

SELF-PUBLISHING IN 7 STEPS 2021



GROEP 7 PRINTERS AND PUBLISHERS (Pty) Ltd
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Revised January 2021

Additional Information:

*Client information for registration of ISBN
 Author agreement for distribution of books
 Calculation of nett income
 Road map to premises*

Mission, Values and Vision

Groep 7 Printers and Publishers We serve the AUTHOR

- We offer any writer the opportunity to self-publish his/her book, and to be able to work with us in confidence to reach that goal.
- The copyright of the book remains in the hands of the author, as do all documents.
- **Groep 7** will, only with the explicit instruction of the author, make available books, manuals, training material or any other information.
- The professional team at **Groep 7** can take care of the complete preparation of the book; alternatively, we can advise and give guidelines and the authors can take care of the preparation themselves.
- Quality books are printed on a POD (*Print on demand*) basis which is cost-effective and means that the book is never out of print.
- Distribution is done according to the author's requirements.
- Backup of data for reprints.

Please contact us for more technical support and advice.

The people of Groep 7

Jaco and Ilette Strydom started **Groep 7** as a general printing company in 1996. Requests were made by clients to print books, and since 2008 we have been developing a one-stop professional service for the self-publisher.

- Today the preparation and printing of quality books, manuals and study material is done by a professional team of qualified ladies.
- Network systems with professional programs are in place and a database has been in existence since 1998 for reprinting of books.
- Digital printers and equipment are used specific to the printing and binding of books at world standard POD (*Print on demand*).

Management:	Ilette and Liezl Strydom
Administration:	Mona Gouws
Typesetting and E-books:	Liezl Strydom
Cover design:	Mariaan Joubert
Production manager:	Mona Gouws
Production Team:	Magda Duvenage, Nicolette Vosser, Linah Rapudi, Lara Straus and Bianca Brunette
Independent Editors:	SA Editors (www.editors.org.za).

Groep 7 Printers and Publishers is a private company:

Reg no. 2017/066212/07, VAT Reg no. 48 1013 9677 B-BBEE level 4 and tax clearance certificate on request.

Founder, Jaco Strydom

The legacy of **Jaco Strydom** remains in **Groep 7**. In 2008 his body was diagnosed with cancer (Liposarcoma) but he continued to live life to the full. He wrote, in gratitude for a second chance, a book: **4 Beautiful Years**, about his mountain bike expeditions taken between treatments and operations. In 2012, through sheer perseverance, he realized his dream of a 6,400km circumnavigation of South Africa with his bike, tent and backpack! In November 2013 he went back to his Heavenly Father.

*“To those who knew him, **Jaco Strydom’s** name was synonymous with phenomenal courage and inspiration. Always a keen mountain biker, he has successfully completed races including two Absa Cape Epic with his friend “The Pom”. In June 2008 he successfully completed the gruelling Freedom Challenge Race Across South Africa. Up until September 2008 he had had a life that most people would class as near-perfect.*

In 2008, this near-perfect life was shaken to the core when Jaco was diagnosed with cancer. ‘4 Beautiful Years’ is the story of his life since that day. Instead of opting to lie down in despair, Jaco got up and has seized each day with a ferocity that leaves one speechless. Planning cycling expeditions between chemotherapy and radiation treatments, solo-circumnavigating Lesotho on his mountain bike, riding Cape to Beit Bridge, and then carrying on circumnavigating South Africa in 2012...

This is the story of a true hero: a victim who has become the ultimate victor. It will dwell in your heart long after you put the book down, and will inspire you to overcome life’s challenges, one day at a time.”

Jani Verster – Fellow Mountain Biker

Kwela: www.youtube.com/watch?v=1z_fZoEvdIlg.

Book: <http://groep7-selfpublish-books.co.za/home/80-4-beautiful-years-jaco-strydom.html>

Links to tours: See www.groep7.co.za

Author's World

Authors enter a new world when they self-publish their books. Welcome to **Groep 7 Drukkers en Uitgewers** and we trust we will make your journey an enjoyable experience.

All books can be self-published. The types of books in which Groep 7 have assisted the self-publisher with the preparation, include among others:

- Books filling a gap in the market e.g., training material for preschool teachers, mathematics, musical instruments, aviation, ethics, law, health, etc.
- Southern African history, border wars, defence force, police force, environmental, well-known people and memorable events the author has knowledge of.
- Christian books with a large variety of subjects.
- Unique experiences or adventures.
- Fiction, romance, fantasy, etc.
- Poetry.
- Children's books, colouring books.
- Legacies of families or individuals without profit as objective.

Traditional Publishers

The first thought an author might have is to find a well-known publisher to publish their book.

Publishers do market research to establish what readers want and then print books to meet their needs. Unfortunately, only a small percentage of manuscripts they receive are published.

Self-publishers

If your book is not published in the traditional way, you can self-publish. You can even decide to follow this route from the start with the following advantages:

- You don't have to convince anyone that your book needs to be published.
- The copyright and distribution rights remain yours.
- You remain involved in all 7 steps of the publishing process.
- Books can be printed within weeks of writing and completion of editing.

Groep 7 has developed a unique system for the preparation and printing of quality books for the **self-publisher** without the necessity of a huge capital outlay. The added advantage is that everything is done under one roof, enabling us to manage time and quality.

This also means that the author has the choice to do some of the preparation of the book, and we can provide advice. Alternatively, **Groep 7** staff can do it professionally at reasonable cost.

We invoice the services we provide to our authors, and all data and documents remain the property of the author. The author can thus go to any other printer/publisher/institution at any time to distribute their book. We keep all data on our database for corrections, but if we are requested to remove it altogether, we do so.

The 7 Steps of self-publishing are:

Step 1 Writing.

Step 2 Editing and Translating.

Step 3 Typographical Layout (Typesetting).

Step 4 Book Cover Design.

Step 5 Printing and Binding.

Step 6 Distribution and E-books.

Step 7 Marketing.

7 Steps of Self-Publishing

(Full technical information in following chapters)

Groep 7 assists with the preparation and printing of cost-effective and quality books for the self-publisher. This affords the author the opportunity to do their own preparation. The author is welcome to make use of the advice and professional services that **Groep 7** offers. The copyright and all documents remain the property of the author.

1. **Writing** – The author emails the manuscript in electronic format to **Groep 7** for evaluation, advice and quotations of preparation and printing (R250, 5 working days)
2. **Editing** – It is especially important to be done by a professional and qualified editor and is therefore the costliest part of preparation. (4-12 weeks)
3. **Typesetting** – Done professionally in *InDesign* from R9,50 per page or basic in *MSWord* from R4,50 per page. (1-3 weeks)
4. **Cover Design** – Professional design from R550. We can advise, and the client provides a *press quality PDF*. (1 week)
5. **Printing** – **Groep 7's** printing department guarantees quality and time management. A proofbook is printed (3 working days) and approved by the author, before we execute an order. Books are printed on demand. Book orders 2 - 1 000. (3-10 working days)
6. **Distribution** – **Groep 7** can take care of packaging, shipping, and administration of orders on behalf of authors (see agreement).
 - Writer's sales (printed books).
 - Website bookstore (printed books).
 - Bookstores (conditions applies - printed books).
 - E-books on www.kobo.com
7. **Marketing** – The self-publisher does their own marketing, however **Groep 7** can assist with the following:
 - Links to authors book on **Groep 7's** online bookshop and Kobo.com to use in marketing on social media.
 - Availability to bookshops in (see conditions).
 - Posters (printed and electronic format) for book launches.

Target market

Groep 7 Drukkers en Uitgewers (Pty) Ltd delivers a comprehensive quality service to authors who want to publish their books. Our **professional staff** have been delivering the following services to authors for 15 years:

- Editing.
- Typographic layout.
- Cover Design.
- Printing and binding (own printing department for quality control and time management).
- ISBN registrations (subject to conditions).
- Sales through **Groep 7's** online bookstore.
- Availability at bookstores (see conditions).
- Shipping by courier and mail.
- Sales of e-books via www.kobo.com
- Storing of data for reprinting books.

Since authors have different goals for publication, we provide the following information on 3 categories, and the cost implication:

1. Limited Category (Private interest and own training material)

- Normally any manuscript will be accepted.
- The editing, typesetting and cover design can be done by yourself - we are happy to advise.
- No ISBN is registered, and the title is also not placed on **Groep 7's** online website.
- Books are printed and dispatched by **Groep 7's** own printing department at the author's order.

2. Niche Market Category (Limited readers market)

- Normally any manuscript will be accepted.
- The editing, typesetting and cover design can be done by:
 - The author self (or by knowledgeable family or friends) if it meets **Groep 7's** standards; or
 - **Groep 7's** professional team.

- Books do not necessarily receive an ISBN but can still be sold through **Groep 7's** online bookstore.
- Books are printed on request by **Groep 7's** own printing department and shipped when authors order their own sales, or individuals who order it online.

3. Premium Category

Bookstores will only order self-publishers' books at **Groep 7** if these books are of a high standard and directed to the general readers market. **Groep 7's** long-term vision is to protect and expand this market so that readers can rely on quality books from self-publishers.

- The content must be such that it is suitable for the general readers market.
- Professional editing, page layout and cover design are required.
- An ISBN is registered for each title.
- Bookstores, however, decide which titles they want to order.
- **The selected books** are listed in a special section on **Groep 7's** website.
- Books are also sold through **Groep 7's online bookstore**.
- Books are printed on request by **Groep 7's** own printing department and sent to authors for own sales, bookstores and *individuals who order online*.
- E-books can be prepared and published as well.

Example of Costs

Preparation plus 50 books

- The author is the publisher of the book and the copyright and all documents remain the property of the author.
- Authors have the choice to take care of the preparation of books and we will gladly offer advice.
- **Groep 7**, however, also offers professional services at affordable prices.
- The cost of preparation is determined by the number of words and pages of the book; examples and breakdown of costs follow.
- Prices include VAT but exclude courier costs.

1. Limited Category (Private Interest; own training material)

Writing – Poems or book in A5 of 160 pages.

1. Editing – by author.
2. Typesetting – supply print ready PDF.
3. Cover Design – supply print ready PDF.
4. Printing and Binding:
 - Once off (Data backup) R 115
 - Proofbook and unit cost R 49
 - 50 Books (refer discount structure) R2 295

2. Niche Market Category (limited readers market)

Writing – a book of 40 000 words and A5 books of 160 pages.

1. Evaluation R 250
2. Editing – choice: (see complete information)
 - Proof editing (from 12/per word) R4 800
3. Typesetting – choice
 - Finished in *MS Word* or R 880
 - Professional in *Indesign* R2 000
4. Cover Design – professional in *Photoshop* R 550
5. Printing and Binding:
 - Once off (Data backup) R 115
 - Proof book and unit cost R 49
 - 50 Books (refer to discount structure) R2 295

- ISBN registration R 200
- 6. E-book and Distribution
 - E-book (Typesetting done in *Indesign*) R 950
 - Distributions (see agreement).
- 7. Marketing:
 - Placing on **Groep 7** online bookshop R 150
 - Posters (R7.50 per A3)

3. Premium Category

Writing – a book of 40 000 words and A5 books of 160 pages.

1. Evaluation R 250
2. Editing:
 - Substantive editing (40 000 x 16c/word) R6 400
 - Proofreading after typesetting R1 600
3. Typesetting – professional in *InDesign* R2 000
4. Book Cover Design – professional in *Photoshop* R 700
 - a. Purchase of photo (x1) R 250
5. Printing and Binding:
 - a. Once off (Document backup) R 115
 - b. Proof book and unit cost R 49
 - c. **50 Books** (refer to discount structure) R2 295
 - d. ISBN registration R 200
6. E-books and distribution:
 - a. E-book on Kobo.com R 950
 - b. Distributions (see agreement)
7. Marketing:
 - a. Placing on **Groep 7** online bookshop R 150
 - b. Author's profile on **Groep 7** website R 550
 - c. Posters (R7,50 per A3)

The above are only examples and with each of the 7 steps the author decides which part of the preparation is done by whom.

Step 1 – Writing

The Art of Writing

Books are what self-publishing is all about. Although some writers have a gift and the talent to write, value can be added to books by understanding and applying the finer art of writing. A number of workshops are available for various writing courses and tips:

Setup

The book will probably be written in Microsoft Word which will make editing and proofreading easier. The following is a basic guideline for the sequence of the information in the book. The self-publisher can still decide to do it their own way. Uneven page numbers are always on the right-hand page of the open book (spread).

Half Title Page/Reviews and Series Title Page – Optional Beforehand

Page One – Title Page

The title of the book and author's name appears here.

Page Two – General Information

- The word 'Copyright' and/or the copyright symbol © accompanied by the publisher's address and contact details appear here. This confirms that the copyright of the book is the property of the author.
- Thereafter the ISBN, date (month and year) of the first print and the date of any reprint appears. (**Groep 7** can register the ISBN-number on behalf of authors and the cost is 1 book plus R50.)
- It is a good idea to acknowledge who the people are that did the editing, translation, typographic layout and cover design, and in the case of photos, sketches or pictures, the relevant copyright information (where it was taken/sketched and by whom or where it was purchased).
- Lastly the printer's name and address is added.

The following is an example that may be used to describe copyright:

“All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the publisher.”

Important: Please be informed on the copyright & permissions guidelines for use of text from South African Language Bibles as well as any other publication or photos. For more information email copyright@biblesociety.co.za

Basic guideline: *The BIBLE text of the Afrikaans, Northern Sotho, Southern Sotho, Tswana, Southern Ndebele, Swati, Xhosa, Zulu, Tsonga and Venda Bibles and New Testaments may be quoted in any form (written, visual, electronic or audio) up to and inclusive of five hundred (500)* verses without written permission, providing the verses quoted do not amount to 50%* of a complete book of the Bible nor do the verses account for 25%* or more of the total text of the work in which they are quoted. This permission is contingent upon an appropriate copyright acknowledgment.*

Example of acknowledgement of copyright: *“Scriptures taken from (Bible Version) Copyright © (dates). Used by Permission. All rights reserved worldwide.”*

**Specifications may differ between the different versions.*

Groep 7 can do the registration of an ISBN on behalf of the author. Poetry book and books for the limited market do not need an ISBN but you can send your request to marietjie.debeer@nlsa.ac.za to apply yourself.

Page Three – Dedication (open on reverse side)

Special information is printed on this page, e.g., if the book is dedicated to a person who provided the inspiration that lead to the writing of the book.

Page Five – Contents

A table of contents is normally used only in nonfiction works that have sections and chapters. A contents page is less common in works of fiction but may be used if your work includes unique chapter titles. It is never used if your chapters are numbered only.

Acknowledgement

This page is used to acknowledge anybody who helped, contributed, motivated and/or supported you in the process of writing your book.

Foreword and/or Introduction

The foreword or introduction may be written to give background information on how this book came to be published, and to explain more about the book.

The foreword can also be a piece written by another person (usually well known) who has already read your book.

Body of Book – Chapters

The body of the book follows the Foreword, Introduction etc., and the first chapter will usually appear on the right-hand page, which is an uneven page number.

Last Pages – Reviews, Book List (optional beforehand), Bibliography, Author’s Profile, Index and Addendum.

Step 2 – Editing and/or Translation

Editing

Be prepared for this step to take a lot of time and effort and can therefore be costly. Additional value can be added to the book when the editing is done by a professional linguist.

Please keep the following in mind when contracting an editor.

Comprehensive editing can basically be explained as follows:

Copy-editing: The text editor (copy-editor) is qualified to apply the language norms across the entire spectrum of language. It involves basic editing as well as: syntax, semantics, pragmatics, writing style, arithmetic, positions of tables and illustrations, ambiguity, contradictions, references, footnotes, and even legal problems like libel.

Proof-editing: Basic editing (proof-editing) is language remediation which means correction of syntactic errors, incorrect punctuation, grammar, language and spelling.

Proof-reading: After the page layout has been completed, the PDF document or proof book is sent to the proof-reader to do a final check for any linguistic or page layout errors that was not picked up by the editor.

Contact **Groep 7** for reference to experts or find the right person for your book by personal reference of friends or on the internet e.g., www.editors.org.za

The experts who are part of the **Groep 7** team, handles it as follows:

- Basic evaluation of the book with a report so that authors can make an informed decision about linguistic care – R450.00.
- Quotation is given according to the number of words and the extent of editing required. The amount per word is approximately:
 - Professional linguistic (copy-editor) – 14c–22c p/w.
 - Basic language editing (proof-editing) – 8c–12c p/w.
 - Proof-reader – 4c–6c p/w.

Process

- With acceptance of the quotation, a section of a chapter will be edited, and suggested changes will be pointed out.
- Editing is done with ‘track changes’. Thus, the choice remains with the author whether he/she wants to accept the suggested changes or not. The author does not need to fear that his/her book will be rewritten! This also gives the author the opportunity to see whether he/she and the editor will be happy to work together.
- At this stage the quote will be re-confirmed and chapters, one-by-one, will be sent in ‘track changes’ format to the author for acceptance, and/or alternative suggestions. Payment will be made as the work progresses, e.g. chapter-by-chapter, or 25%, 50%, 75% and 100%, depending on what the author and editor agree on.

Translation

Should an author have the need to reach another market (i.e. language – Afrikaans, English or African languages) the book can be forwarded in MsWord format to an independent translator. **Groep 7** can recommend a translator who will willingly supply a quote.

The procedure is basically the same as the editing process:

- A few pages are translated so that the author can get the “feel” of the translator’s work.
- A quotation is calculated. Authors can expect translation costs from 28c per word – depending on the quality of the language used and the difficulty of the book.
- As work progresses, the translator sends the completed chapters back to the author for approval.
- The translator is paid as the work progresses, e.g., chapter-by-chapter, or 25%, 50%, 75% and 100%, depending on what the author and translator agree on.

Step 3 – Typographic Layout (Typesetting)

The page layout and cover design can be done by:

- Professional staff at **Groep 7**.
- The author.
- Any graphic artist of the author's choice.

The professional team at **Groep 7** does the typographic layout in the world-renowned professional program **Adobe InDesign**. This is also the first step toward publishing an e-book, when the InDesign file is converted into *E-Pub* which can then be converted into a secure e-book.

The type of printing process used will also determine how the page layout will be done. Estimated costs for page layout in **Adobe InDesign** are:

- A5 books – from R7.50 tot R12.50 per page.
- A4 books – from R10.50 tot R16.50 per page.
- Books with sketches, photos & diagrams - from R25,50 per page.
- Books requiring indexing as well from R35,50 per page.
 - Corrections after typesetting – R120 per hour.
- When authors wish to keep document in *MSWord* and do any corrections themselves, we can do finishing from R4.50 per page.

The final quote is given when we receive the manuscript, and two invoices are sent for payment after 50% and 100% of the work has been completed.

Typesetters at **Groep 7** do professional typographic layout. However, this does not exclude the author (or friend!) from doing the design and forwarding it to us in print quality PDF (*portable document format*) and there will be no charge for page layout. A proof book is printed by **Groep 7** (and the author needs to accept it before we start printing the book order.

If you, or a graphic designer of your choice, would like to do the page layout, the following guidelines can be followed for a neat page layout:

- The pages in an A5 book are 148,5 mm wide and 210 mm long with 15-20 mm margins for space between the contents and four edges of the page.
- An A4 page is 210 mm wide and 297 mm long with the same margins.
- Fonts generally used are “Serif” which means the font has a head- and foot piece which may make reading easier. “Sans serif” therefore means without the head- and foot pieces and can be used for headings. Thus, consider fonts like:

Century Schoolbook
Baskerville
Garamond, or
Goudy Old Style

- Numbering of pages preceding the first chapter is normally done in Roman numerals, and then Chapter 1 starts on Page 1. Uneven numbers are on the righthand side. If a book consists of 100 pages, it means that 50 sheets are printed on both sides, and numbered, for example, as follows: Roman numerals i-iv and the remaining pages of the book will be numbered 1-96.

Step 4 – Cover Design

The cover of a book is always very important because it will be the deciding factor whether a reader will pick it up to investigate it further, or not.

The graphic artists at **Groep 7** use Photoshop or CorelDraw and have the knowledge to design your dream cover! The cost for design is normally between R450 and R650 depending on the information supplied by the author and time spent. Therefore, it may be necessary to obtain copyrighted photos or graphic stock where the artist has given us the consent to purchase and use these (R250).

Authors are more than welcome to design their own book cover and forward it to us in print quality PDF (*portable document format*), without incurring costs for the cover design.

Please ensure that you have copyright on all photos, clipart etc.

The following can be used as guidelines:

- The front, spine and back are designed as a single document.
- The size for an A5 size book is double A5 (thus A4 landscape) plus spine, plus 3 mm 'bleed'. (E.g. an A5 book with 100 pages, has a spine of 6 mm, and the document will therefore be 216 mm x 309 mm).
- The size for an A4 size book is double A4 (thus A3 landscape) plus spine, plus 3 mm 'bleed'. (E.g. an A4 book with 200 pages, has a spine of 12 mm, and the document will therefore be 303 mm x 438 mm).
- An important guideline to ensure it is visually pleasing, is to place all text and photos 15–20 mm from all edges.
- Please design in CMYK, short for “**Cyan, Magenta, Yellow and Key Black**”.
- After binding, the book is trimmed 3 mm on 3 sides.

Step 5 – Printing and Binding

Digital printing has developed exceptionally well during the last few years and hence it is cost-effective to print and bind from 2 to 1 000 books per order. The suggestion is therefore to print books on a continuous basis as needed, even at 10 books per order!

At least one proof book will be printed and approved before the order is executed.

Larger orders (>1 000) are printed lithographically which means that the unit cost is reduced; however, the total initial capital outlay may be expensive.

Cover Page

The cover page is printed in full colour or black, on 250 g/m² to 300 g/m² coated paper and laminated in gloss or matt for protection.

Contents

Different paper can be used and we keep 80g white bond and off-white *bookpaper* in stock. Books can be printed in either black or full colour, or a combination of black and full colour to save costs where a book does not have full colour photos on every page.

When a combination of black and colour printing is used, it is important to decide before layout which photos will be printed in colour to save printing costs. One sheet (printed on both sides) will either be printed with a black laser printer or a colour printer; thereafter it will be collated to complete the book. This means that if a sheet is printed in colour on one side and black on the other, both pages will be considered as having been printed in colour and will be invoiced as such.

Binding Methods

- **Perfect bind** (60 - 700 pages):
This is the process normally used in the industry. It is bound with hot glue onto the spine of the cover page and gives the book a square spine.
- **Staple** (8 - 60 pages):
A4 books are printed on A3 paper, folded and stapled with 2 staples in the fold onto the cover page. Using the same method A5 books are printed on A4 paper, folded and stapled. The advantage is that the book lies flat when it is opened.
- **Wire binding** (10 – 500 pages):
Any number of pages can be bound in this way and the pages can open completely. It is ideal for study material and manuals.
- **Hard cover books** (60 – 700 pages):

The book is bound and cut separately. The hard cover is covered with the full colour cover page, and the book is then bound into the hard cover. The unit cost on top of the printing cost of the book is R95 for A5 books and R125 for A4 books.

Printing costs

Basic specifications with full colour 300g cover laminated, contents laser printed in black on 80g bond and perfect binded. A proof book is printed and the author needs to accept it before we start printing the book order.

Proof book and unit cost (Example):

- A5 book with e.g., 160 pages R48.91
- A4 book with e.g., 160 pages R71.61

Printing costs on orders after proof book has been approved:

- 1-49 books – price of proof book;
- Discounts on:

○ 50 books	5,0%	100 books	7,5%
○ 250 books	12,5%	500 books	15,0%
○ 750 books	17,5%	1,000 books	20,0%

Step 6 – Distribution and E-Books

Printed Books and Electronic Books

Groep 7 can take care of the packaging, distribution and administration on behalf of authors using one of the **four options** listed below. An agreement needs to be completed for each book.

The advantage is that authors do not have to pay in advance for any books that are ordered in this way, and administration costs are kept as low as possible to give authors the opportunity to place their books in the market at competitive prices.

Reconciliation of sales are done every three months (February, May, August and November), the nett income calculated and paid to authors.

1. Orders by authors (printed books)

Authors supply the list of names and addresses where books need to be sent. **Groep 7** prints and sends the books, and the author is invoiced for the printing and courier costs.

2. Online Bookshop (printed books)

Books are placed on **Groep 7's** website bookshop (www.groep7-selfpublish-book.co.za) at a once-off payment of R150 (GST included).

- Author determines the selling price.
- Buyers order and pay online.
- **Groep 7** prints and dispatches the books.

Calculation of the net income for the author is as follows:

- Selling price less
 - 20% (15% VAT, which **Groep 7** pays to SARS, and 5% *Payfast* costs (credit card));
 - Printing cost of book.

3. Bookshops (printed books – conditions apply)

When bookshops enquire to buy an author's book, the process is as follows:

- Authors determine the selling price.
- **Groep 7** prints and sends books, invoices the bookshop and manages the administration.

Calculation of the net income for the author is as follows:

- Selling price less
 - 50% which the bookshop charges;
 - 15% VAT that **Groep 7** pay to SARS
 - printing cost of book.

4. Electronic books (e-books)

Groep 7 quotes on each individual book for preparation to convert it into an e-book format.

- The typesetting is done in *InDesign* and then converted to *E-Pub*.
- The ISBN is registered in the author's name.
- All information required are loaded on Kobo website (www.kobo.com) which have the software to convert is to a secure E-Book.
- The link is sent to the author who can market and expand for worldwide sales.
- The author can use this *E-Pub* file to publish e-books on any other platform.
- The link is also placed beside the author's book on **Groep 7's** website bookshop.
- The author determines the selling price and receives 50% thereof.

Step 7 – Marketing

Self-publishers market their own books and e-books, and the following are some methods used very successfully by several of our authors at:

- Tertiary institutions, schools and pre-primary schools where the need already exists.
- Orphanages or similar institutions with large databases.
- Agreements with bookshops, Amazon and Kobo.
- Marketing via email, Facebook and other communication channels where the target market has already been identified.
- Seminars and workshops.
- Author websites.

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