores consider when making purchases.

### **Do I have to make my book available to all Ingram partners?**

Not necessarily. For one, you can choose just print—and its associated 35,000 print retailers—if you'd rather manage your e-books separately, or just electronic if you're a complete digital convert. For any e-book distribution, you also have the option of opting out of Amazon Kindle distribution—say if you already have an agreement with Amazon—and distribute to the other 190+ CoreSource e-retailers.

### **How much does it cost?**

Writing and producing books is challenging enough without complicated pricing structures. DIY Publishing will help you to work out costs and the revenues from [IngramSpark](#).

### **How does the pricing compare to similar services or bulk printing?**

There are many vendors in the market with varying pricing and services, and this is especially true for e-book services. A publisher can go direct to many e-retailers, and for publishers who are able to manage the complexity associated with submitting the same title to multiple vendors, that is the way to go to earn more revenue. The pricing for [IngramSpark](#) reflects that it is all about ease, convenience, and global reach. With

[IngramSpark](#), publishers can make titles available to the world's largest distribution network without having to set up accounts with each individual vendor. (A huge time saver)

A not very well known fact is Lightning Source (the Printer) produces 85% of all publishers (including vanity publishers) titles – so why pay more – go direct.

One of the most unique aspects of [IngramSpark](#) is they offer access to more readers worldwide than anyone else.

Imagine your book on the shelves of Barnes & Noble or Books-A-Million. Envision seeing your title on the Amazon Kindle store or Apple's iBookstore. Consider college students getting your book from Chegg to help them ace an upcoming exam.

Ingram partners with independent bookstores, online stores, the big chains, the little chains, e-book retailers, local niche retailers, libraries, schools, universities, and just about anyone, anywhere in the world who sells (or is even thinking about selling) a book in any format.

From Calgary to Sydney, Moscow to Sao Paulo, your computer to the next block over, Ingram connects your books to more than 87% of the world. Overall, [IngramSpark](#) makes your title available to over 38,000 retailers and libraries. That's a lot.

Ingram has spent 50 years building these partnerships, and they are the cornerstone of the unique connectivity that IngramSpark will give your titles.

[IngramSpark](#) has the distribution systems, technology, manufacturing, and logistics to connect your book to the world. They are the engine behind every book.

**Allow us to help you now ... call to discuss.**

## ABOUT US

### Partnering for Publishing Success

In today's marketplace, a professional product (book/ebook) is everything. How your end product looks to the outside world sets the tone for all of your interactions – with readers, customers, partners, media and other key stakeholders. You cannot afford to present an unprofessional or inconsistent book / ebook, a product that SCREAMS self-published in a competitive and crowded landscape.

Partnering with an experienced and award winning author service provider and publishing design team, ensures that your book achieves maximum positive impact with your target audience / readers. You need a publishing partner that will allow you to take control of your publishing journey, provide professional guidance and help you create a book to a professional standard, all within creative frameworks and timelines with selected printing partners.

### About Us

**"None of us is as good as all of us"**

The Pickawoowo Publishing Group's proven approach to outsourcing achieves tight integration of people and processes across their publishing journey. With over twenty-one years publishing experience (and sixteen years with Ingram) we have a distributed creative team deployed globally and a small dedicated team in Australia. The team works to each Author/Publishers best interest, with rigorous attention to publication integrity whilst ensuring all rights and royalties are maintained (by you the author/publisher). Our model delivers the most successful and cost-effective customer/publisher collaboration possible.

## PickaWooWoo

Approved Author Services Provider of:



Being a market leader in the independent/self-publishing industry, PickawooWoo is the only RESOURCE EXPERT for IngramSpark in Australia and works harmoniously with Thorpe Bowker AUS the leading supplier of tools and products for books. PickawooWoo Publishing Goup operates globally and creates many book formats and styles across various genres. As an award winning company recognised for business and publishing expertise it is well placed to facilitate enterprise publishing for business (creating books/ebooks as part of their content marketing strategy).

In an industry that has seen not only trade publishers and authors become author service providers (as more profit can be made from author services rather than author sales), we knew that our model had to offer something unique to authors looking to independently-publish. Our business model ensures authors high profit, low cost services and our commitment to offer the best services in the indie-publishing industry. We now have the authors, awards and accolades to prove that this model works.

Our expertise spans more than just in creating compelling books; we also specialise in end-to-end publishing/project management to ensure that the author/publisher can have a publishing partner from the word document through to web design (authors site) and so much more. We create / achieve your desired outcomes. We work with you to evolve your ideas from concept to finished project.

## Publishing & Business Awards and Clients Featured On:

### Clients Featured On:

- 60 Minutes
- Today Tonight
- State and National Newspapers
- Business News WA

and more.

### Business Awards

- WINNER - 2014 South West Business of the YEAR, Western Australia
- WINNER - 2014 South West Business Awards (Small Business Category), Western Australia
  - o 2014 - Publishing Company (PickaWooWoo Publishing Group)
  - o 2013 - Publishing Company (PickaWooWoo Publishing Group)
- Finalist in the Western Australia Regional Small Business Awards
  - o 2014 - Publishing Company (PickaWooWoo Publishing Group)
  - o 2013 - Publishing Company (PickaWooWoo Publishing Group)
- Finalist in the Telstra Business Women Awards
  - o 2013 - Publishing Company (PickaWooWoo Group)
  - o 2013 - Business Innovation - Author Platform (PickaWooWoo Group)
  - o 1997 - Business Starters (Business Starters Network Pty Ltd)
- Finalist in the Telstra Small Business Awards
  - o 2001 - Publishing Company (Innovative Business Resources - IBR)

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### Publishing Awards

- Finalist in the International Best Book Awards (USA)
  - o 2012 - Children's Mind Body Spirit Series (PickaWooWoo Publishing Group)
  - o 2010 - Children's Mind Body Spirit Series (PickaWooWoo Publishing Group)
  - o 2011 - Children's Mind Body Spirit Series (PickaWooWoo Publishing Group)
- Finalist in the Mothers Choice Best Book Awards (USA)
  - o 2013 - Children's Mind Body Spirit Series (Silver) (PickaWooWoo Publishing Group)
- Winner of Australian Excellence in Publishing Award
  - o 2002 - Publishing Small Business Educational Books (IBR)
- Finalist of Australia Excellence in Publishing Awards
  - o 1998 - Publishing Small Business Educational Books (IBR)