



## Publishing by Women Information

### Introduction

Publishing by Women website was created by Sheri Hauser, owner of [Glorybound Publishing](#), to provide a way for those offering services to connect with those who need them. Sheri has published books since 2005 and has excelled in website development, social media, and marketing. Combining these elements provides a unique opportunity to offer an inexpensive platform for those with quality services to display them in a marketplace for sale.

### Trying to fix Some big Problems

We have authors coming to our office with ongoing problems related to their publishing. Here are some of the common ones we see:

- Their books need professional editing, but they don't know where to find someone reputable who offers a fair price, so they attempt to do it themselves, following YouTube, Grammarly, and their book Club's advice. It is timely with varied results. Hiring a trained professional editor makes a difference in the end product of a published book.
- The Publishing Service industry has been invaded by the foreign market. It is common to have someone in India or the Philippines working on a book, while the author assumes it is someone local. Communication is sparse, service is impersonal, and the outcome is lacking. Recently, I saw a book that was 'professionally' edited in the Philippines. It has 'Filipino' type English. What a disaster!
- I recommended that an author get her own logo (as she was starting a company). She contacted a low-cost fellow (probably working from a coffee shop in India) to make her a logo. It looked fine—until we tried to use it. The size and resolution were too low for anything except a business card. I instructed her to return to the guy and tell him she needed a logo on a banner. He could not understand enough English for her to get the message across. She lost her money. We ended up making her a similar one with the proper size file resolution.
- Only an hour ago, I had an author in my office who reported that he contracted a guy (he doesn't even know which country) to make a website. The guy made a 'sort-of' website and continued to bill him to a tune of \$6000. We attempted to fix the problem—by making him a 5 page website—and when we tried to connect the domain he had paid \$2000 for, we found he did not have the access codes. The international seller kept those for himself! We bought another one for \$10.

### Changes in the Publishing Industry

The publishing industry is divided into sectors. Many are going through conventional editing standards only to hit a wall regarding publishing because many traditional publishers have gone out of business. With no other option, authors and publishers are working through the process of publishing their books on KDP. Through KDP, they can upload files for free with print-on-demand options. KDP touts the process as easy, but authors are often quickly discouraged from discovering how complex the process is. Ideally, books must be compiled in

pagination software before uploading to the printer. This involves learning software. It takes more than uploading files to a server to make a quality book. Consequently, many books are 'partially' uploaded to KDP and fall short of author expectations.

### **Getting Business is Tough**

Smaller Professional Publishing Services are being ousted by those with more considerable capital. An individual offering editing or publishing services is having difficulty getting any leverage on the Internet because the larger budget of the big publishing service companies (and international ones) have more money to throw at advertising. Getting on the first five pages of an Internet search is tough. Consequently, those offering services rely on book groups, word of mouth, and social media for advertising. It almost works...

So, on one hand, there are tons of authors seeking professional services, while many offering services cannot be found due to the process of money growth taking over the Internet. I belong to several author groups with thousands of authors.

### **Authors are skeptical**

Authors are skeptical of hiring publishing services because many have been exploited. Here are the issues I see:

- Most (many) of those offering services hold the client's credit card and charge exorbitant prices. Often, they do not divulge prices to clients until after they feel obligated to hire them. If someone doesn't know how much something will cost, he will hesitate to sign up for a service.
- Some Publishing Professionals give false information to clients, indicating they can do a service they do not have the skill to accomplish. There are almost no credentialing authorities. I graduated from an accredited nursing school and obtained a Professional Nursing degree. So, when a hospital hired me, they expected me to be able to perform at a certain skill level based on my credentials. There are a few areas of publishing with credentialing.
- Publishing Service Charges are over-inflated. I blame this on the large companies who lure authors into programs promising success. Recently, an author who already had a book published by one of these large companies recently came to me. She did not tell me how much she paid to publish it—but one of the criteria in her contract for advertising was for her to buy 50 books (at \$8 per book) and give them away at their event. She could not sell them. Wow! She traveled to the middle of a large city, stayed at hotels at her own expense, and passed out 50 free books at their booth. It truly sounds like a 'casino mentality'. They convinced her to spend her own money for a possible 'windfall outcome.'

### **Let's Fix it**

The goal of marketing is to connect the service with those needing it. Our goal for Publishing by Women is to connect those offering services with those needing them. We have shored up some of the issues by only allowing those in the US and Canada to post their services. Also, we are requesting that service providers post price sheets. This will remove the fear and mystery over prices.

Conversely, Glorybound Publishing has another project called [Book Marketplace Net](#). This is 16 book market subject-specific websites to help authors market their books that are 'lost' in the sea of books on Amazon. Guess what? We will direct the authors toward those we know are offering credible services for a fair price. That is a good idea. Connect those who need services with those offering them for a low price.

*That is smart marketing!*

## Areas of Publishing Services Offered by Publishing by Women

### **Self-publish [Independent]**

### **Become a publisher [Form a company]**

### **Publisher for Book Types**

Children's book  
Book with pictures  
Technical book  
Small novel  
Designed poetry

### **Find a book artist**

Book Cover Artists  
Children's book Artists

### **Editing**

Editorial Assessment  
Developmental Editing  
Copy Editing  
Proofreading  
Fact Checking

### **Book Doctor**

layout adjustment

KDP Problems with uploading files

Amazon book problems

Poor Cover

### **Technical**

ISBN Registration

Copyright Registration

### **Upload book files to KDP**

Format a book

hardcover book publishing

paperback book publishing

e-book publish

Paperback/hardback book cover design

E-book cover

### **Marketing**

Amazon Ads through KDP

Seller Central

author website creation

### **Audiobook Creation**

literary agents

Ghostwriting

[www.publishingbywomen.com](http://www.publishingbywomen.com)