

NEW AUTHOR WELCOME PACKET

PLEASE COMPLETE & SCAN/EMAIL TO PUBLISHME@LITERACYMOGULS.COM



Dear Author,

Welcome to Literacy Moguls and welcome to authorship! It is a title we do not take lightly and we commend you on the decision to share with those you are called to.

Now that you have made this monumental decision, there is a lot to think about--book content, book cover design, target audience, pricing and more. We want to assist you in getting clear. The purpose of this document is to help you to do just that. From deciding on your book's look to relaying your book's feel, this document will help you and it will help us to bring your dream of being a published author to reality.

You have been assigned a Literacy Moguls Publishing Agent who after your initial consultation will communicate with you ongoing via email. Please complete this packet and send (scan/email) it to publishme@literacymoguls.com.

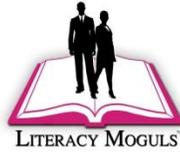
Thank you and happy writing!

Fondly,

Shekina Moore, Publisher & CEO
Stanford Moore, CEO
& The Publishing Agent Team

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WHAT SIZE WOULD YOU LIKE YOUR BOOK? (CIRCLE YOUR TRIM SIZE)

Most Popular Trim Sizes

5" x 8"
12.7 x 20.32 cm

5.25" x 8"
13.34 x 20.32 cm

5.5" x 8.5"
13.97 x 21.59 cm

6" x 9"
15.24 x 22.86 cm

More Industry-Standard Choices

5.06" x 7.81"
12.85 x 19.84 cm

6.14" x 9.21"
15.6 x 23.39 cm

6.69" x 9.61"
16.99 x 24.41 cm

7" x 10"
17.78 x 25.4 cm

7.44" x 9.69"
18.9 x 24.61 cm

7.5" x 9.25"
19.05 x 23.5 cm

8" x 10"
20.32 x 25.4 cm

8.5" x 11"
21.59 x 27.94 cm

Interior Type (Check One)

_____ Black & White _____ Full Color

Paper Color

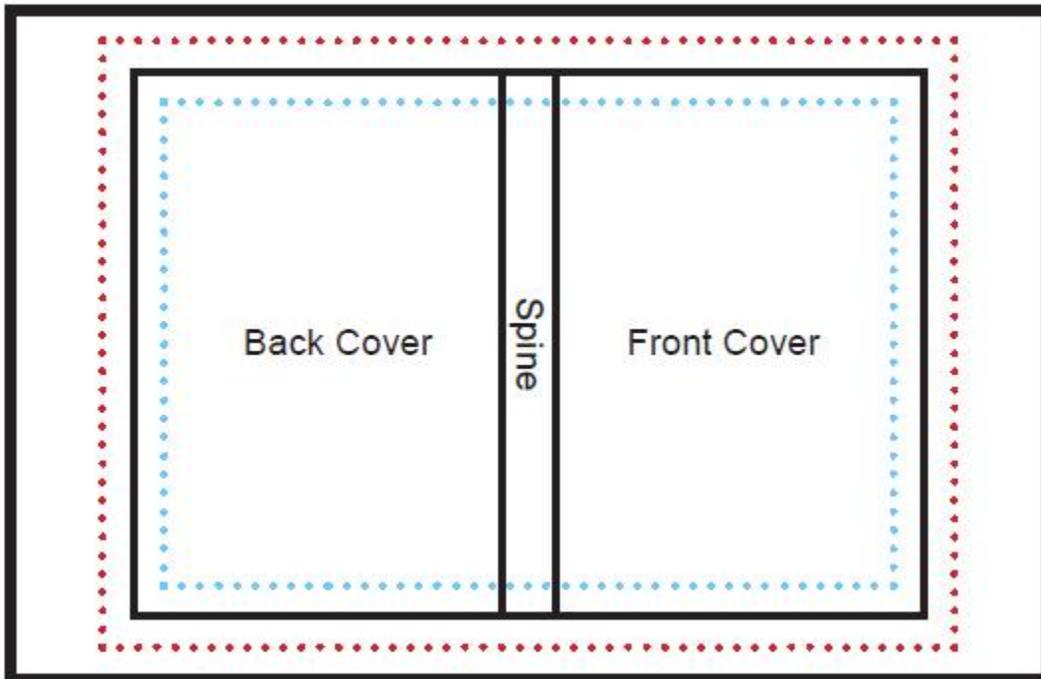
_____ White _____ Crème

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BOOK COVER



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USE THE ILLUSTRATION ABOVE TO SKETCH YOUR VISION FOR YOUR BOOK COVER OR SEND ONE THAT HAS THE LOOK YOU ARE AIMING FOR.



Book Cover Design

To get a better idea of what your book design project might cost, use this form to get a free, no-obligation price quote. If you are unsure how to answer a question or need further assistance, do not hesitate to contact us at www.publishme@literacymoguls.com.

NOTE: Items marked with an asterisk (*) are required. Incomplete forms cannot be processed.

Contact Information

Title:	<input type="text"/>
First & Last* Name:	<input type="text"/> <input type="text"/>
	(Required)
E-Mail:*	<input type="text"/>
	(Required)
Telephone:	<input type="text"/>
FAX Number:	<input type="text"/>
Company:	<input type="text"/>
Please briefly describe your company or organization:	<input type="text"/>

Project Scope

1. This is a quote request for:
2. What is the title and subtitle (if applicable) of your book?
3. Are you the author?
4. What is the author's name and how should it appear on the book?
5. What category?

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6. What is the genre or sub-genre?

7. Tell us about your book. Give us as thorough a description as you can, since it will help us conceptualize both book cover and interior design.

8. Describe the demographic profile of your target audience. You may not be sure about your answers. If that's the case, don't worry. We can always talk more during the initial concept meeting.

Age range:

Gender:

Language:

Ethnicity/Race:

Educational background:

Profession:

Income:

Marital status:

Social attitude (e.g., hip and trendy, conservative, youthful, etc.):

If you think other information might be helpful, please let us know. Use the area at right to add more information.

9. If applicable, provide the titles of some books by authors you consider competitors in your field.

10. What is your budget or budget range for this for this project?

11. What is your desired completion date?

12. What overall impression do you want readers to have when they see the cover of your book?

Business/professional

Authoritative

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<input type="checkbox"/> Motivational	<input type="checkbox"/> Conservative
<input type="checkbox"/> Energetic	<input type="checkbox"/> Trendy
<input type="checkbox"/> Family-oriented	<input type="checkbox"/> Artistic
<input type="checkbox"/> Humor/fun	<input type="checkbox"/> Classy
<input type="checkbox"/> Informative/knowledgeable	<input type="checkbox"/> Other (describe below)
<input type="checkbox"/> Sophisticated	<input type="text"/>
<input type="checkbox"/> Whimsical	

13. Is your manuscript complete?

14. If your manuscript is not finished, what is your estimated completion date?

15. What is the total page count of your manuscript? You should answer this question even if you are only seeking a quote for cover design. An example answer: My manuscript is 225 pages, double-spaced, 12 point Times New Roman font, with 1.25 inch margins on all sides.

16. What is the total word count of your manuscript? You should answer this question even if you are only seeking a quote for cover design.

17. If you know, what printing company you will be using?

18. Do you know what the quantity will be? (If you are unsure about the quantity, we recommend that you have several printers provide you with quotes for several different quantities.)

19. Will you need Ink Works to sign a non-disclosure agreement for internal, sensitive, or embargoed titles?

Cover Design

Everyone's parents and teachers probably taught them not to judge a book by its cover. Yet, we all grew up and found out that people do anyway. Next time you're in a bookstore, pay attention to the way you select books from a jumbled rack or table. Where does your eye move first when viewing the best seller display? Skim through one of the "For Dummies" series of books and ask yourself if you like or dislike the interior design. Compare it to a best-selling biography or a reference guide.

Once you try this experiment, you'll realize just how much design has influenced how you feel about a book, even before you've ever read the

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contents.

To help us create the best design for you, your book, and your readers, answer the following questions as best you can.

1. Do you have an idea for your cover? If yes, describe it if you can. Let us know if you have photos, samples, sketches, etc. you would like to send to help us understand what you have in mind.

2. Do you have artwork (illustration, photo, clipart) for your cover?

3. If yes, do you own the copyright or is it properly licensed for use on your cover?

4. Is your artwork scanned?

5. If it's scanned, what format were the files saved in? (E.g., .JPG, .EPS, .TIF, .PNG, .GIF, .BMP, etc.)

6. If you have artwork, do you know the size (in pixels) and resolution (in dots per inch)?

7. If you want but do not have photos or illustrations, would you like Ink Works Publication Service to create, commission, or purchase stock artwork for you?

8. If yes, please describe what you have in mind.

9. What will be the trim (finished) size of your book?

10. What kind of binding will you use?

11. Do you know what copy will be included on the front cover, back cover, front flap, and/or back flap?

12. Will you have a publisher's ad?

13. Please include any additional comments in the space below.

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Interior Book Design

1. I would like Literacy Moguls to scan or transcribe my handwritten manuscript into the appropriate format.
2. My manuscript is already typeset with professional publication software such as (select one). I need help creating a more professionally designed document.
3. If your manuscript hasn't been typeset with professional publication software, what was it generated by?
4. Will the interior pages require artwork such as photos, illustrations, clipart, tables, charts, graphs, or maps?
5. If yes, will you supply the artwork?
6. How many pieces of artwork will be included? Please, list amount of each.

Photos	<input type="text"/>
Illustrations	<input type="text"/>
Clipart	<input type="text"/>
Tables	<input type="text"/>
Charts	<input type="text"/>
Graphs	<input type="text"/>
Maps	<input type="text"/>
Other (specify)	<input type="text"/>
7. If you are supplying your own artwork, will you need Ink Works to scan, size, and place the pieces?
8. If yes, how many pieces of artwork will you need to have scanned, sized, and placed?
9. If you need Ink Works to create or obtain artwork, how many pieces of artwork do you think you might need?
10. Will your interior pages include tables, charts, graphs, callouts, or pull quotes?
11. If yes, how many of each type? Provide an estimate if you don't know for sure.

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Tables	<input type="text"/>
Charts	<input type="text"/>
Graphs	<input type="text"/>
Callouts	<input type="text"/>
Pull Quotes	<input type="text"/>
Other (specify)	<input type="text"/>

12. Please describe the complexity of your manuscript.
- My manuscript is simple. It consists of straight text and there is no artwork, tables, charts, graphs, callouts, pull quotes, equations, or maps.
- My manuscript is moderately complex. It is mostly text, but it includes one or more of the following (please check all that apply):
- Tables, charts, graphs
 - Footnotes, headings, subheadings, italics, boldface, multiple fonts
 - Photos, illustrations, maps, clipart
 - Callouts, pull quotes, decorative icons
- My manuscript is complex. The text is technical and/or difficult and nearly every chapter requires one or more of the following (please check all that apply):
- Tables, charts, graphs
 - Footnotes, headings, subheadings, italics, boldface, multiple fonts
 - Photos, illustrations, maps, clipart
 - Callouts, pull quotes, decorative icons

13. Do you need Literacy Moguls to create an index for your book?

14. If you want Ink Works to provide indexing, what kind of an index would you like?

15. Please use this space to provide us with any additional information.

Publishing Support Services

Literacy Moguls also provides a range of related services to assist in the publication and marketing process. Please indicate if you're interested in any of the following services.

1. I would like a publication manager to create a production schedule and help keep my book project moving along.

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2. I need help obtaining:
- An ISBN (International Standard Book Number)
 - A LOCN (Library of Congress Number)

3. I am interested in learning more about Literacy Moguls' marketing services. Select one or more of the following:

- Develop a marketing and promotion plan
- Write and design a media kit
- Develop an author's Web site and online collateral for promotion and sales
- Set up and design a blog for promotion and sales
- Set up a mailing list to help promote my book before and after publication
- Create an author's page on Literacy Moguls' Web site to promote my book
- I would like Literacy Moguls to help me design an online advertising campaign

Finish Line

We want to thank you for filling out this questionnaire. It is one of the most important parts of creating a beautifully designed book.

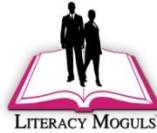
If you have comments, questions, additional information or need features not covered here, please feel free to address those concerns in one of the comment blocks above or, if you've already submitted this form once, use our regular contact form and reference this questionnaire as part of the body text there.

Again, we thank you and we look forward to a great partnership!

TEAM LITERACY MOGULS
WWW.LITERACYMOGULS.COM

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AUTHOR NAME: _____

For either payment option, please Choose One:

- Bill me for Payment in Full One lump sum
- \$199 DEPOSIT now + MONTHLY INSTALLMENT PLAN: 3 EQUAL PAYMENTS (\$433.33/mo.)
- \$199 DEPOSIT now + MONTHLY INSTALLMENT PLAN: 4 EQUAL PAYMENTS (\$325/mo.)
- \$199 DEPOSIT now + WEEKLY INSTALLMENT PLAN: 12 EQUAL PAYMENTS (108.33/wk.)

*there is a \$10 processing fee with each installment

PAYPAL / CREDIT CARD AUTHORIZATION

Payments are non-refundable.

[] I choose PayPal invoicing and payment installments.
PayPal email to be invoiced: _____
(Upon Contract you will be send a payment link for your recurring payment installments and/or
You will be invoiced via PayPal.)

[] I choose billing by credit card payment installments

I, _____, authorize Eroom Marketing Group LLC to charge
my credit card indicated below for payment of my publishing account balance:

Check one--- _____ weekly on Fridays / + _____ monthly on _____ (day) of each month until my account is
paid in full.

Please complete the information below:

Billing Address _____

Phone# _____

City, State, Zip _____

Email _____

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Account Type: Visa MasterCard Amex Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

CVV (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

SIGNATURE _____

DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. If the above noted payment dates fall on a weekend or holiday, I understand that the payments may be executed on the next business day. I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify the business in writing of any changes in my account information or termination of this authorization at least 15 days prior to the next billing date. This payment authorization is for the type of bill indicated above. I certify that I am an authorized user of this credit card and that I will not dispute the scheduled payments with my credit card company provided the transactions correspond to the terms indicated in this authorization form.