



The Beaver's Pond Press Philosophy and Reputation

As our trademark, “The Mentoring Publisher,” and our slogan, “mentoring authors to publish the best book possible,” suggests, we are a unique company in the world of publishing. As an independent publisher, the author pays the cost of producing the book, we offer a high degree of marketing and sales support in the trade—that is, the bookstore and national distribution market. Our authors keep complete control over their books, many of which have won awards for writing, design, and artwork. You can read more about us at BeaversPondPress.com, and you can also check out our sales outlet at BeaversPondBooks.com.

Relationships with our authors go on for as long as the author chooses. Some initial authors are still in touch after ten years. The services covered by the Project Mentoring fees are open-ended. That is, there is no quantitative limit to the passage of time, number of phone calls, or number of meetings. When writers become published Beaver's Pond authors, they join a growing family that frequently gathers to celebrate their relationships and exchange book sale strategies.

BPP is recognized by its peers in the publishing industry for its high standards of design and writing. As such, we fiercely guard our reputation with our fellow publishing houses large and small and the book trade. This strategy benefits every author—especially first-time authors—as they build their writing credentials with the Beaver's Pond brand.

With few exceptions and in order to carry Beaver's Pond Press ISBNs and other signs denoting it as a Beaver's Pond Press book, all vendors of production services must be provided or approved by Beaver's Pond Press. Our editors, production staff, and freelancers are tested, dependable, and often award-winning professionals.

Beaver's Pond Press, Inc., reserves the right to withhold its name, logo, ISBN, and bar code from use on any book that does not meet its writing and production standards.

All charges for vendor services, including editing, design fees and printing, are invoiced to the author. Until all invoices are paid, finished books remain the property of Beaver's Pond Press. Upon receipt of payment for all services, ownership of the books passes to the author, free and clear of any liens or claims of ownership by Beaver's Pond Press. Copyright remains at all times with the author.

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The Beaver's Pond Process

*With more than 600 books and over twelve years of publishing history,
we have helped bring the rewards of independent publishing
to writers of all interests and every experience level.
When you join the Beaver's Pond family of published authors,
you follow a tested and trusted publishing process
that you simply cannot find anywhere else.*

Professional Manuscript Review— 2 - 4 weeks from receipt of manuscript

You will receive a free written evaluation of your manuscript that focuses on the quality of the writing, the level of editing required, and the marketability of the finished book. We protect our reputation as a quality publisher by accepting only those manuscripts we truly believe have potential in the marketplace.

Project Mentoring—Ongoing

Your one-time project mentoring fee retains the services of the Beaver's Pond publishing staff before, during, and long after book production and printing. We are on call to answer questions, update you on your book's status, and communicate with the professionals working on your book at every stage of its development. We provide all the support you need and all the control you want. The cost quotations for the following phases in the publishing process are provided prior to entering the phase; these stages are monitored by Beaver's Pond staff members, and the cost estimates include commissions.

- **Editing—typically 15 - 35 hours spread over 1 - 4 weeks depending on author response, subject matter, length, style, and type of book. Quoted separately.**
Editing is the process of reading a manuscript, evaluating and interpreting it for clarity, focus, organization, style, and other factors and then recommending changes, additions, and deletions. Children's books typically take fewer hours of editing (3 - 6 hours) than standard trade books. An editor provides a cost estimate for your approval before work begins. Editing is a collaborative process where the author's vision and voice is the editor's foremost priority.
- **Design—typically 6 - 8 weeks depending on author response. Quoted separately.**
The creative process includes the author and designer working together in a spirit of collaboration. The cover and interior pages reflects the author's vision for the book and the designer's interpretation of that vision. 6-8 weeks is typical for providing an estimate, creating design proposals and mock-ups, typesetting, and for creating charts or other graphic elements.

Proofreading—2 - 3 weeks from final typeset pages depending on author response. Quoted separately.



Proofreading is the process of reading a finished manuscript for errors in punctuation, spelling, and consistency. Professional proofreading ensures that your book meets the

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standards of the trade for high quality and professional appearance resulting in a book you can be proud to share and sell.

- **Printing—Soft cover books typically require 4 – 6 weeks; hardcover books typically require 6 – 8 weeks. Quoted separately.**

We have chosen high quality printers who provide the best services in printing and binding your book. All Beaver's Pond authors benefit from the relationships we have built with printers whose technologies and craftsmanship are state of the art.

- **E-Books—Simple conversion to major E-Book formats. Quoted separately.**

Beaver's Pond Press is one of the only one-stop shop vendors of E-Books in the Midwest. Whether you've produced and printed your book with us or simply need a streamlined conversion process, our E-Book services will cover any mainstream E-Book reader (Kindle, iPad, Nook, Kobo, etc) and make E-sales as easy as possible.

- **Marketing Support—Ongoing. Quoted separately.**

Although book marketing responsibilities rest with the author, our relationships with resellers help open doors that remain closed to other independently published authors. We provide you with the tools needed to prepare a marketing plan to jumpstart your marketing efforts, and we provide access to trusted resources for promoting your books locally, regionally, and nationally.

- **Beavers Pond Books**

The Mentoring Fee covers the creation of a single webpage for each title at our online bookstore, www.BeaversPondBooks.com. The webpage includes a picture of the cover, a brief synopsis of the book, a short biography of the author (synopsis and biography text provided by the author), pricing and discounts, specifications, ISBN/LCCN, page count, and so forth. Also included on this page is a place where readers can submit short reviews for other potential readers (the reviews are screened prior to being posted on this site). The book can be purchased directly from this webpage. In addition, Beavers Pond Books provides access to resellers and wholesalers including Barnes & Noble, Amazon, and many others.