



BOOK PUBLISHING PROCESS

This document is meant to explain the process of working with Happy Tails Books (HTB) to help you independently publish your own book. Individual experiences may vary depending on the content, length, and complexity of your book as well as the services for which you contract with HTB. This entire package of services can be purchased together or a la carte.

A. Concept Development

- a. In this stage HTB helps you develop your concept and ideas, discussing them via phone or email and offering advice on book length, chapter number/length, special touches, printing considerations, etc.

B. Content Editing

- a. As you write your manuscript, HTB will edit it for content, ensuring continuity and flow and making it as compelling and easy to read as possible. We specialize in publishing books about animals and are chosen by our clients because we put our hearts behind every edit, understanding the unique conditions animals often survive and the special meaning they have in people's lives.
- b. During this stage, you email us your completed manuscript or provide files to us chapter-by-chapter, and we'll work through it during a mutually agreed-upon timeline.
- c. You will be provided with one content revision at this stage. HTB will return your chapters or manuscript after completing the first content edit, and you can revise sections by sending an email with section revisions, stating page and line number and what you would like revised. Alternatively, you may send back your manuscript with requested changes highlighted in red.

C. Proofreading

- a. After the book is edited for content and HTB receives your revisions, we will implement your revisions and proofread the book. Once again, when proofreading is finished we will send you your book for any revisions you may still desire.

D. Layout and Design

- a. If you'd like photos included within your book, we prefer they be sent on a disc to Happy Tails Books, 3110 Gatling Lane, Boulder, CO 80301, no later than one week before the book is ready to be sent to the layout designer.
- b. During this critical phase, HTB will send your manuscript and photos to our professional design partner and have the interior and exterior designed

uniquely for you. You will be given two design sketches for the front and back cover to choose from. After selecting a design, you can give direction on changes you would like made (font, positioning, photos, ect). The designer will refine the book to your specifications and give you one more chance for minor alterations, if necessary. You will also have a chance to proofread your book at this stage before it goes to the printer.

E. Printing

- a. After your book is designed to your specifications, we will send it off to our printer. Our printer then provides us with a proof, which you will also receive and need to approve. This is the last chance to make changes, but be aware that changes at this stage are very costly and you will be billed for these expenses. Moral of the story: PLEASE catch anything you want changed before this stage!
- b. After your books are printed, they will be shipped to your location of choice. If possible, please find somewhere near you that has a loading dock for the books to be delivered, as the boxes of books tend to arrive in better condition when they can be delivered on a pallet.

F. Sales and Distribution

- a. You may, of course, decide to sell your books wherever you would like. Happy Tails Books would like to extend to you the opportunity to also have your books sold on consignment through our website, <http://happytailsbooks.com>. Based on our expected sales quantity, we'll place an order with you and pay you 60% of your book's retail price (15% more than the industry standard) when they sell. We do not charge an inventory fee and we handle shipping and handling from our warehouse. You are responsible for shipping charges to get your books to our warehouse, and we retain the right to return books, at your shipping expense, if they don't sell within a reasonable amount of time (we will only order as many from you as we reasonably believe we can sell to avoid having returns as best as we can).

GOOD LUCK with your book. We look forward to help you make it a success!