

Serving Him
by Serving You

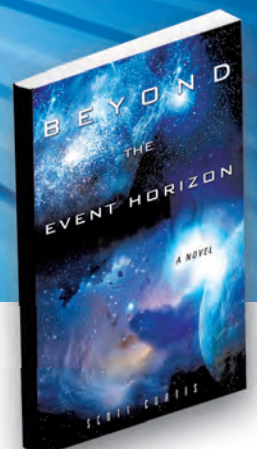
xulon
PRESS

a division of Salem Communications

PUBLISHING GUIDE

Call us today at 1-866-381-2665
for a FREE publishing consultation.
Let us help you get your Christian book
published TODAY!

XulonPress.com



Dear Author,

Congratulations on taking the next step toward becoming a published author! Our family of authors is constantly growing and together we aim to publish high-quality books that uphold and advance the gospel of Jesus Christ. We are eager to help and would be honored to partner with you in making your book a reality.

Xulon Press is the original Christian self-publishing company. Our track record makes us uniquely qualified to walk you through the questions and challenges that come up during the publishing process. This can be a long and winding path, but thankfully you won't have to do it alone.

We know there are a number of publishing options out there, but if you're looking for the best publishing experience, we are the absolute best choice. Here are a few reasons why:

- **Passion and Professionalism.** We provide the highest level of professionalism in this industry. Our Author Support team is committed to ensuring you are treated as more than just a customer. Our authors are family!
- **Custom Options.** We understand that the needs of every author are unique, so we provide completely customized publishing and marketing options. Your publishing consultant will work with you to create a package that is just right for you.
- **Book Marketing.** Xulon Press is more than just a publisher — we are also a book marketing company and nobody does it better. Once you're ready to publish, you will receive a free consultation with our Marketing Specialist, who will work with you to plan an effective promotional strategy that will help get your book noticed, sold and read.
- **Christian Media Leader.** We are part of the world's largest Christian media company, Salem Communications. We have access to the biggest radio network in the country, the largest network of Christian websites in the world, Christian magazines and more. We offer you opportunities for exposure and promotion of your book that simply cannot be matched by any other company in the publishing industry.
- **Industry Recognition.** We have been named "Outstanding Self-Publishing Company" by author Mark Levine in "The Fine Print of Self-Publishing."

From start to finish, our staff will be there to guide you through the publishing process, promptly addressing any questions and concerns that you may have. I look forward to serving you and hope you will join our great family of Christian authors!

Serving Him by Serving You,



Chad Nykamp
General Manager

Xulon Press, a division of Salem Communications

P.S. Please don't hesitate to call us with questions, **866-381-BOOK (2665)**. We want to help bring your book to the world!

XULON PRESS PUTS YOU ON THE ROAD TO SUCCESS!

Xulon Press has helped more Christian authors get published than any other publisher in the world today. Why are we the most popular Christian book publisher? It's because we put authors on the road to success with our industry-leading book publishing services and unmatched marketing services. We'll get your book into the hands of readers worldwide.





We love helping Christian authors. We know the road to getting published can be frustrating and bumpy, but we make it simple and smooth. You will work one on one with your own personal Author Support Representative, who will explain the entire process to you.

1 STEP

WE WORK WITH YOU ONE ON ONE

Did you know Xulon Press can print an 800+ page book in less than 60 seconds, in any quantity?

“Xulon has finished their work on my book and it is now being printed. I want you to know how much I enjoyed working with Xulon Press. My Author Support Representative was a delight. I appreciated her understanding, patience and compassion when a necessary delay on my part was needed. She was very efficient and professional, quick and knowledgeable, and author-friendly.”

Ed Powell – DARE TO WALK



2 STEP

SEND US YOUR MANUSCRIPT

There's no query letters to write and no executive committees to convince. Send us your manuscript and we'll take it from there. Xulon Press is not in the business of rejecting authors. We want to help you get published. You control the message inside your book, unlike traditional publishers who may try to change or compromise your message. Your book will be available in no time!

Did you know Xulon Press is the first Christian Self-Publisher in the world?

"Each stage of the process of publishing this book has really been a great experience for me. It is no small task. I never set out to write a book, but God works things out for using His own timing."

Larry Coggins - MEDITATIONS

3
STEP

WE CAN REFINE YOUR MANUSCRIPT WITH PROFESSIONAL EDITING



Xulon Press employs a team of editing professionals to make your book shine. Our editors provide industry quality feedback on your work. Don't let amateurs work on the book you worked so hard to write! Let the professionals at Xulon Press turn your manuscript into a book you'll be proud to show your family and friends.

Thank God for the editors, if you know what I mean! The overall quality of the book, including the binding, brilliant cover, velvety pages and crispness of text was exceptional. You guys rock!

Rev. Hank Van Zyderveld- ETERNAL MYSTERIES OF CHRIST REVEALED IN GOD'S PLAN FOR YOU

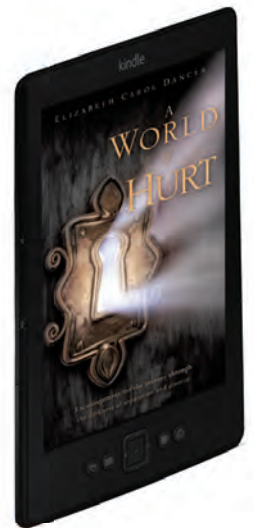
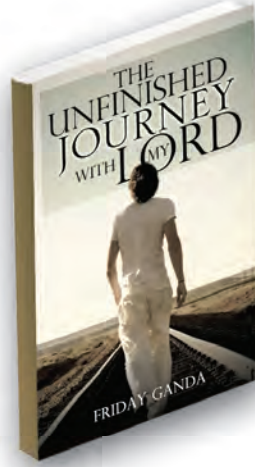
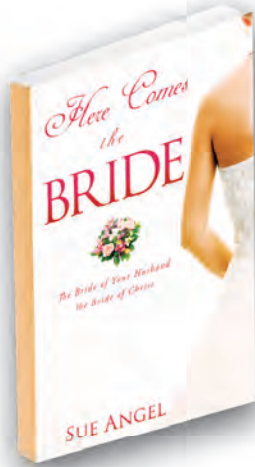
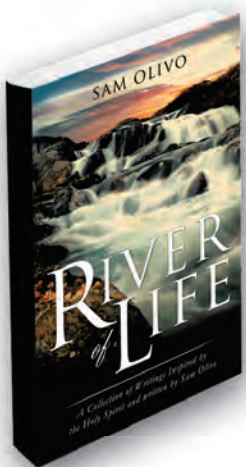
4 STEP

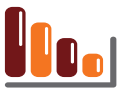


WE PREPARE YOUR BOOK FOR PUBLICATION

After you submit your manuscript to Xulon Press, we take care of everything. Here are some things we do to prepare your book for publication:

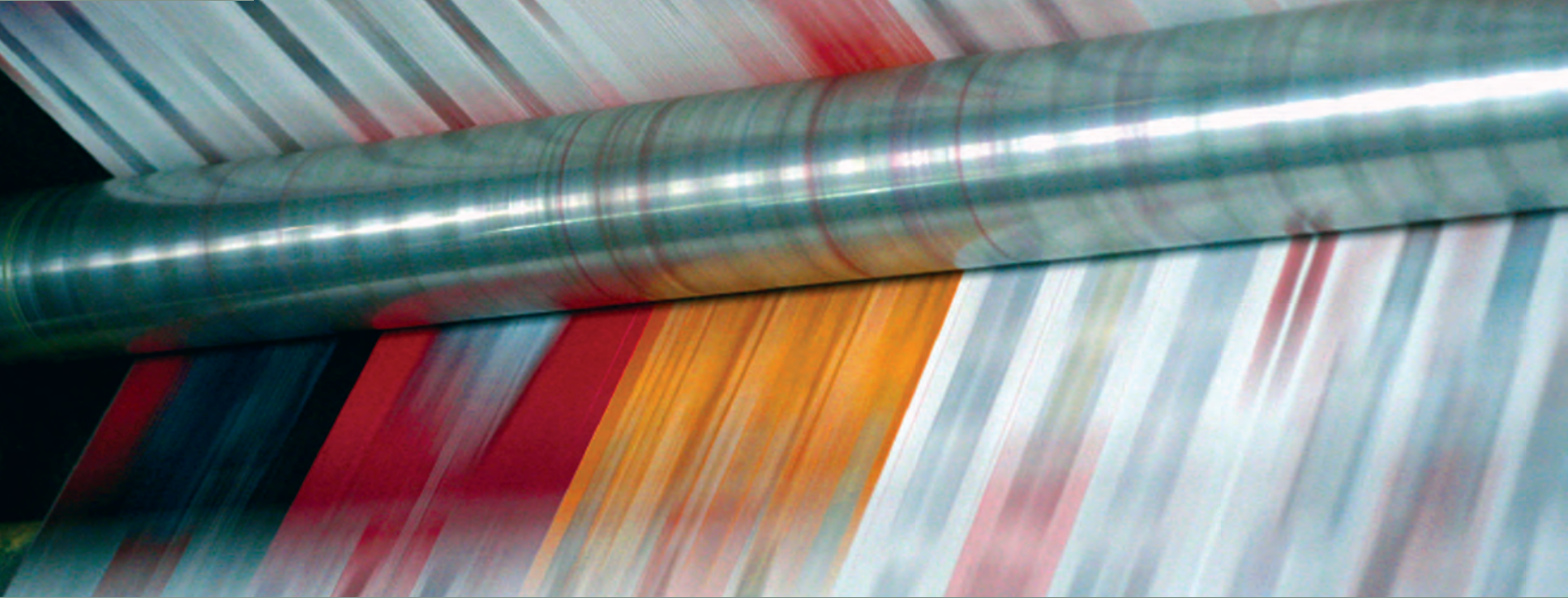
- We design a beautiful cover for you.
- We format the interior of your book according to industry standards.
- We prepare a professionally formatted copyright page and title page.
- We contact R.R. Bowker on your behalf to assign a unique ISBN for your book.
- We prepare your files for safe and secure delivery to our printers.
- We contact book distributors to list your book for sale at over 71,000 retailers.
- **We convert your book into eBook format, making it available on all major eReaders (if applicable).**





5 STEP

WE PRINT YOUR BOOKS



Our revolutionary on-demand printing process means we can print your book in any quantity, at any time. We'll print and ship your book in days, not weeks or months. You never have an obligation to order a minimum quantity and the more you buy, the more you save.

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“Hello! I’m writing to inform you that I received my books, and I have to say that I am beyond pleased. The picture, color, and clarity of the front cover is just totally the fulfillment of a dream, and I really thank Xulon Press and, above all, God for helping this dream to come true. Thank you very much again, and I look forward to continuing to work with Xulon.”

Joseph David Office, - JEWISH ANSWERS TO JEWISH QUESTIONS CONCERNING THE MESSIAHSHIP OF JESUS



6 STEP

WE DISTRIBUTE AND MARKET YOUR BOOK

- We make your book available through the largest distribution network of 71,000 retail and library customers globally, including Amazon and Barnes & Noble.
- We upload your eBook to all major retailer's sites including Amazon, Barnes and Noble, Google Play, Apple iBooks, Family Christian Stores, and Vyrso (Logos Bible Software).
- We can promote your book at the International Christian Retail Show (ICRS).
- **Xulon Press has additional marketing services available to help you promote and publicize your book.**
- You can have your own personal online bookstore page.

Your book will be available at:

amazon.com.

BARNES & NOBLE
BOOKSELLERS
www.bn.com

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7 STEP

YOU'RE A PUBLISHED AUTHOR!

Congratulations, you've done it! You are now a published author and have the tools necessary to share your message with the world. Now get out there and promote your book. We are always there to coach and serve you.

Did you know we give authors huge wholesale discounts of up to 70% OFF the retail price?

*"My books just arrived, and when we opened the box we both grabbed each other and hugged and cried. They are wonderful; they are beautiful. God bless you and Xulon Press. What a class act."
George Kalivoda - BACK TO BASICS*

10 REASONS TO CHOOSE XULON



1. **REPUTATION:** It's important that you find a book publisher you can trust. Xulon is a part of Salem Communications, one of the country's largest faith-based publishing and communications organizations. With Salem, you are backed by more than 100 Christian radio stations, a cornucopia of Christian magazines, and more than 40 million monthly online page-views representing the largest faith-based audience on the Internet.



6. **100% ROYALTIES:** We are one of the few publishers who gives you a 100% royalty rate on copies sold to third party distributors on each copy of your book sold.



7. **HUGE WHOLESale DISCOUNTS:** Each time you purchase copies of your book we give you a HUGE wholesale discount of up to 70% off the retail price of your book.



2. **AFFORDABLE:** There's never been a more affordable way to publish your book. There are no hidden fees and we offer several payment plan options.



8. **DISTRIBUTION:** We utilize lightning-fast print-on-demand digital technology to publish your book. We make your Christian book available through the largest distribution network of 71,000 retail and library customers globally, plus online at Amazon and Barnes & Noble.



3. **EXPERIENCE:** Xulon Press has published more than 10,000 Christian books since 2001. Title by title, we are larger than any other Christian publisher.



9. **YOU KEEP YOUR RIGHTS:** We let you keep 100% of the rights to your book. If another publisher comes along and wants to publish your book, you are free to cancel your agreement with us any time.



4. **QUALITY:** We print high-quality paperback editions on a trade-quality cream-white paper and a cover stock that is UV coated for a sleek look that adds durability and longevity to your books.



10. **PERSONAL ATTENTION:** We love to help Christian authors. We're here for you by telephone or e-mail whenever you need help or have a question. An Author Support Representative will take you through the process of getting your book published. We serve Him by serving you!

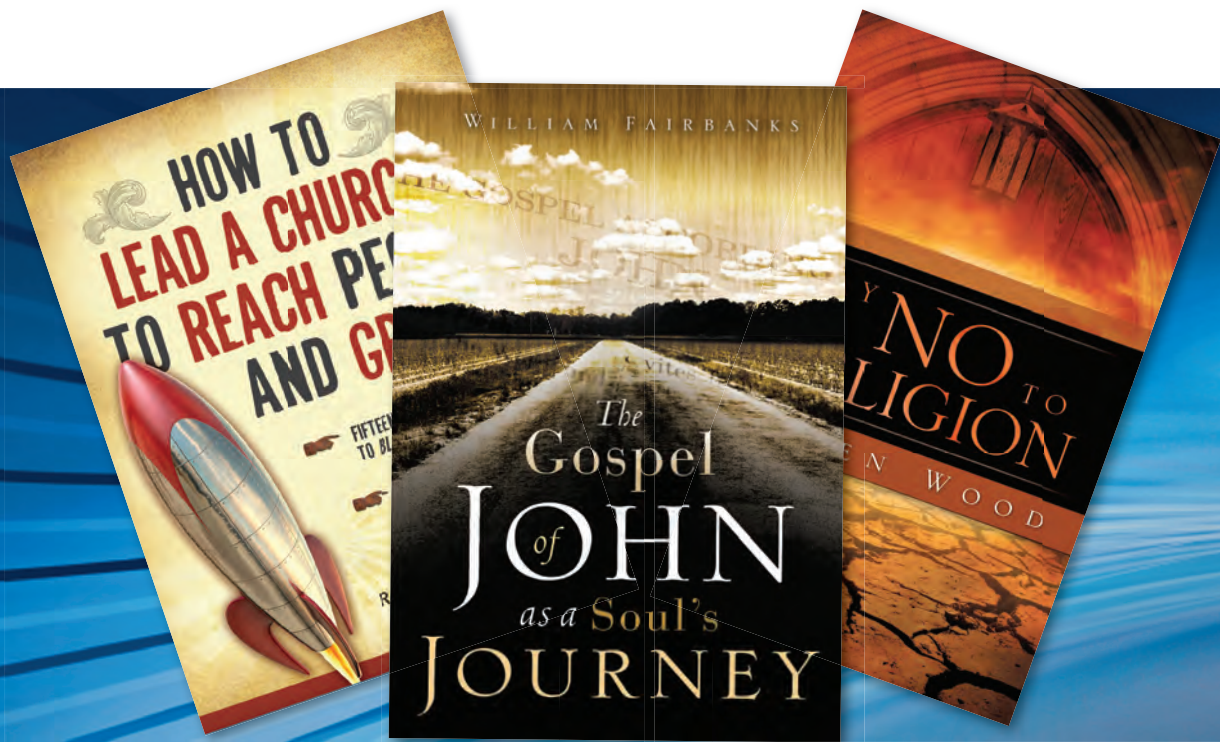


5. **SPEED:** You'll be a published author in less than 90 days; then we can print your book in less than 60 seconds. Amazingly, we can print an 800-page book in less than one minute.

Need your Christian book published?

Xulon Press is the answer you've been searching for!

Xulon Press provides a team of experts to help you get your book published. From marketing to distribution, we serve Him by serving you.



Xulon Press is a division of Salem Communications. Salem is a leading Christian radio broadcaster, Internet provider and magazine publisher. The company owns approximately 100 Christian radio stations and syndicates Christian talk, news and music programming to approximately 2,000 affiliates. You're in good hands with Salem!