



PUBLISH YOUR BOOK WITH THE EXPERTS

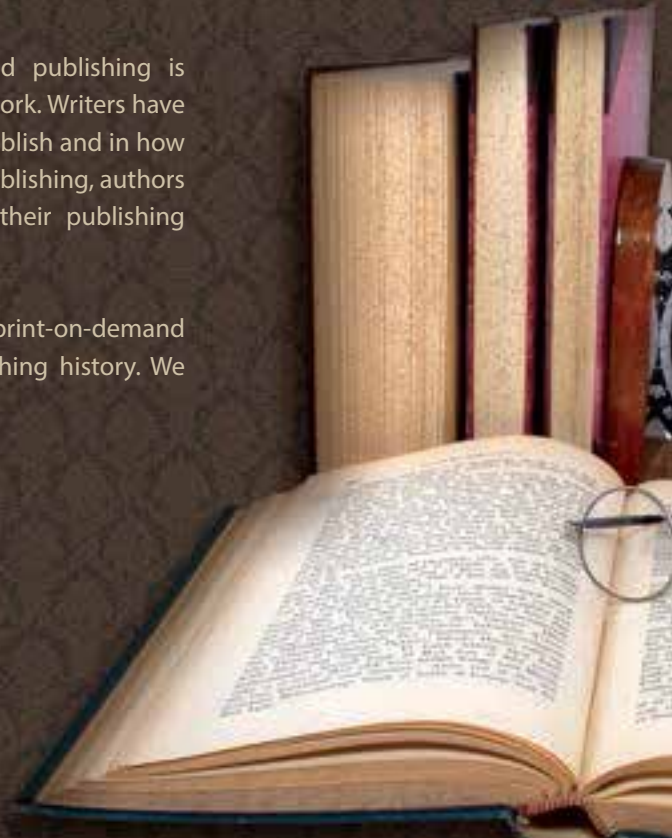
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# WELCOME TO TRAFFORD

We are the first and the future of publishing. Trafford is known for innovation and dedication to the author's right to total creative control.

These days, the process of writing and publishing is increasingly about the authors and their work. Writers have more say than ever before in what they publish and in how much they earn. With the advent of self-publishing, authors can get exactly what they want from their publishing experience.

We are proud to stand on the forefront of print-on-demand technology and the new wave of publishing history. We look forward to having you with us.





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# WHY GO WITH TRAFFORD?

As technology advances, so do the industries that depend on it. With the changing environment comes a whole new way of thinking.

What is a book, and how is it made? These days there is more than one answer to this question. E-books are read on computers and other devices, and printers now make books in square or long format, with extras like DVDs or audiobook players. With self-publishing, authors now have the final word on design and content.

There are more options than ever for publishing, and more reasons to do it. An author may write a book for a small, targeted audience, or produce a limited

series that would be too expensive for traditional printers. Authors may want to keep all rights to their book instead of giving them up to a publisher.

Complete customization is also a huge advantage—as the author, you work with our creative team to get the book you want. Your book is you, and self-publishing gives you the means to express yourself fully through your work.

Trafford is ready to help you self-publish, for all of these reasons. We are here to help your book meet the goals you set.

## WHO WE ARE

As the first publisher to offer digital print-on-demand in 1995, Trafford Publishing has established a reputation for always taking the initiative. We provide a high-quality book experience with various options to suit our authors' individual personalities. Our editing, publishing and marketing experts have years of experience in their fields.

Now after years of major breakthroughs in the publishing field, Trafford once again leaps into a new territory with our revolutionary and more fully customizable book packages. We are bringing in big and exciting innovations to our print-on-demand services, and we invite you to join us as we usher in a new dawn in the publishing arena.

Our most anticipated development is the Trafford Publishing Gold Seal of Excellence. Titles credited with our "Gold Seal of Literary Excellence" will stand out from the work of any other self publisher or publishing company. Read on to find out what the Trafford Gold Seal could mean for you.





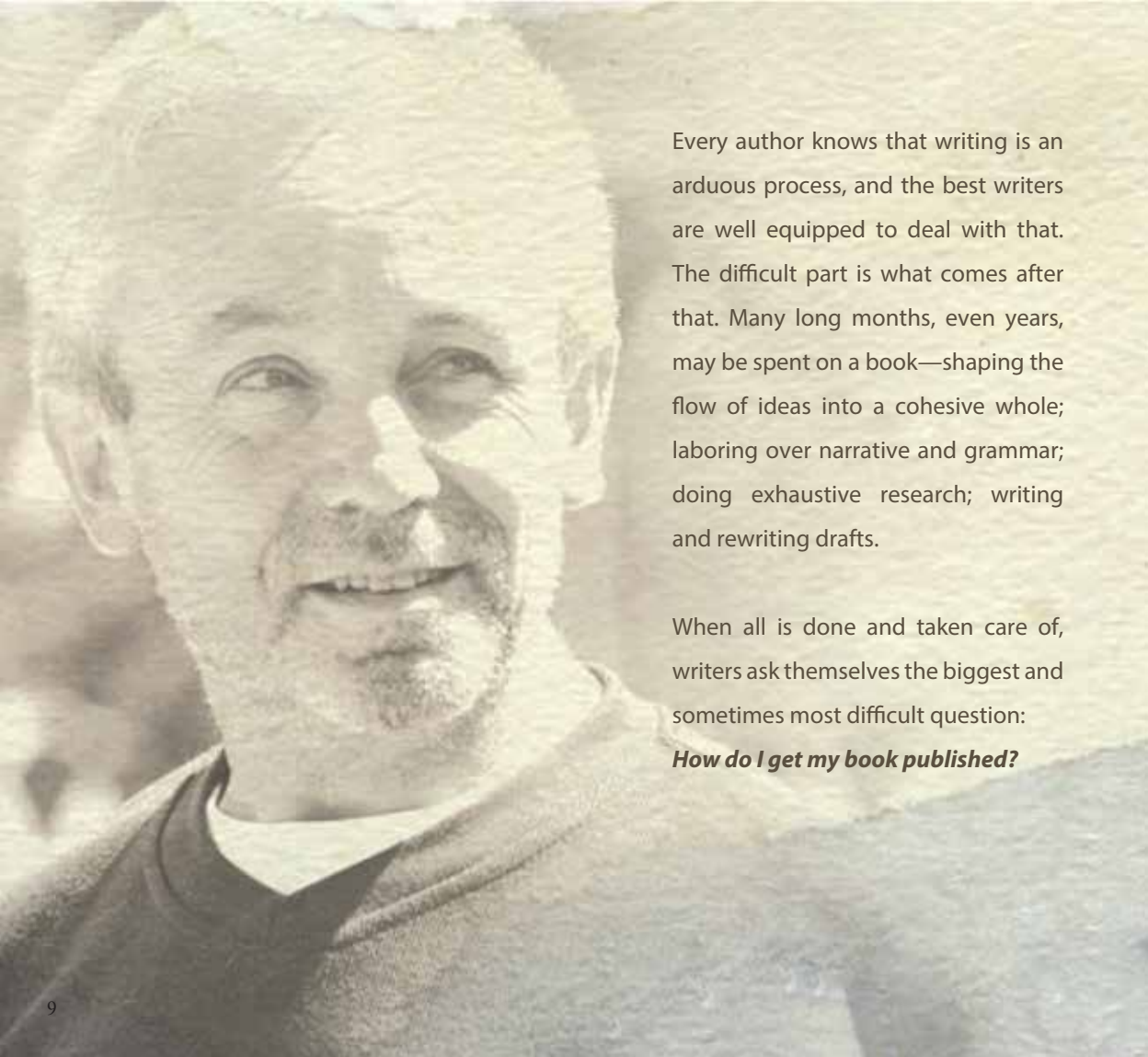
## GUARANTEED LITERARY EXCELLENCE

### SETTING THE STANDARD FOR PUBLISHING'S ELITE

We all want and need validation. As writers, the best validation that can be received is a positive book review. Authors who take advantage of Trafford's Gold Seal Opportunity get their books externally critiqued by the highly respected book reviewers in the industry such as Kirkus, ForeWord Clarion, and the US Review of Books. Trafford books with positive reviews are rewarded with that much-coveted stamp of excellence—the **Trafford Gold Seal**.







Every author knows that writing is an arduous process, and the best writers are well equipped to deal with that. The difficult part is what comes after that. Many long months, even years, may be spent on a book—shaping the flow of ideas into a cohesive whole; laboring over narrative and grammar; doing exhaustive research; writing and rewriting drafts.

When all is done and taken care of, writers ask themselves the biggest and sometimes most difficult question:

***How do I get my book published?***

## The answer comes in four easy steps.

✓ **1. Contact a publishing consultant and tell us about your book.** Publishing is an exhilarating learning experience with the support of a well-informed and friendly staff. Our publishing consultants are available from 10am-9pm ET to answer your questions about your book and the publishing process. Call us at **1.844.688.6899** or email us at **bgT@ai2fdFord.com**.

✓ **2. Choose your publishing package.** Take your time and pick out the publishing bundle that best fits your book. Trafford has a wide array of services which you can tailor-fit to your exact purpose.

✓ **3. Submit your manuscript.** Our highly competent author support team will guide you through the process of submitting your materials and working through the details of your manuscript.

✓ **4. Get your galley proof.** A PDF file of your book will be sent to you for review. Your author support team will assist you with any last-minute corrections you may have. You always keep 100% control of your book's copyright and appearance. Skilled prepress technicians will use your directions to produce a unique book equal in quality to those found in any bookshop. And before you know it, you'll be a published author!

*Getting Started with Trafford*

## DISTRIBUTION

Once your book is published, we will make it available for order in the Trafford bookstore, Barnes & Noble.com, Amazon.com, and other retail outlets worldwide through top distribution networks like Ingram.

Our bookselling offerings also include special author-only volume book discounts and a Booksellers Return program that alleviates risk and allows bookstores to return unsold copies of your book.

## PRICING

You determine the price of your book. Some constraints apply, such as a fixed cost for the cover and page count, plus the distribution cost and royalty amount, but ultimately you establish the final book price. The cover cost and page count determine the minimum base price for the production of your book. The distribution and royalty amounts are displayed after you choose the total selling price.



# POST-PUBLICATION CUSTOMER SUPPORT

Your publishing experience with Trafford does not end with the publication of a book. Our team of consultants will continue to be available for you whenever you have questions about your book or marketing campaigns. You can easily reach us at **1.844.688.6899** for 24-hour customer support.

## FEATURED AUTHOR

Recognizing your achievement is important to us. If your book makes it to our bestseller list, is featured in a media article, wins an award, or otherwise stands out, we may contact you about being the Featured Author of the Month.







## LIFETIME SUPPORT

One of the greatest benefits of self-publishing is the print-on-demand aspect: your book never goes out of print. Trafford's professional staff is available to you for just as long. These are some of the benefits of being part of the Trafford community.

### MY ACCOUNT

When you become a Trafford author, you can access this web-based portal to keep up with the progress of your book. With My Account, you can:

- *Check your book sales and royalties regularly*
- *Make changes to your book information on our website*
- *Place orders with your author's discount*
- *Take advantage of special offers only available to Trafford authors*

## WHAT OUR AUTHORS ARE SAYING

*"It is great that you have this publishing service for authors because if you're not a well known or established author and you send your book to a big time book company, it will probably get no further than the trash can. Think of how many great books never got published because of this. Many people, myself included, have been held back because of this. Finally, a way to get published without all the other problems."*

**Tim Bramlett**, author of *Sharkey and the Space Pirates*

*"Thank you so much for a beautiful copy of my book. I was more than elated to see your beautiful handling of the cover and contents of Rhyme, Reason and Reverence. It was written with commemoration and honor in mind and you kept that theme in producing a beautiful cover for the thoughts contained in the book."*

**Estella Davis**, author of *Rhyme, Reason and Reverence*

*"I am now working on a screenplay for a movie from another self-published author. Since the release of my book in May 2008, I have gained the momentum and self-confidence needed to write the press releases and really market my book to the audience which may benefit from reading my book. I am donating to libraries and selling to bookstores, as well as person to person."*

**Christie O'Neil Harrison**, author of *Dear Tommy*



## TRAFFORD MEANS QUALITY.

Self-publishing does not sacrifice quality—just the opposite. Trafford gives authors new standards of quality. Our Gold Seal of Literary Excellence rewards books of exceptional merit.