



Essential10

Essential10 Author FAQs

Q: Am I qualified to write an E10 book?

A: If you believe you possess information, knowledge, or insights, whether about creating world peace, the best jazz recordings of all time, or how to nap in class without anyone noticing, then you are qualified. If your ideas are from years of experience, personal observation, or simply your imagination—and if you can express them in a well thought out way—go for it. People may agree or disagree with you, but that is another story.

Q: How long should my book be?

A: It can be as long or as short as you'd like. If you can make your case in a few pages, that's fine. If you require hundreds of pages to express yourself thoroughly, that is also fine. Your book will be valued according to its usefulness, charm, power, quirkiness, and/or depth of meaning, not page count. But remember: you set the price for your book. If it's one page long, people may not want to pay \$20 for it. If it's one thousand pages long, they might.

We recommend that an E10 book be between 2500 and 10000 words (about 10-30 double spaced pages).

Q: How is the price for my book determined?

A: It is determined by you. We recommend that you set the price of your E10 book between \$0.99 and \$4.99, although you could charge \$10 or \$50 or whatever you

like. Bear in mind that your book will be sold in the iPhone and Kindle stores and should be priced competitively.

Q: How much money will I receive from each sale and how will I get paid?

A: You will receive 75% of each sale and we will account to you quarterly. Payments will be made via Paypal. If you do not have a Paypal account, please visit paypal.com to establish one.

Q: Will you help me write my book?

A: Yes and no. We won't help you figure out the creative angle or work with you on your writing style. (Although we will eventually have a listing of freelance editors and illustrators to offer you.) However, we will provide you with a template for your manuscript—a Microsoft Word document that is formatted to walk you through the writing process.

Q: Will you help me promote my book?

A: Yes and no! Each author will receive an author page on our site. It will feature your bio, contact info and, if relevant, bibliography. You can let readers know who you are and why you've written an E10 book. Your book will also be promoted on our site via reader reviews, ratings, and buzz on our forums. What you can do is drive people to your book by using an existing email list, your Facebook or MySpace friends, and/or Twitter pals.

Q: When I'm ready to submit my book, will someone proofread it to make sure there are no typos or grammatical errors?

A: No. The best thing to do is find a friend or hire a proofreader to go over your manuscript. Remember, your manuscript is always "live," so if you discover errors, you can revise it on the spot. (After 2 sets of revisions, however, there will be a slight charge.)

Q: After my book is published, I may find new, better information I wish I had included. Is it possible to do so?

A: Yes. Your manuscript is always live, so you can alter it at any time. As mentioned above, the first two revisions are free; thereafter there will be a slight charge to cover the cost of reformatting and re-uploading your book.

Q: How do you guys make money??

A: We will charge you to cover our costs of publishing your book for the iPhone, Kindle, and as an eBook. There are two author packages—the first, the “Classic” package, costs \$49. The second, “Premier,” costs \$99 and includes 10 illustrations, a customized cover, and multiple free revisions. If you charge \$5 for your book, you will recover your investment by selling 10 or 20 copies.

Q: If I have questions as I write, is there someone there who can help me?

A: Yes. You may email us at authorSupport@essential10.com.

Q: Anything else I should know?

A: Yes. Go for it! You can do it. The only thing you need to write is to begin writing. So sit down with your laptop and express yourself! Be as creative as you like. Free your mind and the rest will follow.