



A COMPANY DEDICATED TO AUTHORS

THE PAPER HOUSE

2023

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FIRSTLY

Thank you for considering us

We appreciate your time and consideration in working with the The Paper House team on publishing your book. We deploy a full team to work on every project from the cover design, editing, copyrighting, to the marketing and advertisements.

One of our project managers will navigate you through the whole publishing process to make things easy. They will assign tasks to a team, over look quality control, and will be your point of contact. This creates for an efficient process from start to finish.

Our design team has full capabilities to manuever around any size project that comes their way. I have no doubt they will continue to deliver only the highest level of work. Again, we know there are many choices out there for your publishing needs and we thank you for considering us.

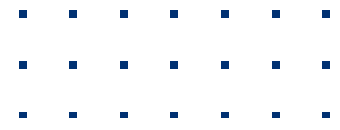


Monica Sears

"CEO of The Paper House"

Monica Sears

WE BUILD Experiences



Mission



The Paper House is a trusted Self-Publishing Company based in New Jersey. It was founded by an author herself who believes in helping other authors with the long and time-consuming publishing process.

The core of our business is to provide quality books to the world by supporting our authors through our services of full book development, distribution, and author branding.

With hundreds of projects later, our award winning designers have created stunning work in fiction, non-fiction, self-help, children's books and cookbooks.

Vision



The Paper House's production and editorial departments give authors the ability to create books that match or beat the quality of those generated by the major publishing houses, so writers can retain most of the rights to their work without sacrificing editorial, design, and printing excellence.



We think **CREATIVELY**

With millions of books on the market, we always think outside the box to differentiate your product from the rest. Creativity creates uniqueness.



We stand for **SIMPLICITY**

We will walk you through the whole publishing process from start to finish. A team will be deployed to work on your project with a project manager as the one point of contact.



We do amazing PROJECTS

We enhance a manuscript but maintain the author's identity through our editing process. We help enhance the expert brand, attract new clients, and in this case... educate the readers.



And we do it ON TIME

Time is of the essence and being punctual is essential to success. With a whole team on the project, due dates are nothing but a mark on our calendars.

MAKING YOU STAND OUT



IT'S WHAT WE ARE HERE FOR

The Paper House's production and editorial departments give independent authors the ability to create books that match or beat the quality of those generated by the major publishing houses, so writers can retain the rights to their work without sacrificing editorial, design, and printing excellence.

WE MAKE THINGS SIMPLE



Throughout the years of business we have adapted to an in-house process that has proven to work over and over again. This entails keeping things simple.

NEVER COMPROMISE ON QUALITY



Our years of experience has lead us to The Paper House and although you are self-publishing, you still get to enjoy that traditional publishing quality.

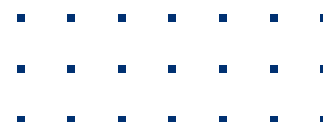
DEADLINE IS ESSENTIAL



We understand our clients have deadlines... and we respect it.

OUR MAIN AREAS OF EXPERTISE

What we do best



We are driven by creating experiences that deliver results for your business and for your consumers.

EDITING



The Paper House's editorial division was structured to support the same quality standards as the major publishers, and to offer independent authors a professional, thorough editorial process.

- Developmental Editing
- Substantive Editing
- Copy Editing
- Proofreading

DESIGN

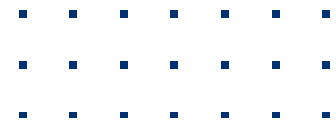


Our In-house design team has extensive experience designing books that are eye-catching, interesting, and attractive to potential readers. The design process begins with the cover design and then progresses to the page design and composition. The designers pay particular attention to creating files that are clean, organized, and ready for press.

- Cover Design and Page Design/Composition

OUR MAIN AREA OF EXPERTISE

What we do best



PAPERBACK/E-BOOK



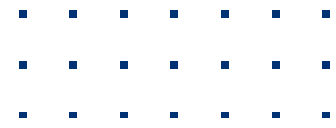
While the market share of ebooks is still a fraction of overall book sales, the number of consumers adopting new reading devices and formats continues to grow rapidly. The Paper House can handle all aspects of ebook conversion for our authors, including distribution.

COMPLIANCE



Fulfilling all compliance requirements for the printed and digital formats of a book is time consuming and complicated, so The Paper House offers a single package that includes all the major elements, ensuring that no detail stands in the way of your success. Following are the primary compliance elements.

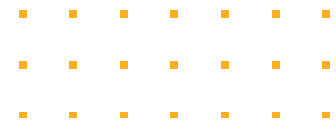
WE DESIGN BOOKS ...and we like to do it amazingly



PUBLISHING IS OUR PLAYGROUND

There is so much that goes behind the scenes to get a book ready for publication and our team just loves what they do! With a combined 50+ years of experience; perfection is what we're all about.

Our CORE Team



The Paper House's team is filled with an impressive list of talented authors, designers, marketing pros and more.

We've helped over 1,000 authors publish their books through our professional services. We especially pride ourselves on the strong relationships we have with our authors. These important elements are why we consistently manage to publish such high-quality and popular books.



Monica Sears

CEO



Donna Stroupe

Director

Our CORE Team



Kimberly Steinke

Editor



Adriana Litarowicz

Illustrator



Lisa Boncore

Formatter



Anthony Cuccinello

Cover Designer

OVERVIEW OF OUR SERVICES

(And we can do more!)



IDEA CATALYST

We will create the best version of your book using your vision and criteria.



EDITING

High-level directional editing that includes developing a cohesive theme or market position.

OVERVIEW OF OUR SERVICES

(And we can do more!)



COMPLIANCE

This includes pricing support, ISBNs, along with several behind the scenes work.



DESIGN

Internal and external design will bring your ideas to life.

OVERVIEW OF OUR SERVICES

(And we can do more!)



SOCIAL MEDIA

Targeted social media advertisements across several online platforms.

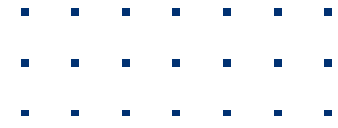


DIGITAL MARKETING

We provide social media marketing and advertisements that has proven to work.

SIMPLE FACTS

About Us



2,161+

SUCCESSFUL PROJECTS

This includes projects done using all of our services including web design, marketing, audiobooks, and video trailers.

2,000+

SATISFIED CLIENTS

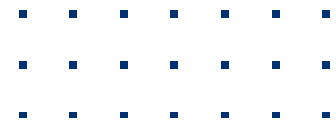
Close to a 5.0 rating across Google and Facebook reviews.

13

DESIGN CONTEST AWARD

Award winning designers.

SIMPLE FACTS About Us



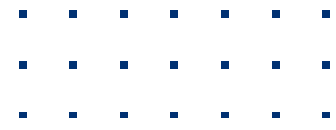
WE ARE FULLY CHARGED



We pay attention to the book publishing market and the market shifts. We stay on top of trends. We are bold take charge, and full of ideas. Our award winning designers are eager to work on the next design. Do you want your book to be simple or detailed, modern or retro, playful or serious, loud or quiet. You set the pace and we will meet you at the finish line.

OUR COMPANY

In facts and numbers



**WE HAVE IDEAS.
NO DOUBT ABOUT THIS!**

Your designer will create several cover designs and present them to the rest of the designers to determine which is the best fit for your project,



**WE ALWAYS PUSH
WHAT'S POSSIBLE!**

There are no boundaries with our work

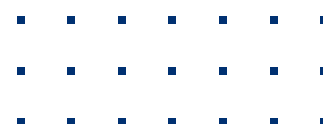


**WE WORK WITH YOU.
ALL THE TIME!**

We are a very responsive company that works around the clock to deliver the best work possible.

OUR COMPANY

In facts and numbers



**WONDERFUL PEOPLE
WORKING AS A TEAM**



**BEAUTIFUL YEARS
OF ACHIEVEMENTS**

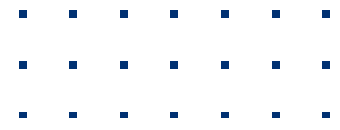


**SOFTWARE THAT WE WORK
WITH EVERY DAY**



**AWARDED PROJECTS OVER
TIME**

INNOVATIVE APPROACH IN SEARCH OF PERFECT SOLUTION



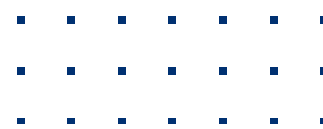
DESIGN

Research on the right cover design and formatting will start. Our designers will do extensive research into your genre and published competitors currently on the market.

EDITING

Our team will start right away on the manuscript. The needs of the manuscript will be identified prior to receiving the contract.

INNOVATIVE APPROACH IN SEARCH OF PERFECT SOLUTION



COMPLIANCE

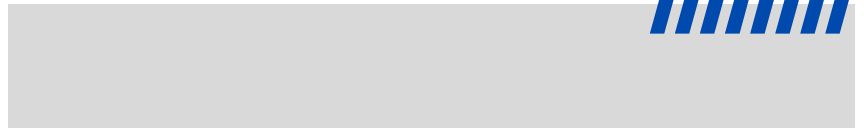
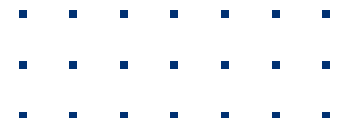
Copyrighting and ISBNs.

The Library of Congress Control Number (LCCN) and Cataloging in Publication (CIP) data necessary for the copyright page of the book will be registered with the U.S. government.

PUBLISHING

We are ready for uploading to IngramSpark once book is ready. IngramSpark is an online platform that handles the logistics of your book such as the printing of the book, sales of the book, shipping, etc.

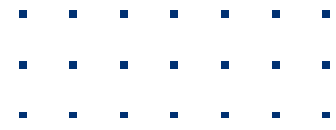
DETAILS ABOUT OUR CAPABILITIES



When The Paper House accepts a new title for publication, the manuscript first goes to our editorial department for analysis. This process begins with editorial feedback based on a professional editor's thorough examination of the manuscript. After we discuss the feedback and our recommendations with the author, the project is submitted to production to begin the publication process. We build a production schedule that outlines all major points on the project's timeline, and then we begin editorial, compliance, and design work. Our production and editorial departments can take you from the point of idea conception to the moment you hold the first copy of your book in your hands.

The production division also functions like a trade association: we use our volume business to negotiate better prices, and we select the best vendors for your needs based on years of experience with the highest-quality professionals and printers in the industry. The result: you save time, money, and stress—and produce a more competitive book. Each book's specific needs are considered when building publication plans, and only the most appropriate initiatives are scheduled for each project. Following is an outline of The Paper House's comprehensive production and editorial service portfolio.

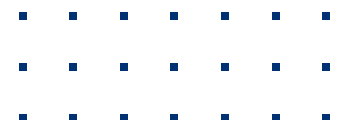
EDITORIAL DEVELOPMENT



Typically, editing is the first stage of the production process. The Paper House's editorial services include project development, ghostwriting, multiple stages of editing, and indexing. As part of the editorial process, we also work with authors on title selection and cover copy. Fees for editorial work are based on your needs as determined during the editorial analysis; they are generally structured according to the number of hours required to complete your project.



PRODUCTION Development

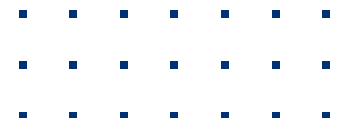


1 Project Development

The editorial team’s work may begin early in the publication process with project development—clarifying the market demand for your content and helping you present and package it to create the greatest consumer appeal. Project development is a collaborative process that starts with analysis of the core idea for a book from a market and audience perspective. We then work with the author to create a strong structure and outline for the content and offer guidance as the author writes the manuscript or reworks existing content. The goal is to eliminate the vacuum that many authors feel during the writing process and help you create the best possible book right from the start.

2 Ghostwriting

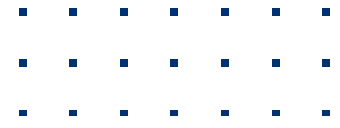
The greatest strength of any book is its content—its usefulness, its educational value, or its entertainment value. Some authors have unique, marketable content but lack the time or inclination to write a complete book. Enter the ghostwriter. The Paper House offers ghostwriting services to authors who express a need or desire for help with the writing process. A ghostwriter’s primary responsibility is to effectively communicate the author’s content while also capturing the author’s voice and style. We work to pair authors with the best writers, based on writing style, familiarity with content, and personality. The ghostwriting process is a gradual one, beginning with idea development and creation of a detailed outline. The author is involved all along the way, providing content, guidance, and feedback.



3 Editing

Even if previously published with a major house, few authors have experience with the extensive processes and standard style guidelines used by the top publishers to produce the refined quality of content that distinguishes their work from that of other authors. The Paper House's editorial division was structured to support the same quality standards as the major publishers, and to offer independent authors a professional, thorough editorial process. The four types of editing provided by our team are:

- **Developmental Editing:** high-level directional editing that may include developing a cohesive theme or market position, adding new content or new writing to support current content, and rewriting, restructuring, or reorganizing current content
- **Substantive Editing:** comprehensive editing that involves structural and organizational changes and substantial improvements to the quality of prose and style editing of prose for optimal sentence structure and proper grammar, usage, and punctuation
- **Copy Editing:** thorough editing of prose for optimal sentence structure and proper grammar, usage, and punctuation
- **Proofreading:** corrections to grammar, punctuation, spelling, and page layout mistakes

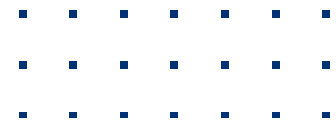


4 Titling

Book titling is both a science and an art. That's why at The Paper House, we take a cross-department approach to the titling process, bringing editorial, marketing, distribution, and design stakeholders to the table to help our authors through the creative and technical process of selecting a title for their book. Authors meet with the team to create a title and, if desired, a subtitle that express the promise of the book and attract the targeted buyers and audience.

5 Indexing

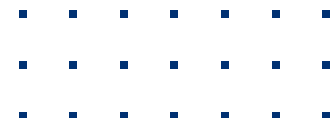
Many nonfiction books need a clear, user-friendly index. The Paper House creates comprehensive, accurate indexes to ensure a competitive, high-quality product.



6 Design & Formatting

The Paper House’s award-winning designers have extensive experience designing books that are eye-catching, interesting, and attractive. The design process begins with the cover design and then progresses to the page design and composition. The designers pay particular attention to creating files that are clean, organized, and ready for press—critical steps in avoiding up-charges from printers. The Paper House’s designers also spend considerable time researching current trends in each genre and investigating cutting-edge printing technologies that can enhance their designs. Design fees vary according to genre, format, and page count and are quoted after your manuscript is accepted for publication.

- **Cover Design:** Your cover is the most important element of production—more than any other single factor in production, it determines whether your book sells. The average consumer spends just eight seconds looking at the front cover and no more than fifteen seconds looking at the back. The average national buyer takes even less time than that to make a decision about the number of copies he or she will buy and whether your book is worthy of face-out placement. Good covers don’t guarantee big sales, but bad covers can kill projects.



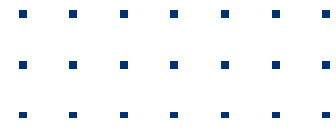
- **Page Design and Composition:** Page design requires the designer to make decisions about appropriate fonts, presentation of chapter titles, placement of folios (page numbers), and other such elements. It defines the reader's experience with your book, gives it personality and organization, and is required for professional printing.

- **Illustrations:** Illustrations are all-important for children's books and can add clarity and definition to nonfiction adult titles. The Paper House's illustration services include information graphics for scientific, business, health, or reference titles and full-color children's book illustrations.

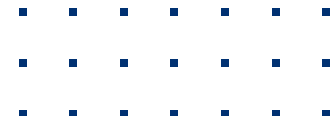
7 Compliance

Fulfilling all compliance requirements for the printed and digital formats of a book is time consuming and complicated, so our company offers a single package that includes all the major elements, ensuring that no detail stands in the way of your success.

Following are the primary compliance elements:



- **Pricing:** We provide recommendations on trends and strategies for pricing print and digital books
- **ISBN and EAN Barcode:** The Paper House assigns and registers an ISBN (like a book's social security number) and industry-compliant EAN Barcode for each format of your book. We also register this data with Bowker's Books In Print, the industry's largest bibliographic database
- **Cataloging information:** We secure the Library of Congress Control Number (LCCN) and Cataloging in Publication (CIP) data necessary for the copyright page of the book
- **Copyright Registration:** The Paper House handles the forms and fees required to register the official copyright in your name using the government's Form CO

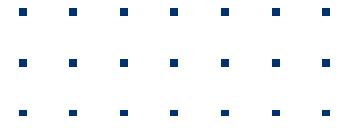


8 eBook Conversion

While the market share of ebooks is still a fraction of overall book sales, the number of consumers adopting new reading devices and formats continues to grow rapidly. The Paper House can handle all aspects of ebook conversion for our authors, including distribution.

We also handle DRM (digital rights management) and metadata for our authors. Most ebook retailers have adopted ePub as their preferred format for receiving ebook files. However, most content partners with proprietary reading devices also require a unique DRM “wrapper” to protect against piracy. Ebook retailers also require metadata, or title information, for new titles.

Please note that while some content sites allow authors to upload their content directly for conversion, the author does not typically receive or own the converted files in this case. The Paper House’s authors always retain full ownership of their converted files when we handle their ebook conversion and distribution.

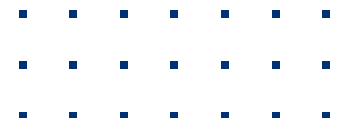


9 Audiobook Production

With the fast-paced nature of today's society, more and more people are “reading” books in digital audio format. The Paper House provides the following production services for digital-download audiobooks:

- **Editing**—to generate an abridged version ready for audio production
- **Recording**—professional talent, recording studio, and producers
- **Manufacturing**—MP3 or physical format

*Costs associated with audiobook production depend on word count and production specifications.

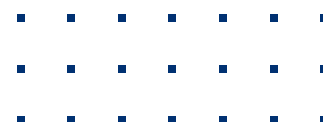


10 Sales Process

Due to an excessive supply of products and the consolidation of trade retail outlets, the book industry has an exceptionally complicated supply chain and sales process. First, in order to secure national distribution in standard trade outlets, all publishers and distributors must make their products 100-percent returnable. That means the book trade is ultimately a consignment business. Next, most trade outlets pay publishers and distributors 90 to 120 days after the sale, and all payments are net of returns.

Marketing books on the Internet is one of the most direct ways to reach customers and build sales. Your marketing campaign includes an online component that is customized for you using sales and online traffic trends for your book's genre and subject matter. Our online marketing program includes initiatives such as Facebook, Instagram, and Amazon. com optimization, which increases your title's visibility and position within the site; blogger outreach; targeted banner advertising; social media strategy; and more.

How much do you retain?



The Paper House authors retain **100 percent** of the cover price for books sold through IngramSpark or other platforms. With other self-publishing companies, you may retain only 35-45% and only 10-12% with traditional publishers.

For most authors, we build marketing campaigns that draw from all three sales-focused initiatives: brand and audience building, genre marketing, and online marketing. Our programs are customized for each author, so prices and specific initiatives vary from project to project.



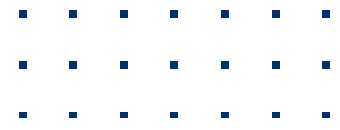
11 Distribution

When you publish with us, you are plugged in to one of the publishing industry's largest global book distribution networks, including access to over 40,000...

Your title will automatically be made available to tens of thousands of:

- **Retailers**
- **Libraries**
- **Schools**
- **E-commerce companies**
- **Amazon**
- **Barnes & Noble**
- **Independent bookstores**
- **Walmart.com**
- **Target.com**
- **Chapters / Indigo (Canada)**

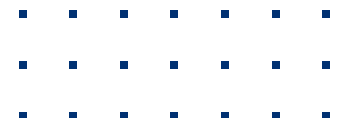
and other well-known book retailers and wholesalers across North America.



This book distribution network is one of the largest in the world. In addition to print locations in the United States, United Kingdom, and Australia you can also take advantage of the Global Connect Program made up of relationships with digital printers in countries including: Brazil, China, Germany, India, Italy, Japan, Poland, Russia, South Korea, and Spain.

No matter where your book is printed and distributed, Print-on-Demand (POD) technology is combined with long established retailer relationships to efficiently reach readers in their local markets.

WE OFFER FULL SERVICE PUBLISHING



Since our start in 2016, we have continually evolved to meet the needs of our authors. The core of our business has always been marketing and advertisements. Over time, we recognized our authors' need for top-quality editorial, design, and strategic marketing initiatives, so we built a team of experts to help authors publish and market their books. The Paper House's sales-focused approach and author-centric model eventually attracted top quality authors from all walks of life seeking an alternative to restrictive traditional publishing arrangements.

Thousands of projects later we've helped authors sell thousands of books. Our award-winning editorial and design teams, robust marketing, and our expert partnership with IngramSpark in distribution have led to partnerships with some of the best authors and thought leaders around the world.

We take your big ideas and make them a reality.

A COMPANY DEDICATED TO INDEPENDENT AUTHORS



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