EVE custom artwork

graphic design studio

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HI, I'M SARAH

OWNER+DESIGNER | EVE CUSTOM ARTWORK

I'm a mom of three sweet kids, my older two are in elementary school and my youngest will join them in the fall! My husband works in the community as the Campus Life Pastor at our church. After living in several places including the West Coast, we now live just outside of Austin, Texas and I think we'll be here for the long haul! I've been in the graphic design world for almost 17 years specializing in book design, print design, identity branding, ministry branding, and website design.

For 14 of these years, I've worked primarily in the publishing industry with seasoned authors/speakers as well as many first-time authors. I've also worked with a few smaller publishing houses and book brokers. I've been involved in all aspects of publishing from book design to marketing. I love being a part of the entire project and creating a cohesive quality to the body of the project — from book jackets to the interior design of the pages, even to some of the art used on websites and social media accounts. As self-publishing has really taken off in the last ten years, social media collateral has become a necessary component for an author to consider adding to their book package. This is a set of pieces authors can use on their platforms to launch, promote, quote their book, and highlight events, etc. I feel that because I can see an author from start to finish — and give them an entirely cohesive and beautiful package, it sets me apart from going to another designer who may only do the book jacket or a quick stop to get a run-of-the-mill interior laid out.

WHY DO YOU NEED A BOOK DESIGNER?

"One can never judge a book by its cover…"

Unfortunately, this couldn't be further from the truth. Great design legitimizes and makes your message relevant to your audience! A reader will decide whether your book is worth their time based on their first impressions of your book cover as well as the appearance of your content. Your message can either be hampered by delivery or enhanced by beautiful typography, images, tables, balancing, and typesetting. >>This is your message, the story you've been entrusted to carry! It's been carefully crafted, revised, rewritten, and perfected to be a gift to the world and I consider it an honor and a privilege to bring your story to life.

EVE

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DETAILS

EVE

BESPOKE

BOOK DESIGN

THE DETAILS

OVERVIEW OF SERVICES

I will take your MS Word manuscript and turn it into a professionally designed book interior. You will receive a PDF file prepared for your chosen printer like Amazon KDP or Ingram Spark. Before beginning the project, Please complete a **SPEC SHEET** for the project. The SPEC SHEET is available online and tells me your book size, details, and printer.

PROCESS

Send me your files, instructions, and any cover or interior images you may have. Once you return a completed SPEC SHEET, I will review everything and issue an initial estimate along with a more detailed look at this process. I require a 50% non-refundable deposit upfront and the remainder is due at the end of the project (more on that in the **"PAYMENT"** section). I will then return your final print-ready PDF. I understand this is a first for many and with that comes a lot of questions. This document serves as a comprehensive overview to the most frequently asked questions. *Please review it carefully.*

Once you've made the decision to partner with me for your book, I will send a more detailed process sheet along with my estimate which will outline details specific to your project if there are any. If your project necessitates special consulting, we can set aside some time to do so or you may send over an email with your specific questions. Consulting fees may apply. Click for or more on **"WHAT IS DESIGN & TYPESETTING?"**.

TURNAROUND

Typically 4-6 weeks from the *start date*. A more precise turnaround will be in your quote and is dependent on whether I am working on a book cover or eBook conversion as well. You should allow extra time to review your files and request changes. If your deadline is tight, I can offer an express service subject to availability adding rush fees where applicable. Life during the pandemic and working with children at home has come with many struggles and adjustments to create healthy boundaries for work and home life. Please understand I take very good care of my clients and therefore those currently in process with me have priority. Book evaluations and new projects are also handled with care but in respect to my current client load, timelines and turnarounds vary certain times of the year during certain seasons.

A NOTE ABOUT THE START DATE

You may send your manuscript to me to evaluate or you may forward to me your final edited manuscript because we have been waiting on it from your editor, in either case, your submission date is not typically the same as a start date. Because I am a one woman show - it will take me some time to shuffle through current tasks for other projects in order to begin yours. At certain times of the year, my pipeline may be 30-60 days before I am scheduling new projects. Specific timelines will be addressed for each project.

PAYMENT

LET'S JUST GET THIS OUT OF THE WAY

After receiving your manuscript and we discuss your needs, you can expect an invoice through Quickbooks for 50% of my *initial estimate*. This estimate is based on my comprehensive assessment of the scope of the project *at that date*. Should the scope requirements change along the way or we eliminate a component to better fit a budget, I will amend the project scope invoice based on the new assessment and it will be reflected *upon the final bill*. Likewise, if we add additional specialty work, it will be billed immediately. For ongoing projects that extend beyond a 30-day mark, (because sometimes projects grow!) we'll discuss a different payment structure. eBook costs are detailed under **"COSTS"**

I invoice with **Intuit Quickbooks** which allow for a convenient credit card payment option right through the invoice. I will also accept payments through **Zelle** (se_oneal@yahoo.com) and if need be, a **personal check** made out to *Eve Custom Artwork or Sarah O'Neal International payments are accepted with Wise.*.

THE COST

FICTION//NOVEL :: *INVESTMENT $650+*

All fiction has a minimum base price of $650 USD. Fiction tends to be mainly textual in content. The price is typically $0.02/word with a minimum of $650. Send me everything for a review so I can give you a more accurate assessment of your project.

NON-FICTION//NOVEL :: *INVESTMENT $850+*

Non-Fiction is priced differently because these types of books generally have a more **complex**

layouts. Examples include but are not limited to Biographies, Academic Handbooks, Text-books, Recipe Books, Bible Studies, Devotionals. Even novels could contain items that would take it from streamlined to complex. It just depends on what you'd like your pages to include.

While the actual cost of each book depends on the book genre, length and complexity of the material, I did list some *baseline* numbers below as a guide. Please understand that your quote will be specifically tailored to fit the special work your book requires and a separate quote based on the actual work and any additional specialty work will be generated. Click for more on **"ADDITIONAL SPECIALTY WORK"**. These numbers below are only a minimum of what you can expect to invest. I will use my discretion in categorizing where your book might fall based on what criteria and specialty items your book project requires. So while your book may not be a Bible Study, but a Biography that requires some artfully designed pages, your costs will reflect those specific details.

One should expect to invest at least these numbers for a 50,000 word book:

» **$850 Biography** *including 10 photo placement*. Additional photos or photo retouching will incur additional charges

» **$1250 Academic Handbook//Reference**. call outs, references, footnotes

» **$1500 Academic Handbook//Textbook.** Includes the above and adds the creation or re-formatting of tables, diagrams, or charts.

» **$2000 Bible Study//Recipe Book//Artfully Designed Pages.** Could include any items above along with additional background images, illustration, or added typographical elements.

PRINT
BOOK LAYOUTS

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WHAT IS DESIGN & TYPESETTING?

You will probably have written your manuscript in Microsoft Word (MS Word). This is a great product for word-processing but proper book design and typesetting requires professional desktop publishing software. I will take all your content from your MS Word file and import it into **Adobe InDesign** before attending to a substantial number of styling details. Here is what's typically involved:

LAYOUT

I combine your files in sequence and review the material thoroughly. The text is cleaned to remove unwanted spaces, breaks, tabs and sections. Running headers are set to create a stylish arrangement that works for the book structure, trim and binding. Margins are adjusted to meet the relevant print house guidelines, allowing for binding on the inside edge and space to hold the pages on the outside. Chapter and section pages are then custom-designed and styled - typically in a format complimentary to your book cover styling fonts. Finally, page numbering is placed and a Table of Contents is styled.

STRUCTURE

I arrange the front matter, main body and back matter of the book to show a clear hierarchy of content while adhering to the conventions of good book design. Front Matter includes things like the half-title, title page, copyright, dedication, contents, foreword and acknowledgments. The main body is the introduction, prologue, parts, chapters, paragraphs, conclusion, epilogue and afterword. The back matter for a novel might just be an author bio or advertisements.

TYPOGRAPHY

I will select a licensed, professional typesetting font that suits the overall tone of the book. Typically I'll use Garamond Premier Pro. *I will not use a Microsoft font like Times New Roman* as it is intended only for word processing. Heading fonts, chapter numbering fonts and other flourishes will be chosen to further enhance the character of the book and complement its cover.

TYPESETTING

I adhere to the Chicago Manual of Style and follow best-practices for font size, leading, justification, indents, hyphenation, tracking, and kerning to ensure text is polished and enjoyable to read. This means avoiding over-hyphenation as well as setting text with the optimal number of characters per line and line heights.

EVE

Careful attention to detail is applied to emphasis - I prefer to employ subtle color/italics rather than distracting bolding/underlines. Furthermore, consistency checks are applied to ensure bullets have uniform spacing and casing and sentences end with punctuation.

In the case of citing scripture from the Bible, I adhere to the Turabian style and will advise accordingly. You may choose to use MLA or APA - regardless of the style you choose or your editor has enlisted, it should be consistent throughout.

I am not an Editor and apart from these typesetting standards, I will not be making edits to your manuscript. When I do run across a rogue error, I'll be sure to notify you! Truly, your manuscript needs to be in it's most perfect, print ready form before typesetting. I've got more details in **"A WORD ABOUT EDITING"**

BALANCING
The interior pages of a professionally-designed book will always look neat and tidy. By squaring off pages at similar heights to avoid awkward spacing and ragged lines, you will receive a file consistent in look and feel. I also consider text that shouldn't be split or objects that shouldn't be separated and may keep them together using a variety of balancing techniques.

LENGTH
Depending on the formatting you have used in your manuscript, the same material could either be crammed into 100 pages or spread across 200. I need a reliable way to determine how much material I've been sent so when you send me your manuscript to evaluate, I will roughly format everything to standard 6x9" pages with standard font size, spacing and margins. I call this a **preliminary import.** The resultant page count, along with word count, gives me a comparable measure of the work involved and hence a price. Your final typeset book might be bigger or smaller than this but the price won't change.

PREPARATION
The way your manuscript has been prepared can also have an impact on the price. Providing clearly labeled files and a document with headings that are easy to follow will obviously require the least work for me to understand and therefore I will price accordingly. If there are lots of files and folders or if the Word document has a variety of default formatting that needs to be cleaned up upon import, then labor charges will be added accordingly.

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ADDITIONAL SPECIALTY WORK
This might include something like

» designing worksheets

» artfully designed quote pages

» artfully designed chapter/part pages

» retyping handwritten equations

» creating a set of illustrations

» sourcing replacement stock images

» editing or touching up existing images

» amending citations

» creating new footnotes, and so on

Things like this would be classified as additional specialty work and quoted separately as a custom cost. Certain source files will be included in your final files for you to keep, other source files for created elements can be purchased for personal use at an additional cost. See more details about **"SOURCE FILES"** here.

WHAT SHOULD I SEND?

THE FIRST STEP
Fill out my **SPEC SHEET!** It helps me help you! I will send this over to you when you enlist my services to get the ball rolling.

THE SECOND STEP
Whether your manuscript is finished and ready to go, in draft form before proofreading or you only have a few sample chapters — send me what you have. I take confidentiality seriously so nothing is shared. I can then do my best to review and quote based on that continued trajectory. If your book adds 10K more words or you decide you'd like more artfully designed items or call outs - the quote will be adjusted accordingly upon receipt of the final manuscript.

EVE

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Please note, these sorts of additions - no matter where they come in the process, change the scope of the project and may extend the project's completion date. They will also likely add to your final page count.

MANUSCRIPT

I prefer for all your content for your book in a Word file. If you have used an alternative word processing package such as Pages then please make your file MS Word compatible. If you have split your book into parts, please ensure each file is clearly named. If there are images or tables/graphs/charts in your Word document, I will need those as separate individual files or a working Adobe Illustrator file with fonts outlined or supplied.

STYLING

If you envisage parts of your book being laid out in a certain way, please let me know. I welcome screenshots of books you have at home that you LOVE or Amazon "Look Inside". Alternatively you can simply leave it up to my creative skill to produce something I feel really works for your material.

My goal is to make your message appealing to your target audience. Your audience appeal may trump your personal preference, so keep that in mind as we finalize the styling of your content.

COVER

When designing a book and cover, I think it's incredibly important that your interior and cover are a cohesive and complimentary unit. Usually I have found the best way to achieve this is to design the cover first. This way, cover elements like typography, layout, colors and imagery can be reflected in the interior in headings, chapter pages, call outs or other artfully designed pages.

WHAT ABOUT MY IMAGES?

Your estimate may include a fee for me to draw/redraw diagrams, commission illustrations, source stock images or rework charts and graphs. You may not believe your images need reworking, but there are certain criteria that must be met in order to ensure a print-ready product. I've outlined them for you:

EVE

PRINT QUALITY:

First and foremost: photos/images in a print-book should be at least 300dpi and line drawings, charts and diagrams should ideally be vectors. If you have items that are not high enough resolution, you will need to have these items redone or removed as they will not pass preflight checks at the book printing stage. You can assess your image quality by dividing the number of pixels on the length and width each by 300 to get the number of inches it will print clearly For example:

If your image is **3456 pixels wide** and **2304 pixels high,** what's the largest we can print it?

3456 / 300 = 11.52"

2304 / 300 = 7.68"

This image is to appear on the cover of a landscape **9" x 6"** book and we can see the image quality is perfectly good enough for that.

WELL-STYLED & COHESIVE

Images in a book should be designed to work with the content, genre, look and feel of the book. If you're writing to an academic audience, then you wouldn't want whimsical imagery.

If your book contains a number of similar graphics then you wouldn't want them looking like they've all been pulled together from different places or contributors. It is more professional for everything to look consistent in terms of borders, fonts, sizing, line thicknesses, tone and color choices.

CMYK COLOR

Any images provided as RGB (red, green, blue) files will need to be converted to CMYK (cyan, magenta, yellow, black) process color ready for printing on a commercial press. This will darken some of the tones, particularly sky or sea blues. I will do this for up to the first 10 images.

LICENSED

If your book contains photos then you first need to confirm you are allowed to use these. You have full rights to any artwork or diagrams I create for you as they are in print resolution as an image. If you would like to purchase the working/editable source file, you can click **here**

to read more details about **Source Files**. As far as royalty-free stock images are concerned, they are not endless use, but can be printed up to 499,999 times before a new licenses is required.

PROCESS

PRINTER GUIDELINES

Please list your printer on the **SPEC SHEET.** If your printer is one I know like IngramSpark, Amazon KDP, or Lulu then I already have the details I need. If it a different printer, I need to know the name of your book printer and what trim size, binding and paper you have selected. When preparing your final PDF I need to know the right settings for color, bleed, print marks, spreads, binding edges, font embedding and transparency flattening. I will either need you to send me these print guidelines or I can liaise with the printer for an additional charge.

PREVIEW

I've reviewed your 3 favorite interiors and cover, we have discussed your needs, we've likely got a cover in the works and have a clear styling direction. I'll take your front matter and the first chapter or two and stylize the a preview of the integral parts of the book and any of it's artful components. You may request to see revisions at this stage. I'll then send another preview with the requests and we'll move into a finalization of the interior. After this stage, I'll move into typesetting the rest of the book and creating any specialty content. I will clearly point out which specific changes after this stage will add to the final cost and delivery of the book file. At this stage, fonts, spacing, margins, styling of the call outs/design elements/artfully designed pages will be set. We will not move forward without a written approval. Change fees will be assessed beyond this point and I highlight those below.

REVIEW

Once your whole book has been designed, I will send a final PDF file for review ahead of a print proof. If anything I have done differs from the styling approved in your sample, let me know and I will fix it without charge. At my discretion, I include up to 1 hours worth of revision time at this stage. All change requests to pre-approved scope design at this point are subject to a $165 USD minimum fee and may affect the delivery date of your project.

FINAL FILE

EVE

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Once you have completed payment, I will return your **final print-ready file**. After this point, changes are much more expensive. Even the smallest change necessitates a design update and could require a printer re-submission and is likely to cost at least $165/hour to revise and resubmit.. So take the time to check your review file carefully to avoid this. I do offer a warranty after the book is printed for up to 1 hours worth of minor fixes. I detail this in our contract.

A WORD ABOUT EDITING

I am a graphic designer. I do not edit or proofread your book as part of my service and you wouldn't want me to either — it requires a very different set of skills. I have a working relationship with several editors who I can introduce to you. I highly recommend having your manuscript professionally edited. It can make a big difference to the success of your book. Here's a few tips:

EDIT BEFORE DESIGN

Most authors find a few typos when reviewing their typeset proof, somehow these little errors are easier to spot once the book's overall layout and appearance have been made easy on the eyes. I can still apply changes to your typeset file and I expect you to find some. After the submission of your final file I allow for 30 minutes of minor revisions. That being said however, each edit must be located and applied individually, making even insignificant changes time-consuming and therefore expensive. It really is worthwhile ensuring that your text is as error-free as possible before passing your manuscript to me.

DIY EDITING TOOLS

While there are obvious advantages to having a book professionally edited, for many self-publishing authors it is simply too expensive. There are ways you can edit yourself! Grammarly highlights mistakes in grammar, spelling and clichés in your writing. Hemingway Editor highlights complex and lengthy sentences in different colors to help you see things like adverbs and passive voice. ProWritingAid checks for grammar mistakes, spelling errors, overused words, readability, and use of clichés. One final suggestion, do ask family and friends to review your manuscript, they may not be professional proofreaders but it's amazing how much another pair of eyes can help!

EVE

IS AN EBOOK OR AUDIOBOOK INCLUDED?

A Print Book Layout design service to produce a PDF file ready is for printing only. An eBook is entirely different and something I recommend, but it is not included with a print book design. I do offer eBook creation and conversion services and for print book design clients at a discounted rate for the eBook conversion. Read on!

For those interested in doing an AudioBook, I have connections with a company that will set up your entire process and we can discuss your cover needs.

eBOOK CREATION

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EBOOK CREATION

WHAT IS AN EBOOK?

An eBook is an electronic conversion of your printed book. To create an eBook all the text and images in your book is first tagged and converted into HTML code into a new file from your print book file. I'll then create a new eBook file to ensure the fonts, layout and styling will work for the widest range of eBook devices. The eBook file is then packaged as an epub file for Kindle, iPad, Nook and Android. Any reader will then be able to download this file onto their digital device where it is instantly decoded and displayed for them. I've answered some commonly asked questions answered in **"WHY NOT JUST GET A CHEAP CONVERSION?"** to help you appreciate why it's so important to have your eBook converted properly and not rely on free tools and cheap conversion offerings to do this for you.

CAN YOU CREATE AN EBOOK WITHOUT A PDF?

Short answer, YES.

Detailed answer: It's pretty close to creating a print book and costs are similar if we are starting from an MS Word doc.

In order to create an eBook I would typically start by converting the PDF file produced for your print. If you do not have a print book then it is possible for me to start work from your MS Word doc. *This work absolutely does not need to be as comprehensive as it would be for a print book,* but we will at least need to ensure all the key elements of the book are identified, the structure is clear and any styling has been chosen. And it must be edited and as close to error-proof as possible. See more info in **"A WORD ABOUT EDITING"**

COSTS

HOW MUCH WILL MY JOB BE?

eBooks have differing pricing structures depending on the scope of the project.

OPTION 1 :: I CREATED YOUR PRINT BOOK

If I have laid out your print book, I'm starting ahead in the process of a typical eBook conversion - so my conversion rate begins at a lower price point for existing customers. Costs depend on the complexities of your print book that need to be reformatted/reprocessed/removed for eReading devices.

EVE

If I have not laid out your print book file, the costs to create an eBook file follow closely to the same costs as a print file. There are certain aspects we do not have to adhere to when typesetting an eBook, however, much of the text will still need to be styled and coded so that it will read in an organized fashion on a wide variety of eReader devices. The Navigational Table of Contents will be generated from those styles and codes as well.

OPTION 2 :: A SIMPLE CONVERSION

BASELINE INVESTMENT: $650

Your book is a novel without complexities. Please review the file preparation section to ensure I have what I need to begin. Books like this can begin at $650.

OPTION 3 :: A COMPLEX CONVERSION

BASELINE INVESTMENT: $1250

Your book contains a large number of links, cross-references or an index or it includes an unusually large number of images that need processing or recreating. In cases like these the cost begins at $1250 and then complexities are addressed as a separate cost based on the scope of the reprocessing - it could be redrawing a diagram, creating a table, anchoring images into the flow of text, retouching images, creating footnotes, relinking broken hyper-links etc. Click for complete **"PAYMENT"** details

PROCESS

If I do not already have your print book design file, please submit your Microsoft Word manu-script file. Please ensure it is as error-proof as possible. You can read more on **EDITING** here.

PREPARATION

THE FIRST STEP

Fill out my **SPEC SHEET!** It helps me help you! I will send this over to you when you enlist my services to get the ball rolling.

The way your manuscript has been prepared can also have an impact on the price. Provid-ing clearly labeled files and a document with headings that are easy to follow will obviously require the least work for me to understand and therefore I will price accordingly. If there are lots of files and folders or if the Word document has a variety of default formatting that needs to be cleaned up upon import, then labor charges will be added accordingly.

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ADDITIONAL SPECIALTY WORK

This might include something like

> » reformatting existing worksheets

> » creating linked footnotes

> » illustrations

> » reformatting/recreating tables/charts/graphs

> » sourcing stock images

> » reprocessing images for eReader devices

> » creating/repairing hyperlinks and so on

Things like this would be classed as **Additional Specialty Work** and quoted separately with a custom fee based on the scope of the work. The **Source Files** for created elements can be purchased for personal use at an additional cost. Click to for more info on **"SOURCE FILES"**

SAMPLE

If I have not completed your print file and I am only creating an eBook file, I will design an **Extract** of your book and send a sample file for your approval and comments as well as a **PDF Export** of your book so that you may make any final revisions/edits to your content. A notation on the exported PDF is the easiest way for me to locate and make changes in the file. Revisions to layout at this stage are included, after this approval round, change fees will apply.

REVIEW

Once your whole book has been designed, I will return a review file in both eBook and PDF. If anything I have done differs from the styling approved in your sample, let me know and I will fix it without charge. At my discretion, I may also include a few edits up to 30 minutes, but all other changes are then charged at a fixed rate. Edits marked as PDF comments are $1.50 each, edits written out in a list are $3 each and more extensive changes are $125 per hour. All changes are subject to a $65 USD minimum fee. In some cases, sending me a screenshot on your phone an easy way for me to assess an eBook preview issue that needs addressing.

EVE

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HOW CAN I REVIEW MY EBOOK?

You cannot just double-click an epub file and try to review it in your browser. The best way to review your eBook and see how it will look on a range of devices is to use Amazon's Kindle Previewer software which is free to download and is a great way to see your eBook as it will look on a tablet, a phone or a Kindle device.

WHY DOES MY EBOOK LOOK DIFFERENT
FROM MY PRINT BOOK?

It is important to appreciate that eBooks are very different to printed books. When designing your eBook I may need adapt the styles to ensure things work properly as reflowable content on the widest range of devices.

FONTS

These will be different to your printed book. The fonts used for your print-book may not be licensed for embedding into an eBook and will be likely replaced with Bookerly, Amazon's default font for Kindle.

LAYOUT

If your print book has page design features like a colored background, watermark or header text, these will not be included in a reflowable eBook where there are no pages. The html in eBooks also does not enable text to be wrapped around images or in columns so it will instead be rearranged to flow continuously in a single column. Tables also have issues as html so these are captured from the print version and included as images. Tables, diagrams or any imagery built within your MS Word doc will have to be reformatted as images and additional costs will be assessed to create these in Adobe Illustrator.

You may have specified things on your book pages that you wanted to 'keep together' such as text introducing a list, table rows, images with their captions etc. This is much trickier in eBooks since the reader can change the font size so forcing items together can cause unsightly gaps to appear on the preceding pages. We can address these as they specifically apply to individual projects and then assess costs to create imagery or remove.

COLOR

Some eReaders are color and some are in black and white. The most popular e-ink Kindle devices only use black text and images. This means that any elements of your printed book that were in color will now appear in grayscale instead.

CONTENTS

If you have a contents page in your printed book, there is no need for this in the eBook. In an eBook, the contents is integrated in the eBook software itself so readers can access this inbuilt navigation from their menu at any time, rather than needing to turn to a specific page. This is called the Navigational Table of Contents.

FLEXIBILITY

You want your eBook to work on the widest range of devices. This means it's important not to adjust things to work for a specific device or viewing setup.

WHY NOT JUST GET A CHEAP CONVERSION?

There are plenty of low-cost eBook conversion services and even free conversion tools out there. Many of these claim to simply take your PDF book and in a few clicks transform it into an epub file. The truth is while many of these tools will convert your book to the right format, the result is not an eBook you would be willing to sell. The reason is that most books are more than just plain text and include items like special fonts, images, call outs, captions, footnotes, numbering or an index and the eBook it produces can look a disaster and will likely get rejected when it is in review for distribution on Amazon or Ingram Spark etc.

EBOOK SECURITY

If you read eBooks, you've probably heard the term DRM or digital rights management. DRM exists to control access to copyrighted materials by preventing users from illegally copying and using software and data. It effectively locks your eBook file so that only the person who purchased it can view it.

The eBooks I produce do not contain DRM as sometimes it can do more harm than good. It is intended as an anti-piracy deterrent but can cause issues for legitimate readers such as preventing them from reading the book on multiple devices. If you wish to add DRM then most retailers will offer the option of adding either Amazon, Adobe or Apple DRM when uploading your files.

EBOOK COVER

I HAVE AN EXISTING COVER

If I have not created your book cover, the best way forward would be to submit to me a high

resolution JPG of your front cover. If you do not have one, submit to me what you do have and we can go from there. If you have the design file, like an .AI, .PSD, or .PDF - I can work with this these as well - fair warning, the fonts either need to be embedded or submitted to me if I were to use the .AI or .PSD file.

Then I will take the front cover image from your print book and style it so it expands to fit the screen appropriately on any small eReader device. If I have created your print book cover then we will have the cover file in the format required.

The back cover is not typically included in an eBook file. Marketing information such as the book synopsis or author bio should instead be included as metadata when the book is submitted for distribution. This information is asked for on your **SPEC SHEET**.

I NEED A COVER DESIGN *:: INVESTMENT 650+*
eBook cover designs have a different approach to cost because there is no spine or back cover to contend with. I am essentially creating a front cover only.

Cover packages include 2 front cover proofs and standard licensing for up to $50 of stock imagery or fonts. I'll source imagery and send a link to viewable options and we'll decide on two main directions for the front cover.

I do offer custom watercoloring of images for covers, custom Photoshop work, and hand drawn components, these specializations are charged on a scale based on the scope and will be discussed if the work raises the rate of the cover.

PRINT BOOK & AUDIOBOOK COVER CONVERSIONS
The Audiobook Cover will need to be reworked to fit the proper requirements for distribution. If you decide to distribute your eBook for print, you'll need a proper full cover layout designed. Expect to spend at least $250 to create this from the eBook cover file to add a back cover design. If we need imagery for the back, stock licensing will be discussed and a separate quote for the book's back will follow. If I did not create your eBook cover, there could be additional fonts, images or labor charges that would apply.

COVER

DESIGN

PRINT COVER PACKAGE :: *INVESTMENT $850+*

Cover packages include 2 front cover proofs and standard licensing for up to $50 of stock imagery or fonts. I'll source imagery and send a link to viewable options and we'll decide on two main directions for the front cover. *The spine+back cover will take shape after the front cover direction is decided. Additional front cover options are available upon request for $150/proof.

The base $850 allows for design+layout of a soft cover, paperback book. Anything different will incur extra designed pieces, files, and prepress set ups. Costs will be discussed.

EBOOK & AUDIOBOOK COVER FILE CONVERSIONS

These covers will utilize the same artwork but will need to be reworked to fit the proper requirements for distribution. A conversion rate of $85 is added for each file needed. This is a special rate for existing print book cover clients.

Hardcover, Spiral bound, Foiled covers, the inclusion of end sheets, a different POD than Snowfall Press will be subject to additional costs.

I do offer custom watercoloring of images for covers, custom Photoshop work, and hand drawn components, these specializations are charged on a scale based on the scope and will be discussed if the work raises the rate of the cover.

You will receive a print ready file of your cover for future use and in case anything should happen to me, you will have it for future printings. If you would like a more editable file, I discuss purchase options in my **"SOURCE FILES"** section.

EBOOK COVER DESIGN *:: INVESTMENT 650+*

eBook cover designs have a different approach to cost because there is no spine or back cover to contend with. I am essentially creating a front cover only.

Cover packages include 2 front cover directions and standard licensing for up to $50 of stock imagery or fonts. I'll source imagery and send a link to viewable options and we'll decide on two main directions for the front cover. Additional cover directions can be purchased for $150.

I HAVE AN EXISTING COVER

EVE

. . .

If I have not created your book cover, the best way forward would be to submit to me a high resolution JPG of your front cover. If you do not have one, submit to me what you do have and we can go from there. If you have the design file, like an .AI, .PSD, or .PDF - I can work with this these as well - fair warning, the fonts either need to be embedded or submitted to me if I were to use the .AI or .PSD file.

Then I will take the front cover image from your print book and style it so it expands to fit the screen appropriately on any small eReader device. If I have created your print book cover then we will have the cover file in the format required.

The back cover is not typically included in an eBook file. Marketing information such as the book synopsis or author bio should instead be included as metadata when the book is submitted for distribution. This information is asked for on your **SPEC SHEET.**

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ADDITIONAL SERVICES

UPLOAD CONSULTING & SET UPS

I will be happy to assist you in the upload process to your preferred printer or in the case of an eBook, your distributor - Amazon and IngramSpark etc. There are several steps you must take on your own to begin.

I will send a different set of instructions depending on which printer you are using.

Every set up incurs time to import details from your **SPEC SHEET**, metadata, costs, distribution, and allows time for the technical review phase. If you are using your own ISBN through myidentifiers.com (Bowker) then I ask that you give me login permissions to ensure things are exactly spelled and typed out so they match the distributor set up. If there is a discrepancy, the time it takes to discover and rectify may add to the set up costs. It is easier to me to copy/paste from one dashboard to another.

Set up costs are generally straight forward. Set Up/Upload cost investment $225

SOURCE FILES

PRINT BOOK SOURCE FILES

I think it's incredibly important for authors to have their **Interior Source File** (working design file) in case anything should ever happen to me! I will supply you with the InDesign file and point you where you can purchase your fonts. The file will only be editable within Adobe In-Design and I highly suggest using a professional who is familiar with the program to make any changes if I am unavailable.

There is no fee for me to supply you the working interior file for your print book or eBook. I will share a **Google Drive Folder** that will contain all your components and files for your project after receipt of final payment.

COVER SOURCE FILES

I will provide you with your print ready cover file at no cost.

The working design file of your cover can be purchased for a fee of $65 so that I can create a legally sharable file. A font used on your cover may not be legal for me to share so I will need to take time to create for you a file that you could bring/supply to a future designer that maintains certain editable elements while preserving those that need separate licensing.

ADDITIONAL SPECIALTY SOURCE FILES

Along the way, I may have created some new charts/graphs/tables or artfully designed scripture/quote pages that you'd like to use outside of your book print file, maybe for a conference or a speaking engagement. I am happy to supply you the finished file as a JPG or PDF for you to re-purpose and print and it will be combined in our Google Drive Shared Folder with your print ready PDF, Interior InDesign file, and any other elements you have purchased from me.

Source files are the working design files and are available for purchase, but they are expensive. The cost is dependent on what kind of file you are purchasing and will be discussed accordingly. Source files will be either Adobe Illustrator, Photoshop or InDesign files and are only editable within this professional design suite.

There are many reasons why source files are expensive, and not just because I think my work is fantastic! This is an industry-wide standard of practice to protect graphic designers as well as other creatives, and their field of expertise. Think in terms of copyrighting your book, your intellectual property is valuable and the gift you bring into the world is of high value. No one can argue that. These files contain **intellectual property** - which is essentially my creative copyright.

The file may also contain fonts that may only have a 1-seat license and therefore it is not legal for me to share the file with all it's components. There are many more reasons but I feel these are the most important for book projects. I do offer a couple options for purchase that we can discuss:

OUTLINED VECTOR FILE

Certain types of files (ie, your book cover) or an outlined vector file, can be purchased for your personal/professional use and I can direct you where you can purchase your fonts so that if/when you open the file, or choose to create additional items to coordinate to your book, you will have them.

WEB RESOLUTION PNG

Another option would be a low resolution PNG that could be used online only.

PRINT RESOLUTION PNG

A high resolution PNG could be used again and again and again for printing on various items and therefore would incur a cost much like a professional logo license since theoretically it eliminates the designer from being involved in the future.

EVE

AUTHOR COLLATERAL PACKAGES

So maybe you're thinking you don't really need the source files, because you're too tired to learn a new skill - you just *wrote a book!,* but you'd like something to show off your book baby - or announce your book launch. Maybe you're going on a speaking tour! Or maybe you've just been drooling over some Instagram accounts and want some specialty promotional pieces that coordinate to your book's styling to create some buzz...

Let me help you with that!! I LOVE THIS PART!

As many authors are jumping into the self-publishing pool, social media is playing a vital role in promotion. Or maybe you're a broker and you'd like to contract some beautiful design collateral for your promising new author, I offer a few ways to get the job done!

Social Media Collateral Package + Canva Template Creation allows for continued highlights and quotes or reviews to be created and posted. Setting up a Canva Pro account is required .

Promo Pack Banners, signage, bookmarks or PowerPoint slides for a speaking tour.

Social Media Top 10 - A cohesive collection of 10 social media squares that promote the launch, where to purchase, several book quotes/reviews with coordinate stories pieces.

Interested? Let's talk!

SPEC
SHEET

fill out the
form online