

The Author's Coupon Book 2016

By

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Introduction

Hi there!

Welcome to PaidAuthor.com's Author Coupon Book for 2016!

In recent years, self-published and indie authors have stormed into the publishing industry, creating an almost unheard of number of stories, both in digital formats, as well as paperback.

Most authors write for the love of writing, or the joy of being able to tell their story. Every author wants their writing to be the best that it can be; free of typos or the occasional punctuation error. Sometimes that involves hiring an editor or a proofreader.

Likewise, not every author happens to be a graphic designer as well as a writer, so sourcing a professionally created cover can help to show the quality of the book, even before a reader has opened it.

Once your book is finished, and you want to get it in front of as many potential fans as possible, then you'll usually need to organize some promotion.

All these things cost money, but that doesn't mean it has to break the budget.

We've compiled a list of the editors, designers, formatters and promotional groups that were happy to offer discounts to our readers. Most of them are authors too, so they understand how daunting it can be starting out.

Cover Design

There is a well-known phrase: “Don’t judge a book by its cover.”

The truth, however, is that many people DO judge a book by its cover, so as an author, you need your cover to be an excellent representation of what’s inside. Here are some examples of what I’m talking about:

A well-made cover usually indicates a well-written book (because the author obviously cared enough about it to have it done properly). A sloppy, disorganized, badly laid out cover is often an indication that the story will be just as bad.

A bright, fun, colorful cover for a children’s book can accurately reflect the vibrantly illustrated interior of the book. On the other hand, a bright, fun, colorful cover for a novel about a serial killer would not be a good representation of what’s inside. In fact, a potential reader of serial killer novels may very well skip right past a cover like that, assuming that it’s not something they’re looking for!

Your cover is usually the first encounter a reader has with your book, and just like the entree of a fine meal, you want your cover to whet the reader’s appetite and encourage them to have another nibble.

If you’ve had plenty of design experience, access to Photoshop and plenty of time on your hands, then you can have a go at making your own cover.

If you’re like the majority of authors however, you’d rather have a professional do it properly so that you can get back to writing your next story.

If that’s the path you choose to take, there are two main types of cover designer you should be familiar with:

“Pre-made” cover designers: These designers make a huge number of covers in different styles, and with different images, all using fictitious or default titles (They might all have “Book Title” by “Author Name” on the cover for example). An author will scroll through the designer’s portfolio which will be listed on their website, and when they find a cover they like, the designer will change the default title/name to whatever title/name the author requires, then remove that cover from their website. This means nobody else will have that identical cover. Other authors may have access to the stock photos used on the cover however, as these are usually from a large stock photo site. The price for a pre-made cover is usually somewhere between \$50 and \$150.

Custom cover designers: Custom cover designers will take your concept for the book, and work with you to get a cover exactly how you see it in your mind. Generally, you’ll give the designer rough guidelines to work with, i.e. “I want a blonde woman wearing a dress leaning in to kiss a tall, muscular man with tattoos.” The designer will then go on a hunt and find models and photographs that match your description, and make one (or several) “trial” cover designs for your consideration. If the cover needs a bit of fine-tuning (“I’d like the text to be purple instead of red, and I’d like the photo to be a bit more off-center”), then the designer will sort that out for you. Depending on how much you want to spend, you can have custom artwork drawn up, a photo shoot organized with professional models, or even multiple similar covers designed for special, limited edition releases of your book. Custom cover design is obviously more expensive, however, and prices can run from \$100 for something basic, up to several thousand.

Jimmygibbs

<http://bit.ly/FiveDollarCovers>

20% Discount with code FLY20 if you haven't used Fiverr before



For a lot of authors just starting out, who may not want to dedicate a whole lot of money to cover design straight away, Fiverr is a good starting place.

For just \$5 you can get a basic 2 dimensional cover designed, or for extra money you can get something really flashy, in both 2d and 3d designs. You'll generally get 1 free revision if there's something you want adjusted (i.e. you want the author name a bit larger, or a different shade or red for the title) but if you need multiple revisions then you'll often be charged a bit extra.

Jimmygibbs is from Switzerland, and is one of the top cover designers on Fiverr. Currently, he has over 5,000 covers designed and sold so far.

If you've never used Fiverr before, the Fiverr coupon code FLY20 will give you a once off 20% discount!

Self-Publishing Mastery

<http://selfpublishingmastery.com/books>

12% Discount with Code PAIDAUTHOR



Self Publishing Mastery

The independent **writers'** home

Self-Publishing Mastery is a combined cover design and book formatting group, that is getting some great responses to their work already.

Their prices start from \$120 for a high quality design, a perfectly optimized Jpg file, and no additional stock image fee.

For a full package inducing both paperback and ebook cover design AND interior file formatting for both ebook and paperback, their price is \$450.

Anscott Publishing

<http://www.anscotpublishing.com/cover-services.html>

5% Discount with Code PAIDAUTHOR

Anscot Publishing is a full-service publishing house for authors who would rather hire someone for the various aspects of book creation, and then retain 100% of the publishing rights (as well as 100% of the royalties) themselves.

All their covers are made based on the author's criteria and design brief.

Their prices are \$199 for a HD Kindle/Nook/Smashwords cover, which includes up to three revisions free of charge. For a Createspace paperback cover, their prices are \$499 for a paperback, which again includes up the three revisions.

You will also get FREE manuscript formatting whenever you order a cover from Anscott Publishing (Valued at \$99).

Reedsy

<https://reedsy.com/a/paidauthor>

Instant \$20 Credit when you join with the Paid Author link above



Reedsy is a one-stop shop for book cover designers, editors, and formatters. If you're looking to establish a professional relationship with a cover designer that you can work with longer term, then Reedsy is the place to go.

All their designers have their bios listed, as well as their previous projects and experiences. Reedsy only accepts about 1% of designers who apply to work with them, so you know that the person you select to work with is going to be the best of the best.

If you want a romance cover designed, you can select a cover designer who's had experience with romance covers.

If you're looking for someone to design an illustrated cover, then you can select a designer who's worked with illustrated books before.

Because of the broad range of experience their designers have, their prices vary depending on the designer you choose to work with, so rather than us listing a price here, you're better off checking out their site for yourself.

Go On Write

<http://goonwrite.com>

\$10 off pre-made cover packs with code PAIDAUTHOR10

\$15 off CreateSpace Wraparound print design with code PAIDAUTHORCS

(Codes only available once per customer)



Go On Write is one of the most prolific pre-made cover designers in the industry. They have hundreds of pre-made covers available at any point in time, in a total of 28 different genres, including some of the more difficult categories to find, such as Sci-Fi, Fantasy or Horror.

All their pre-made covers have a unique reference number assigned to them, so all you have to do is pick the cover you like, make your payment, then email the cover number you want, along with the new title, author name, and tagline you need, and they'll take care of the rest!

After you receive your cover, they remove the previous cover from their website, as it is no longer available.

Their prices start from \$45 for a premade cover, and start at \$80 for a custom commission before discounts are applied.

The Book Cover Designer

<https://thebookcoverdesigner.com>

10% Discount with Code PAIDAUTHOR



From the website:

“I founded The Book Cover Designer (TBCD) because I wanted self-published authors to be able to access professional designs without breaking the bank. Custom design can be expensive, and do-it-yourself is not recommended if you want to give your book the best chance of success.”

The Book Cover Designer has one of the largest selections of quality, affordable pre-made book covers that you’re likely to find. They’ve got more than a hundred cover designers displaying their creations.

Prices start from very cheap, even \$10 at the lower end of the scale, up to perhaps \$1,000 at the higher end.

If you use the **Coupon Code PAIDAUTHOR** when you book, you’ll get a 10% discount on your order.

Finite Publishing

<http://bit.ly/FinitePublishing>

10% Discount with code PAIDAUTHOR



Finite Publishing is a full-service publishing group that can handle every aspect of publishing your book, including cover design, formatting, author website design, and editing.

Based in Australia (and therefore priced in Australian dollars), their custom cover design packages come with both ebook and print versions, including an ISBN from Finite Publishing. They can also take care of the formatting of your book (in all digital and paperback formats, including Kindle, Createspace, and Smashwords), as well as provide a special cover image designed to be shared on social media such as Facebook.

If you have special requirements, or would even like to have Finite Publishing establish accounts for you with Amazon, Smashwords, or Createspace, you can contact them for a custom quote.

You will also receive a 10% discount when you use Coupon Code PAIDAUTHOR

Book Formatters

Making sure the interior of a book is formatted correctly is every bit as important as making sure your manuscript is error free, and that your cover looks stunning.

Most formats you choose to publish in will have different requirements. A digital book needs to be formatted differently than a paperback, for example. Different digital formats may even have their own specific requirements. (Amazon Kindle has requirements that differ from iTunes, for example).

Below are some book interior designers that have offered discounts to our readers. If you have any questions about how it all works, they'll be happy to help!

Integrity Formatting

<http://integrityformatting.wix.com/integrity-formatting>

\$5 Discount with Code PAIDAUTHOR



From their CEO Tami:

“At Integrity Formatting I realize how important your novel is to you.

You’ve spent hours creating your story and now it’s time to dress it up ready for its debut. The process is really simple - you email me a word document, a copy of your cover and any specific requirements you have. I’ll take the raw materials and convert it into a gorgeous final product that you will be proud to showcase on release day.

Let me take the stress out of the publishing process by formatting your novel for ebook (mobi, epub and pdf formats) and paperback at a very competitive price. Contact me for a quote or with any questions.”

Pricing:

With Graphics/Images

This option includes the creation of images for chapter titles to allow for decorative fonts to display within the E-book and to provide a more elaborate format/appearance to the paperback. Graphics are created for each chapter, and depending on content feature graphics for notes or other elements of the story.

E-book (includes return of MOBI, EPUB and Word file) **\$60**

Paperback (includes return of PDF file) **\$60**

Plain Text

This option is exactly what it says – plain text only, there are no graphics/pictures in the file. Due to the display properties on e-readers, there is a limited font selection available for E-books with this option. Font choices in paperbacks are less restricted.

E-book (includes return of MOBI, EPUB and Word file) **\$40**

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Smashwords File

Smashwords has very particular formatting requirements to ensure the file passes through the Autovetter process and achieves publication in the 'Premium' Catalog, which maximises the distribution of your file to online retailers. This options includes return of a .doc file) for uploading to the Smashwords site.

When requested in conjunction with E-book **\$15**

When requested alone (Plain Text) **\$40**

When requested alone (Graphics/Images) **\$60**

Edits/Updates

Complete reformat (same graphics) ***\$half original format fee***

Editorial changes – up to 10 **\$10**

Editorial changes – more than 10 ***\$25 per hour***

Uploading of Files to Retail Sites

Fixed fee (per retail site) **\$15**

What do you need to provide?

If you decide you'd like to work with me, I need the following from you:

Publication deadline and timeframe for return of formatted file

Manuscript file in word format (.doc or .docx)

Cover image (.jpeg or .png format)

Any specific graphics you require included in final format (.jpeg or .png format)

Any hyperlinks you want embedded in the final file

For Paperback: Trim size (eg 5 x 8, 6 x 9 etc)

Front Matter:

Copyright information

For Paperback: ISBN Numbers

Dedication

Details of any special requirements you have - eg:

Specific graphics for chapter headings,

Preferred fonts or font sizes

An indication of any 'feature' text in the manuscript eg text messages, notes etc

End Matter:

Acknowledgements

About the Author

Promotional Content (e.g. other books you have written or wish to promote, excerpt for your next book etc)

Anscott Publishing

<http://www.anscotpublishing.com/formatting.html>

5% Discount with Code PAIDAUTHOR

From the publisher:

“You've written your masterpiece, you've had it edited and you have a gorgeous cover. Where to now? You want to publish it to Amazon right? Well it needs to be formatted. Badly formatted Kindle and paperback (Createspace) books will be rejected by Amazon until they are compliant with their specifications. That's where we come in.

We will format your word document into Kindle ready specifications.

There's not a lot you need to do beforehand, just make sure your manuscript is clean and error free and does not include images. It is recommended you include a copyright statement and disclaimer in the front matter of your book.”

Prices for formatting are currently \$99 for the Kindle version, or \$299 for a Createspace version.

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