



## **What makes P2P Press different from other self-publishing assistance and author service providers?**

We have analyzed the marketplace, looking at what other self-publishing assistance companies and author service providers do right and what they do wrong. One reason we started P2P Press is that so many of those companies just “do it all wrong.”

So ...

We don't send you bouncing from one expert to another, so you never know who to turn to. We give each client one highly-skilled professional who will stay with them every step of the way. The literary project may be passed to the experts needed to achieve publishing success, but not the author—and the author will know where their project is in the process every step of the way. Yes, we have a team of remarkably-skilled experts in specific publishing-related fields—from graphics to promotion, from editing to special events—but our clients always know that “their” Literary Chauffeur is the one person they can always turn to.

We don't nickel-and-dime our clients. We set out a budget in advance, and our clients know exactly what they'll be investing in their publishing success.

## **How does P2P Press work?**

We work with clients at any stage in the publishing process, only offering them the services they need in order to succeed in getting their book published—with “success” being defined by the author.

Some authors have an idea. Others have a completed manuscript. Some need editing. Others need promotion - or design - or ... well, you get the picture.

We are NOT a one-size-fits-all service company. Every author and every book is different, and we bring our expertise to bear to help each new book become a literary and marketplace success.

## **How do you charge your clients?**

We provide a questionnaire along with a discovery call with each new client, and determine with them what they need in the way of publishing support services, as well as the budget they are comfortable investing in their own success. With this information in hand, if the client is unable to pay the full amount at once, we work out a monthly retainer that will allow them to spread the costs over a period of time—long or short, depending on their goals—to allow them to get their book published and promoted within a budget they can afford.

We do not nickel-and-dime our clients. Period! They always know exactly what they're going to be getting, and exactly what they're going to pay for those services.

If, mid-project, clients decide they need additional services, or they decide that some services are no longer needed, we will work with them to re-calibrate the budget and relaunch the ongoing monthly retainer, or provide a credit for any services no longer needed. In all cases, clients know exactly how we'll be helping them, and how much our services will require.



**I don't need everything; I've already made some progress on my path to publishing. Do I need to go back to the beginning to work with you?**

Absolutely not. We work with our clients at any stage in the publishing process: writing, editing, designing, printing and promoting a book. Some clients have already written their book—or they can't wait to begin—while others need a ghostwriter or writing coach. Some know just how they want to promote their books, while others haven't considered what to do after their book is printed.

Wherever you are on your literary journey, we'll meet you there!

**What kinds of books and authors do you specialize in? Do you only work with non-fiction books? To put it another way, do you also work with novels and novelists?**

We work with novelists, in part, because so many of us got our publishing start as best-selling novelists ourselves. From science fiction to murder mystery, from romance to historical, we love to work with novels and novelists, and if you're a novelist, we can't wait to start working with you to maximize your own success.

However, we also work with non-fiction authors, in a variety of market niches. From how-to business books, from history to memoir, we cover the gamut of non-fiction books.

**Do you work with specialty writers such as poets?**

We love poetry, and we love poets, but we also recognize that success for a poet is often a very different thing from success for a Tom Clancy-like or Michael Crichton-like blockbuster novelist.

When poets come to us, we carefully assess their goals, ranging from book sales to literary awards, from public speaking to leading a workshop on writing. It's not all about money, but we help the author identify what it is all about, then work together to achieve that success.

**Do you work with clients such as the writers of graphic novels who need help pulling together a creative team or funding?**

Graphic novels, comics, and other highly-visual books—including books for small children—require a partnership between an author and an artist. In the case of a graphic novel, not just an artist, but a colorist and a letterer must also be part of the team.

In many ways, a graphic novel's script is like a movie screenplay; it's a set of words that must paint a picture for an artist (or, in a screenplay, a director, actors, a director of photography and hundreds of others who team up to make a film). The artist will then try to capture the writer's vision. When it succeeds, it's a collaborative, cooperative process.

We have put together a detailed questionnaire for graphic novelists to help them see where they are in the creative process. Once we're on the same page, we can move forward together to bring the book from concept to publishing success.

Because graphic novels require a team approach, and because production costs are far higher than a POD book, we often look to ways we can help the graphic novelist to raise the funds needed to pull this project together. This might include crowdfunding, and for that, please see our next question.

**Speaking of funding, can you help with crowdfunding?**

We can help with crowdfunding and other funding as well.

When it comes to crowdfunding, you need a strong platform, but if you don't have one, we can help you create a virtual platform. In addition, you need an incentive to give to investors, but because you're publishing a book, you're already half-way there!

However, there are other kinds of funding sources. Every state has an arts commission that provides grants to authors. Many universities have similar programs tied to their MFA programs. And that's just the tip of the iceberg.

**My book has already been self-published, but it's not doing what I wanted it to do. Can you help me?**

Absolutely we can help. For a book that's already published, but is under-performing, we go back to basics, asking a few key questions, such as:

- How was the book written?
- Was the book professionally and effectively edited?
- Does the design live up to the book's promise?
- How was the book launched and promoted?

With the answers to these questions, we take the book "back to basics" and do what it takes for a successful relaunch: rewriting, re-editing, redesign, etc. In most cases, we'll only need to do one or two of these, but we're committed to taking the process as far as we (in cooperation with our writer) determine needs to be done to succeed.

**My book was traditionally-published, but it has now gone out of print. Can you help me?**

Absolutely. As long as the rights have reverted to you—which only requires a letter, or even an email, from the publisher—we can look at how the book performed while it was in print, and what needs to be done to exceed that performance as a self-published book.

Please check the question about relaunching a self-published book (immediately above); many of the steps involved there are once again involved in relaunching a book that had been traditionally published at some time in the past.

We go back to basics to ensure that the book is tightly written, professionally edited, well-designed and effectively promoted. When it comes to design, we may want to use the original publisher's design—if that's possible—but we may want to create a new design for a new audience.

Every book project of this nature is different, unique, and exciting.

**Are there any kinds of books you don't choose to handle?**

While we have our roots in romance novels, and don't blush at a bit of passion, we draw the line at pornography. Fortunately, while steamy romance remains popular and successful, the publishing market for real porn has almost ceased to exist.

We also draw the line at literary hatchet jobs, such as blatant attacks written against someone—generally someone in the public eye. This also applies to hatchet jobs focusing in issues, ethnic groups, faith-based groups or beliefs, and other emotionally-charged topics. While there is a market for that kind of book, it's not one we choose to pursue.