

AUTHOR GUIDE

Tools to Empower
Schiffer Publishing
Authors



AUTHOR GUIDE

The creativity and dedication of our authors is at the heart of our publishing endeavors, and we are committed to providing you with the support and resources you need to thrive.

The purpose of this guide is to compile some of our most important and sought after content for authors into one booklet. Some of this content covers tools like video and social media, which more and more authors are deploying successfully to build and connect with their communities. Other pieces set expectations and best practices for collaborating with our marketing team.

We hope that this booklet empowers you with knowledge and tools that we can use to strengthen our partnership and work together to bring your books to a wider audience.

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HOW WE COLLABORATE WITH AUTHORS TO MARKET TITLES

The Schiffer Marketing team works closely with authors to develop a clear, collaborative plan to market your publication through increased discoverability to reach the appropriate audience. Here is how the Marketing Team builds this plan with you to market your title.

1. Market Analysis

We assess market trends and the competitive landscape for your title by identifying strengths, weaknesses, opportunities, and threats to gain a clear understanding of how to position your publication.

2. Target Audience

Throughout the acquisitions and development process we identify and define the target community your publication serves. This includes businesses, consumers, influencers, media outlets, and other stakeholders.

3. Set Marketing Goals

We develop a marketing plan for your title that increases discoverability and includes a prerelease strategy, a launch plan that includes outreach to appropriate reviewers and influencers, and a postrelease strategy.

4. Development of Key Strategies

We focus on

- a. leveraging our combined audiences to magnify and amplify our outreach,
- b. highlighting the unique features and benefits of your title, and
- c. generating publicity, including endorsement/reviews, content marketing, social media, awards, and community outreach.

5. Tactical Implementation

Your publicist will break the marketing plan for your title down with you into the following action items

- Content Marketing: Develop and execute a content calendar with author blog posts, videos, etc.
- Social Media: Decide on platforms, content types, posting frequency, and engagement strategies
- Publicity: Identify opportunities for media coverage, including reviews in major publications, online reviews, interviews, influencer partnerships, and awards
- Events/Exhibitions: Participate in trade shows, conferences, or community events
- Email Marketing: Create business-to-business (B2B) and business-to-consumer (B2C) email campaigns for discoverability and conversion to sales.

6. Timeline

We create a timeline for each plan, specifying start and end dates to ensure it is realistic and achievable.

7. Measurement and Metrics

We define key performance indicators (KPIs) to gauge the success of your marketing plan. We monitor and analyze data regularly to make informed decisions.

8. Review and Adjust

We schedule regular reviews to assess the plan's progress and adjust strategies as needed on the basis of performance and market changes.

Remember, a marketing plan is a dynamic document that should be adaptable to changing circumstances. We'll keep your plan updated and be prepared to pivot if necessary to stay aligned with market conditions and take advantage of new opportunities.

MARKETING CHECKLIST FOR AUTHORS

To further specify the marketing plan, here is a checklist. This was created as a straightforward way for you to approach the marketing of your book both prior to and through your title's publication date. We'll be with you every step of the way to ensure that your book is fully marketed to hit its intended audience and be as successful as possible!

6–9 months prior to publication date:

MILESTONE: Data has been released and the publication date is set

THEME: It's not just a dream anymore!

- Build social platform and presence
 - ◆ Include social media handles in the Project Information Exchange (PIE) tab so that Schiffer can easily tag you in posts about your title
 - ◆ Join Facebook groups that would have an interest in your book
- Build web platform
- Build mailing lists (both B2B and B2C)
- Create Author Amazon Page
- Gather additional endorsements
- Author marketing call scheduled with publicist
 - ◆ Establish marketing plan and solidify key selling points
- Target Events
 - ◆ Including virtual or in-person book launches and speaking engagements
 - ◆ Make sure sales and marketing leads are populated in PIE
 - ◆ Develop a list of the major publications that would have an interest in featuring your title
 - ◆ For review copy suggestions, both B2B and potential reviewers/influencers, we must have complete addresses, since trying to track down address information for each person on a spreadsheet is not always feasible in terms of time management.

2 months prior to publication date

MILESTONE: Initial advance copy has arrived

THEME: It's Real!

- Solidify social platform and increase posts and utilize recently received advance copy
- Create video content including an “unboxing” for social media / website / blog
- Prepare a live demonstration of your work (e.g., live reading, art demonstration, drawing demonstration, walk-through of your collection)
- Solidify web platform
- Actively engage with mailing lists
- Make sure all endorsements have been shared
- Share all events planned with publicist
- Finish populating sales and marketing leads in PIE

1 month prior to publication date

MILESTONE: Title is in our warehouse

THEME: It's here!

- Follow-up marketing call scheduled with publicist
- Clarify release activities and timing
- Events confirmed and on schedule
- All outreach lists are updated and complete

Pub date

MILESTONE: Customers have the title in stock

THEME: It's out in the world!

- Utilize all marketing collateral
- Coordinate efforts with marketing for launch
- Engage as actively as possible on developed platforms
 - ◆ This includes B2B, B2C, industry communities, and niche communities
 - ◆ Submit book to alumni magazines for promotion
 - ◆ Visit libraries and bookstores with a leave-behind marketing flyer
- Capture reviews and send to your publicist
- Schedule additional events

SOCIAL MEDIA BEST PRACTICES

Growing your social media following can be a gradual process that requires consistent effort and engagement. Here are some strategies to help you increase your followers.

Remember that building a genuine following takes time. Focus on providing value, being authentic, and engaging with your audience. Avoid resorting to tactics that promise instant but fake followers, since they won't provide meaningful engagement or contribute to your long-term goals.

1. Create High-Quality Content

Share content that is visually appealing, informative, and engaging. Whether it's images, videos, or written posts, your content should resonate with your target audience. In particular, switch between posting photos and videos regularly to increase the variety of your presence and boost engagement. Feature yourself in your content when possible and appropriate.

2. Define Your Niche

Determine your area of expertise or the theme of your content. Focusing on a specific niche will help you attract a more targeted and engaged audience.

3. Consistency Is Key

Regular posting is important to keep your audience engaged and attract new followers. Create a content schedule and stick to it. There are a number of tools such as the META Business suite that can help you plan posts.

Develop a content calendar to plan and organize social media posts. This calendar includes key dates, events, and themes relevant to your book's theme

4. Use Relevant Hashtags

Hashtags make your content discoverable to users interested in similar topics. Research and use as many relevant hashtags as possible to increase the visibility and discoverability of your posts.

Regularly check social media platforms for trending hashtags and make note of them; analyze platform insights to determine how posts are performing that use certain hashtags.

5. Interact with Your Audience

Respond to comments and messages and engage with your followers. Building a genuine connection with your audience can encourage them to stick around and recommend your profile to others.

6. Collaborate with Others

Partner with influencers, brands, or individuals in your niche for collaborations or shout-outs. This can introduce your profile to a new audience.

7. Run Contests and Giveaways

Organize contests or giveaways that require users to follow your profile and engage with your content to participate. This can generate buzz and attract new followers.

8. Promote User-Generated Content

Encourage your followers to create content related to your niche and tag your profile. Sharing user-generated content shows appreciation and involves your audience in your content creation process.

9. Optimize Your Profile

Ensure your profile is complete and represents your brand or persona effectively. Use a recognizable profile picture, write a compelling bio, and include relevant links.

10. Cross-Promote on Other Platforms

Share your social media handles on other platforms, your website, email signature, and other communication channels to drive traffic to your social profiles.

11. Follow and Engage with Relevant Accounts

Follow accounts within your niche and engage with their content by liking, commenting, sharing, and especially commenting. Commenting increases visibility most meaningfully since it makes your account visible both to the poster and their engaged audience.

12. Utilize Stories and Live Videos

Use features like Instagram Stories, Facebook Live, or Twitter Fleets to connect with your audience in real time and provide behind-the-scenes content.

13. Analyze and Adapt

Use analytics tools provided by social media platforms to track the performance of your content. Understand what works best and adjust your strategy accordingly.

14. Paid Promotion

Consider using paid advertising to reach a broader audience. Platforms like Facebook, Instagram, and Twitter offer targeted ad options to help you reach specific demographics.

15. Have a Growth Strategy

Defined goals: Identify what you want to achieve through your social media presence. Do you want to increase brand awareness, drive book sales, engage with readers, or attract new authors? Clearly defining your goals will guide your strategy.

NICHE:

Why niche? Why now? Why for you?

- It helps you find your readers.
- It helps you figure out who you are as a creator.
- It helps hone your craft so your work exceeds/distinguishes itself from others.
 - ◆ Directly connect with your readers on a personal level, since most will choose to follow you and read your books on the basis of this rather than solely on the work itself.

The author's WHY

- Writer and speaker Simon Sinek states that “people don’t buy what you do; they buy why you do it.”
- Understanding doesn’t drive behavior; you don’t sell to people who need what you have, you sell to people who believe what you believe. What you do (write) simply proves what you believe.
- What is your “why statement” as an author?
 - ◆ According to Simon, a why statement is “The compelling higher purpose that inspires us and acts as the source of all we do.”
 - ◆ You will create and utilize your niche to find readers who are what Sinek would call “innovators and early adopters.”
- Critical to remember: People don’t show up (read) for you; they show up (read) for themselves, and they show up (read) because they believe (or, I would add, need to believe).

What is an author’s niche?

Your niche is a small, specific, and well-defined audience that you target, your sweet spot in the market that only you can own. You must understand your niche and understand their specific preferences or needs that differ from the broader sector.

- When you try to market to everyone, you market to NO ONE.
- Generic content blends in and contributes to the noise without finding readers.
 - ◆ Fewer people in your niche audience means more chances to develop intimate, valuable relationships with readers, creating repeat buyers with author loyalty and less competition because your fellow authors have their own unique niche readers that they are marketing to.
 - ◆ Niche marketing grows by word of mouth and positive reviews. Powerful social proof. Every mass market today originally evolved from a niche market: think comic books and superheroes.
 - ◆ Your niche differentiates you in a very noisy marketplace where everyone is constantly screaming for attention.
- Readers view you as a partner rather than simply an author.

Remember

- Success and number of followers is not the same thing.
- Value is whatever you give your audience in exchange for their time.
- Low growth or readership? Low-value offerings.

Initial Questions to Begin Creating Your Niche:

- What are your passions and interests?

- What problems and needs might your readers have?

- What problem or need might your book or deck solve?

- How can your passions or interests meet your readers' needs or solve their problems? What might their motivation(s) be to read your work?

- What gaps in the current literature does your work fill?

What about other authors?

It is VITAL that you read your fellow authors' books to do the following:

- Always remember the pure pleasure of reading and engaging with an alien viewpoint / mind / person's point of view.
- Learn what to do and not to do as an author.
- To support fellow authors. Connect with them so you can help each other, find community.
- Finally (and to our point, most importantly), to clearly see your fellow authors' niches in contrast to your own niche. Consider what their books offer to their niche in contrast to what your books offer to your niche. Find the gaps in the marketplace that your book(s) fill.
- Be honest with yourself about who you are and what you write. Don't try to be another writer; try to figure out your own unique place in the market.
- Stay abreast of the competition to see what readers are looking at and for, absolutely, but replicate what you like only in your own unique way.

BRAND:

What is your brand?

- Your brand is your public self, revealed through online images of your lifestyle, mood, and the feelings you give your audience. Your brand is NOT you, but a cultivated story of you (like a book is not reality but a cultivated fiction).
 - ◆ You get one chance to make a 1st impression; people will make it for you if you don't shape it deliberately.
 - ◆ Better to consciously choose what you will be known for and talk about these few key topics regularly (obviously, it helps if these topics are reflected in what you write as well).
 - ◆ Remember—writing for everyone is writing for no one. “Everyone” as a reader doesn't exist. “Everyone” is inauthentic. Avoid being another generic “author.”
- Think of your brand story as a haven where people with similar beliefs, interests, fights, obstacles, joys, and needs gather together. Storytelling and stories are up to 22 times more memorable than facts and data, and even though less and less people are reading books today, we still see humanity's innate need for story in our higher-than-ever-before time investment in television, movies, and gaming.

WHY BRANDING MATTERS MORE THAN EVER TODAY:

- People often fall in love with an author before they read the book.
- Authors write books as answers to readers' wishes, desires, or problems. Other than your spouse and your mother, no one cares about you or your book—they only care about what you and your book can do for them.
- Think about the authors you love: what do you believe about them? What makes you buy their books again and again? What makes the author relatable, interesting, and worthy of taking a chance on?
- Author branding is presentation: how you present your books to the public and yourself as a writer. It's what people think and believe about you.
- “A brand is what other people say about you when you're not in the room.” –Jeff Bezos of Amazon (Your brand is your reputation.)

- What three words do you want people to associate with you and your books? Use these words as the foundation to attract your niche.

Example Steven King: imaginative, gripping, suspenseful

- You:
 1. _____
 2. _____
 3. _____

- REMEMBER: If you don't build a brand, you're still leaving an impression on your audience (no matter how unintentional). Be intentional. Craft an identity that represents who you are and what you write.
- A great brand is relatable and compelling. This will represent you and your books Everywhere. Cultivate name recognition.
- Offer a clear solution to a specific audience: "Here is how I can help you and why I'm the person to help." (Entertainment, escape, and/or diversion are completely acceptable solutions to something: What? If this is what your stories offer, you need to know.)
- Nichely, your book should answer a question that people are already asking and your author brand should show the reader why you're the right person to trust for the answer. Why are your books the clear answer to a specific audience?

BRAND BASICS:

- What are your major themes? (For me, exploring the bigger metaphysical questions that make life worth living.) How can you visually and experientially express your major themes online so that prospective readers feel what you want them to feel in response?
- For your website, social media, and anytime you leave your author imprint or image online, decide
 - ◆ Exact colors
 - ◆ Types of fonts (no more than 3)
 - ◆ Types of images and the feelings you want them to evoke
 - ◆ Logo: the visual representation of your brand
 - ◆ Author photo that demonstrates your brand. Ask yourself what message does your author photo send?
 - ◆ Tagline(s): a sentence or phrase that demonstrates what you believe, what you write about, and who you are
- Examples
- Mystical books you want to live in
- Futuristic tales that offer hope for today
- Use your tagline on your website, with your logo, in your newsletter, on social media bios, to introduce yourself at mixers, etc.
 - ◆ To create the right tagline, pick out what theme appears most often in your work. This is a part of your branding that can help guide the right audience to you.
- Create a compelling author bio that explains:
 - ◆ Who you are
 - ◆ What inspires you
 - ◆ What makes you a great source for what they're looking for
 - ◆ Makes readers feel as though they're getting in your head and figuring you out—that they can relate to you

To begin creating your brand, take a moment and answer these questions

- What do you create? Who's most likely to read your work and why? What type of reader has a natural affinity with your writing? How are you different from everyone else?

Next branding steps and additional things to think about

- Create your visual style guide—colors, fonts, images, and other visual elements to quickly convey who you are at a glance, as discussed earlier in “Brand Basics.” Remember the three words you wrote down earlier that you want people to associate with you and your books? Let these three words be your guide for developing your visual brand.
- Explore your brand aesthetic by creating any or all of the following as they appeal to you: a vision board, word board, soundtrack, character board, comp book/author board, senses board—put it all in one practical place—to evoke feelings—how should your brand look and feel?
- Take everything back to your brand story, only say things that add value, explain the why behind what you write, create evergreen content (content that can be reused and repurposed in multiple ways), don't constantly sell, keep a consistent aesthetic, and focus on engagement, not numbers.
- Pick ten Google keywords for maximum SEO and always use a few online. (These ten words should embody the experience you offer readers.)
 - ◆ These 10 words communicate what your readers can consistently expect from you, your promise of a consistent reader experience. Your brand presents your gifts to the world.

CONNECTION:

Once you've created your niche and built your brand, there are 3 phases of connecting with your niche!

Remember

- Readers are overwhelmed with options; we must stay in front of them and remain connected with readers. Social media, in-person events, and word of mouth are the best ways to accomplish this.
- People are SICK of being sold to! Focus on empathizing with readers and their needs as opposed to getting them to “read my book.”
- Social media is about engaging, connection, and building awareness: Give gifts of value, don't sell.
- Rule of thumb: Minimum of 8 impressions for a person to start to take action.
- Value is whatever you give your audience in exchange for their time.

Create a character to define your niche, as well as help you as you write and market your books. Imagine the sort of person who would pick up your book in a bookstore, purchase it, and read it cover to cover. Create this character to guide you.

- Name, age, gender?
-
-

- Occupation and income?

- Family situation: Relationship status? Children?

- Core spiritual beliefs and strong values?

- Favorite authors, books, TV shows, movies?

- Social media activity and follows?

Now, BE your Niche Reader. As your Niche Reader, answer these questions:

- How often do you buy books? Why do you buy books? Why do you read books?
- What do you prefer about books as opposed to other forms of entertainment?

- Where do you buy your books? Used? Amazon? Local bookstore? Why?

- How do you discover new books or authors? What attracts you to consider a new book?
What makes you pass over a book—turns you off about them?

VIDEO PRODUCTION GUIDE FOR AUTHORS

Introduction

Creating video content is a powerful way to promote your book and engage with your audience. In this guide, we will outline the different types of video content you should plan to create, and provide shooting guidelines to ensure that videos are of the highest quality. Your video content can be repurposed across different platforms (Instagram Reel, TikTok, YouTube, or blogs and newsletters), although it's okay to have just one platform. You can build your following on any platform(s) you feel comfortable with, as long as you're trying to build your community early. Just remember, consistent posting is key.

Note: If you are already an experienced video maker, you can simply read this guide for inspiration and then make the video in the way that you think best. We like it when authors express themselves and tell their stories in their own way.

Start Creating Your Community Now

It is more important than ever before for an author to create a community on social media. In today's digital age, building relationships and engaging with your audience is essential to creating buzz and business around your book. As an author, it's important to establish your brand and create a following that will be excited about your book before it even hits the shelves.

By posting early and often, you can begin the process of building a community and generate excitement for your upcoming book. With a strong following, you can easily market your book to an engaged audience that's eagerly awaiting its release. This not only makes it easier to sell your book but also allows you to better connect with your readers and create new fans.

When it comes to creating video content, it is a powerful tool for promoting your book and engaging with your audience. Video content offers a more immersive experience for your audience and allows them to better connect with you as an author. Through video, you can showcase your personality, share your journey, and provide insights into the writing process.

Having a strong community on social media also provides the opportunity to receive feedback and support from your audience. By interacting with your followers and responding to their comments, you can create a sense of community and belonging that will keep your readers coming back for more.

So, why not start building your community today? Remember, the key to success is to be consistent, authentic, and engaging with your audience. By sharing your unique story and personality through video and social media, you can create a following that will be excited about your book and eager to spread the word. Trust in your passion and abilities, and the sky's the limit for success!

Types of Video Content (to Get You Inspired!)

Note: The video ideas below can be captured in either a formal or informal way. A formal example might be sitting down and going over an entire project in a carefully edited video. An informal example might be shooting some spur-of-the-moment videos to put on your Instagram story. Both are great! Some video types below are better suited for formal treatment, such as your introduction video or a book trailer, while others, such as your book unboxing, are best for informal treatment. See below for suggested timelines related to your title's release date.

1. Introduction: Tell your community who you are, a little about yourself, and your background in your particular field. Your introduction is important and may be something that you do more than once as your community grows. This is the opportune moment to give readers a reason to believe in your work and to show them who you are. Showcase who you are in this video, what you are passionate about, and your community will find you.

2. Sneak Peek of Upcoming Release: Show a sneak peek of your upcoming book release, whether it is the cover or a flip-through. When creating this video, you want to build anticipation for your book launch and give your audience a glimpse of what they can expect from your upcoming book, why you wrote it, and the release date. Then, show a preview of the cover or take the viewer on a brief flip-through of the book, highlighting some of the key features and benefits.

3. Title/Cover Reveal: Create a title/cover reveal of your upcoming book. This video can introduce your audience to your book and the cover art. Start with an introduction that briefly explains the meaning of the title and the cover art that was chosen. Then, reveal the cover art in a creative and engaging way, maybe with some dramatic music or effects. You can talk about some of the design elements and what they mean, and how they tie into the book.

4. Book Release Announcement: Announce the release of your book and share details about where and when it can be purchased. This video is all about creating excitement around the release of your book, and letting your audience know how they can get their hands on it. You can start by talking about the release date and then lead into where it can be purchased, such as online retailers and local bookstores. You can end the video with a call to action such as preorder now or buy it today.

5. Contest/Giveaway Videos: Create contest/giveaway videos to generate excitement around your book release. This can be a great way to engage with your audience and get them talking about your book on social media. Start with an introduction where you explain the rules of the contest, what prizes are up for grabs, and how to enter. You can also ask your viewers to share the video or tag a friend for more entries.

6. Tutorial Videos: Share a tutorial on how to create a project in your book. This could be a great way to add value for your readers and create more engagement with your book. You can choose a project from your book and give a step-by-step walk-through of how to complete it. You can also share some tips and tricks and show some of your inspirations for the project.

7. Inspiration behind the Book: Explain the inspiration behind your book. This could be an interview-style video that delves into the backstory of your book. Start by introducing yourself, briefly recapping what your book is about. Then share the story of how you came up with the idea for the book, where you got your inspiration, and what your creative process was like.

8. Unboxing Advance Copies: Unbox advance copies of your book and share your excitement about holding the book for the first time. You can start by sharing your excitement about the physical copies arriving, and maybe express gratitude to all the people who helped make the book a reality. Then, show the unboxing of the books and highlight some of the special features or design elements. You can end with a call to action to preorder or buy the book.

9. Behind-the-Scenes Video: Create a “behind-the-scenes” video of your writing process. This can be a great way to give your audience a glimpse into your creative process and how you came up with your book idea. You can share how you structured your writing time or any challenges you faced. You can also share some tips and tricks that you’ve learned along the way.

10. Vlog-Style Videos: Share vlog-style videos describing your writing journey and progress. This can be a great way to connect with your audience and show them the ups and downs of your writing process. You can share real-time updates as you write your book, show how you overcome writing obstacles, and even share your failures or rejections. This can help your audience relate to you and feel more invested in your success.

11. Book Trailer: Create a book trailer based on your book. This can be a great way to showcase the tone and style of your book. You can start with a script and either shoot live-action footage or use animated graphics. The trailer should give a glimpse of what your book is about.

12. Top 10 Reasons to Buy Your Book: Create a video highlighting the top 10 reasons why someone should read your book. This can be a fun and engaging way to showcase the unique selling points of your book and capture the attention of potential readers. You can also use this video as a promotional tool to share on social media or your website.

13. Author Q&A Session: Host a live Q&A session where you answer questions from your readers. This can be a great way to connect with your audience and give them a chance to get to know you better. You can start by sharing a brief introduction about yourself and your book and then invite your readers/community to ask any questions they have about your writing process or your book.

14. Book Review Videos: Share video book reviews of your book by fans or book bloggers. This can be a great way to generate buzz around your book and showcase reviews from real readers. You can reach out to book bloggers on social media to ask them if they would be willing to record a short video review of your book, and then compile them into one video to share on your website or social media.

15. Book Club Discussions: Host a virtual book club discussion about your book. This can be a fun way to connect with readers and get a deeper understanding of their thoughts and reactions to your book. You can use a platform such as Zoom or Skype to host the discussion and invite readers to submit questions or topics they'd like to discuss ahead of time.

16. Writing Tips & Advice Videos: Share writing tips and advice videos with aspiring writers. This can be a great way to showcase your expertise and reach a wider audience beyond your current readers. You can share tips on everything from finding inspiration to publishing and provide helpful resources or tools that can aid in the writing process.

SHOOTING THE VIDEO

Try to shoot each shot at least two times (or three, or four), so that the best takes can be selected in the editing room. The more takes, the better.

Camera

- We recommend using an iPhone (version 11 or newer). The iPhone camera has great color, resolution, stabilization, and live autofocus. Some other cell-phone cameras can work, but iPhones are what we recommend. If you must use a different cell-phone camera, please ensure that it shoots high-quality, high-resolution video, and go into your phone's settings to make sure it has the maximum video-quality settings enabled.
- Many of the above video types can be shot handheld, and casually.
- If a tripod is desired, we recommend the APEXEL 70" Cell Phone Tripod, [here](#). This tripod is great because it can extend to 70" tall and shoot in portrait or landscape mode.

- Or a smaller tripod, the ULANZI Camera Tripod, here. Note: for this tripod, since the legs are flexible, make sure that your video is level. This tripod is great for on-the-go, casual work and can clamp to poles, chairs, etc. It can also shoot in portrait or landscape.
- Whatever tripod is used, make sure that the camera's platform is stable and level. Position the camera straight up and down; that is, with the line of its sight parallel to the floor/ground.
- Experiment with various heights of tripod extension until you determine the best one. Often, the best options are around eye level, mouth level, or chest level (in that order).

Audio

- Even in crowded locations, the onboard iPhone mic will record great audio. If using another device, try to listen to the audio in a test clip from the same environment you'll be shooting in. Then, make adjustments to remove background noise if necessary.

Lighting

As for lighting, try to shoot videos either of two ways:

- Outdoors on a low-wind, sunny day. Make sure that shadows fall behind you, and not in front of you.
- Indoors in a room with large windows, such that the room is well illuminated by sunlight alone. South-facing windows (for videos shot in the Northern Hemisphere) are preferable but not necessary, as long as the light is ample and there is no major shadow on the subject. If using a tripod, position the iPhone (or other camera) between you and the window, so that the entering light is on the subject's face.

Background and Environment

Try to choose a background that is personal, representative of you, your work, and your style. Think of it as giving us a window into your creative world!

Editing the Video

There are lots of free video-editing suites available, such as DaVinci Resolve (free version) or iMovie (free for Mac users). YouTube is full of tutorials on how to use these and more free editing suites.

Suggested Timeline for Key Videos

6–8 Months before Release Date

- Introduction Video

4–6 Months before Release Date

- Book Release Announcement
- Behind the Scenes

3–4 Months before Release Date

- Title/Cover Reveal
- Tutorials

2–3 Months before Release Date

- Writing Tips / Advice Author Q&A Session
- Book Trailer

1–2 Months before Release Date

- Unboxing Advance Copies
- Sneak Peek of Upcoming Release
- Author Interviews
- Book Unboxing

Book Launch Day

A celebratory video thanking your audience for their support Contest/Giveaway

Note: The timeline for video content listed above includes key videos that you should aim to create for your book promotion strategy. It is important to note that this timeline is a recommended guideline, and you can adjust the timing and content of the videos on the basis of your audience and its interests.

You should aim to create additional content outside of the videos listed above to maintain consistent engagement with your audience. Regular updates about your book's progress, for example, can keep your community informed and engaged. In fact, the more often you post, the more likely you are to keep your audience captivated come release time. The goal is to establish a community where your readers can interact, and content is a guiding factor to do so.

Links to Example Videos:

<http://www.schifferftp.com/uploads/videos/BetterDayExample1.mp4>

<http://www.schifferftp.com/uploads/videos/BetterDayExample2.mp4>

<http://www.schifferftp.com/uploads/videos/BetterDayExample3.mp4>

<http://www.schifferftp.com/uploads/videos/BetterDayExample4.mp4>

<http://www.schifferftp.com/uploads/videos/BetterDayExample5.mp4>

Be sure to follow and tag us in your content!

Schiffer

Instagram: @SchifferPublishing

Facebook

Schiffer Kids

Instagram: @SchifferKids

Facebook

Schiffer Craft

Instagram: @SchifferCraft

Facebook

RedFeather

Instagram: @RedFeather.mbs

Facebook

Schiffer Military

Instagram: @SchifferMilitary

Facebook

We are here to assist as you undertake video creation for your titles and look forward to the collaboration!

-The Schiffer Marketing Team



Author Guidelines for Introductory Videos

Here are some general guidelines to prepare you for recording a video introducing you and your book(s). The goal of this introductory video is to engage your audience, provide insights into your book's creation, and establish a personal connection between you as an author and your potential readers.

1. **The Spark of Inspiration:** Begin by sharing the moment or experience that sparked the idea for your book. What was the initial inspiration that led you to start writing?
2. **A Journey of Discovery:** Explain how your writing journey unfolded. Did you face any challenges or breakthroughs while crafting this book? Share some key milestones that shaped your authorial path.
3. **The Heart of the Book:** Dive into the core theme or message of your book. What important ideas or emotions does your book explore? Why did you feel it was essential to convey these through your writing?
4. **Connecting with Readers:** Discuss the audience you had in mind while writing. Who do you hope will read your book, and what impact do you wish it to have on them? How did this reader connection influence your writing process?
5. **Personal Experiences:** Share any personal connections you have to the content. Did you draw from your own life experiences or knowledge?
6. **Writing as Catharsis:** If applicable, explain whether writing this book served as a form of catharsis for you. Did it help you navigate personal growth, or challenges you faced?
7. **Creative Process:** Give a glimpse into your writing routine and process. Are you a meticulous planner, or do you prefer to let the text unfold organically? How did your creative process shape the book?
8. **Authorial Evolution:** Reflect on how your writing style and approach have evolved since you started your writing journey. What have you learned, and how has that influenced the way you crafted this particular book?
9. **The Writing Community:** Discuss any role the writing community or literary influences played in your author journey. Did you receive any support, or were there specific authors who inspired your work?
10. **A Shared Adventure:** Conclude by inviting viewers to join you on this literary adventure. Encourage them to read your book and accompany you as you explore the themes, guidance, and solutions you've crafted.

A Thumbnail Guide to the Project Information Exchange (PIE)

Here is a detailed look at the PIE, our interactive tool for sharing information about your title.

The purpose of this guide is to provide information about each section of the PIE, which you and our team will use throughout the entire publishing process.



Project Information Exchange (PIE)

Have some PIE straight from the Book Farm!

This interactive tool will help you create, review, and share information about your title with our team and covers the entire publishing process, including editorial, design, marketing, and sales.

Simply use the links in the Contents below to navigate to the different pieces of the PIE. You will find areas where our team will be providing content and information for you to review as well. There is also a list of other resources we hope you will find helpful.

Be sure to save this link as a bookmark in your browser. As you, or our team, have content to add for your project, we will all work on growing the same PIE.

Also, as you add content to the PIE, please make sure to inform the relevant Schiffer Publishing team member (editor or marketer) that you've added new content for them to review.

We look forward to collaborating with you in this interactive space to create, market, and sell your title.

Your Developmental Editor is

For marketing questions, please contact marketing@schifferbooks.com.

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[Share Reviews of Your Book](#)

[A Place for New Ideas](#)

Other Resources

[Marketing Guide](#)

[Marketing Resources](#)

[How to Set Up an Amazon Author Account](#)

[How to Update Your Amazon Author Account](#)

[Join Our Author Facebook Page](#)

Introduction to the PIE

- ◆ Details best practices for using the PIE
- ◆ **TIP:** Plan on completing everything through “Design Ideas for Your Project” before submitting your manuscript

Contents and Resources

- ◆ Use the bookmarked contents to navigate the PIE
- ◆ Don't miss the links to other resources

Basic Information

- ◆ Start with providing your contact info
- ◆ Tell us more about your project

Your Contact Details (Primary Author Contact)

Name	
Email Address	
Cell Phone	
Home Phone	

Tell Us about Your Project

Working Title

Elevator Pitch (This is a _____ for _____ that does _____ because of _____.)

Why are you the right person to write this book?

What are the reasons to believe in this project?

What is your goal? Why did you create this project?

Basic Information

- ◆ Who is your target audience?
- ◆ What features and benefits define your project's reason to believe?

Target Audience

Who is your target reader? (Consider age, education level, where they live, what they read, where they shop & what motivates them)

Features & Benefits

What are your project's most important features and benefits?

Features	Benefits

What problems does your title solve?

What will readers learn?

Regionality

What specific regions or locations are relevant to the content of your project?

Marketing and Publicity

- ◆ Provide details about your platform and how you reach your community
- ◆ Which social platforms do you use to connect with your followers?
- ◆ Describe your level of engagement with online communities
- ◆ What media outlets are influential for the audience of your project?

Marketing & Publicity Questions

Tell us about the audience you reach:

What is your total social media following across all platforms?

How does that audience break down by platform or format?

Platform	Handle/Address	Followers
Instagram		
TikTok		
Facebook		
Twitter		
YouTube		
Pinterest		
LinkedIn		
Your Website*		
Your Email List		

Describe your level of engagement with specific online communities, forums, or groups (add an "X" to all that apply from the four green columns):

Platform	Group Name	Follower	Content Participant	Moderator/Admin	Owner
Instagram					
TikTok					
Facebook					
Twitter					
YouTube					
Pinterest					
LinkedIn					
Reddit					

To add more rows, hover over the bottom left cell of the sheet until you see the following prompts, and click on the "+".

Please include a list of media outlets that are influential to the audience your book is for.

Please list your local newspaper and other media outlets.

Are there certain chapters that are best for us to use as free excerpts?

For publicity and interview opportunities, please list the topics you are willing to be interviewed about.

Do you have any upcoming appearances or features? (e.g., large classes you're teaching, lecture events, interviews, radio/TV appearances)

Are there awards you'd like your book considered for?

What are your plans for shows and events? Please explain.

Please list titles that compete with your book.

Title	EAN	Publisher	Year Published	Price	Notes
1.					
2.					
3.					
4.					
5.					

To add more rows, hover over the bottom left cell of the sheet until you see the following prompts, and click on the "+".

How is your book different from the competitors listed? What sets it apart and makes it valuable?

Marketing and Publicity

- Start preparing for publicity
- Provide details on opportunities with local media, awards, event appearances, etc.

- Share ideas on titles that compete with yours
- How is your project different from competitors?

Author Marketing Survey Spreadsheet

- Share key contact info for influencers, et al.
- Think publicity, promotion, and sales

Author Marketing Survey Spreadsheet

The following spreadsheet will help build the foundation for a successful go-to-market strategy for your title. It has been a vital component of our sales and marketing work for many years and has proven success.

The purpose of the spreadsheet is to capture contact information for key individuals who will help publicize, promote, and sell your title. You may know who many of these individuals are already. Inevitably, as you continue working on your title, additional contacts will become apparent. In fact, proactively engaging with the communities your title serves and hunting for influencers will produce contacts that will lead to the most effective go-to-market strategy.

So, use this spreadsheet throughout the process, even after your manuscript is submitted, to log in information for key contacts. We will then create a communications plan for each of the types of contacts listed here.

Some Guidelines:

- Please provide complete contact information and add any helpful notes in the far right column.
- For each contact, add an "X" to the appropriate column(s) in gray so we know who should receive a review copy, who should receive a press release, and who is a sales contact.
- Be creative and think about all possible options. We are not looking for the obvious ones, such as Barnes & Noble, for example.
- Think globally. We have an international network of distributors, importers, and sales agents that can use your provided contacts to generate opportunities.

Finally, when you need to add more rows, hover over the bottom left cell of the sheet until you see the following prompts, and click on the "+".

Review Copies	Press Release	Sales	Company	Contact First Name	Contact Last Name	Address 1	Address 2	City	State	Zip	Country
x		x	Schiffer Publishing (Example)	John	Smith	4880 Lower Valley Rd.	Apt 1	Atglen	PA	19310	USA

New Book Description Form

- Prepare clear and persuasive descriptive copy that explains what your project is, whom it's for, what it does, and why

- Use your author bio to establish your credentials and why you are the best author to cover this subject matter

Author Checklist

- Conduct a thorough review of your materials with this checklist before submitting your manuscript

New Book Description Form

This is the opportunity to pitch your book to a potential buyer. Since you are the person most familiar with your book, we ask you to prepare the following copy to clearly introduce the concept, function, and benefit of the book. How will it help the potential customer? What new or different information does it offer? Why should someone own this book? This piece will be reviewed and edited by a team of people and will be the book.

Please refer to our website (www.schifferbooks.com) or a Schiffer catalog for examples of write-ups in your book's category. Also, please observe the required word lengths. If you have any questions, contact us.

Three Bullet Points about the title (each 10–20 words max):

1. Give us a reason to believe. What is your book's main benefit?

2. Describe your target audience. Whom did you write the book for?

3. Memorable tidbit. Tell us something unexpected about the book.

About the Book

Please address the following in your book descriptions:

- This is a _____ for _____ that does _____ because of _____.
- What problems does the book solve for its readers? What will they learn?
- How is the book different from others on the subject?

Long description for new titles (125–150 words):

Short description for backlist catalogs (25 words):

Author Bios

Please address the following in your book descriptions:

- Why are you the right person to write this book? Establish your authority on the subject.
- What is your platform to reach target readers?
- Detail social media following, teaching/speaking experience, industry associations, etc.
- Where are you located?

Short bio for catalog (25–40 words):

Long bio for jacket (50–125 words):

Author Checklist for Submitting Your Manuscript

Before you start working on this Author Checklist, we would like to clarify how we use it. The information you provide here and in the Author Marketing Survey Spreadsheet is used throughout the publishing process for your book and will help us better edit, design, print, sell, and market your title. Please complete it thoroughly and thoughtfully.

Before your book is scheduled for publication, it will undergo a thorough check-in review. The check-in process will begin only after Schiffer Publishing receives complete materials from you. This checklist will help you make sure everything is included and submitted in acceptable format.

As you remember from your Book Building Guide, **all parts of your book must be submitted together**. Any missing parts will keep us from moving forward with your book and may delay our work significantly.

Book materials may be sent electronically (consult with your editor) or on USB drive, CD, external hard drive, etc. If the latter, ship everything together in one package, using a traceable method, addressed to the attention of your editor. Our address is

Schiffer Publishing
4880 Lower Valley Rd.
Atglen, PA 19310 USA

Email your editor with the following details: Date sent, method of shipping, expected delivery date, and tracking number. **STORE COPIES OF ALL ELECTRONIC FILES IN TWO SECURE LOCATIONS BEFORE SUBMITTING MATERIALS. KEEP THESE MATERIALS UNTIL YOUR BOOK IS PUBLISHED.**

The items to include in your package are

- This completed checklist (available at www.schifferbooks.com/authors.html)
- Author Marketing Survey Spreadsheet (submit electronically, above)
- Potential Endorsers List
- Image info
- Text and captions (1 Word file)
- Images (1 electronic folder of electronic files, plus any **non-digital** images)
- Copies of any permissions and release forms
- Design ideas

Potential Endorsers List:

Below, list the top five individuals, in your view, who would be best for your book's sales. These should be the people whose positive statements your book's audience(s) are most likely to respond to. (Contacting the potential endorser can happen later in the book's process, after discussion with your editor.)

Example:

1. Alonzo Smith, President of the US Designworld, Inc.

(Have you made contact with this person?) Yes, friend of mine, already agreed

Endorser	Have you made contact with this person?
1.	
2.	
3.	
4.	
5.	

Image Info:

Your book's total image count:	
# of Color Images	
# of B/W Images	
Nonphotos (charts, graphs, drawings, etc.)	
Author Photo File Name	

Marketing Images:

Your selection of 10 images from the book that together convey the depth and variety of your book's content. They need to be rights-cleared for Schiffer to use for publicity and marketing purposes. Type list of image file names / image ID numbers here (should match to the file names in your Images folder), together with each one's caption / credit line:

Example:

02-03 BBB

Cap/credit: The inner surface of a completed bowl. Courtesy NBB Inc. Photo: Alison Smith.

Image Number	Cap/credit
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Text and captions: Submit one Word file.

Author Checklist

- Provide details on who would be a good candidate for writing an endorsement of your project
- Give us details and a breakdown of the different images in your project

- Select 10 images that we can use for publicity and marketing your title
- Provide captions for those images

- Make sure all of your content is ready to send

Check the following before sending:

- Text is in proper book order (see your Book Building Guide).
- All extraneous formatting is removed, such as auto-bulleted or auto-numbered lists, headers, or automatic footnote text (these should instead have been saved by you in the form of regular text: a list of endnotes).
- Table of Contents is included, and its chapter headings match those in the book.
- Final spell-check of everything is completed, paying special attention to names of people and places.
- All <style codes> in place (see your Book Building Guide)
- All <image insertion points> clearly indicated (see your Book Building Guide)
- Backmatter sections (endnotes, bibliographies, etc.) written in Chicago style and in correct sequence (see your Book Building Guide)
- You have secured two electronic copies of your files in a safe place as backup.

Captions:

- Include image ID numbers and size priority codes in book order (see your Book Building Guide).
- Include all image credit lines in place as needed.
- Ensure consistent formatting and punctuation.

Images: Submit digital image files in one folder as follows:

- All images are in one folder in book order. Do not organize images into subfolders by chapter.
- Images are numbered to appear in order in the text and correspond to the insertion ID numbers in the text (see your Book Building Guide).
- For any color-critical images, include color-correct references for our printer or include calibration card images.
- Include author headshot photo (.jpg, 300 dpi, 2 MB or less).

Submit nondigital images as follows:

- Organize and label print photos, slides, transparencies, etc. with their image ID numbers.

Copies of Permission and Release Forms

- Include copies of all of your release forms for the project. Do not send the originals.
- Keep the originals in a safe place (see your Book Building Guide).

Design Ideas: Submit your design ideas, including the following:

- Suggestions for which of your images would be best on cover, and your cover design ideas
- Suggestions ideas for interior design
- Examples of colors, fonts, design, and print treatments that you do and do not like
- Other points of inspiration that describe the function of and vision for your book

Design Ideas for Your Project

- While it is not required, we welcome your objective guidance on the look and feel of your book
- What specific design elements will resonate with your audience?

Design Ideas for Your Project

While it is not required, we welcome your constructive guidance on the look and feel of your book.

We have a talented team of graphic designers who will review your ideas as they work with our editorial team to develop and create a book that meets or exceeds the market's expectations.

Please use the following questionnaire to share your vision and the reasons behind it.

1. Are there specific colors or palettes we should consider (or avoid) that resonate (or not) with your market?

2. Are there specific fonts or font families we should consider?

3. Is there a specific image(s) from the book you feel is important to include on the cover or back cover?

4. Which other books/products should we look to for design or production inspiration?

5. Please provide any additional ideas you have regarding the look and feel of your project.

Note: If you are hiring a freelance designer for your title, please inform your editor as soon as possible so we can make sure they have the necessary technical requirements.

Descriptive Copy from Your Editor

- As part of our check-in process, your editor will provide you with final descriptive copy in preparation for our catalog and customer metadata
- This includes short and long descriptions and author bios

Descriptive Copy from Your Editor

Long description for new titles (125–150 words):

Short description for backlist catalogs (25 words):

Author Bios

Short bio for catalog (25–40 words):

Long bio for jacket (50–125 words):

Cover Image from Your Editor

Here is the cover image our imprint team has created and reviewed for your book. This cover has been vetted by our marketing and sales team. Please see guidance on reviewing and providing feedback on your cover from your editor.

Marketing Plan for Your Book from Our Marketing Team

Share Reviews of Your Book

Reviews and other press coverage are fundamental to marketing and selling books. Please share any press you encounter for your title so we can share it with our customers and include it in metadata:

Media Outlet	Link to Review

Please share any additional positive feedback on your book from amazon reviews, followers, other word of mouth, etc.

A Place for New Ideas

Creating, marketing, and selling a book is a marathon. As you're running along, if any ideas come to mind on marketing or sales opportunities or future projects, we welcome you to share them here.

Cover Image and Marketing Plan

- Once our design team has created a cover for your book, your editor will share it here
- Your publicist will also share the marketing plan for your title

Share Reviews of Your Book

- Please provide any media coverage you encounter for your title so we can share it with our customers and include it in metadata

A Place for New Ideas

- Have an idea on how to sell and market your book? Add it here to share with our team.

Rights & Permissions Content from the Book Building Guide

Here is an excerpt from the appendix of our Book Building Guide that answers some of our most frequently asked questions on rights and permissions.

Included here are the following sections.

- Citing Sources / Formatting Endnotes
- Formatting Bibliographies
- When US Works Pass into the Public Domain
- Copyright Assignment Form
- Release Form

Citing Sources / Formatting Endnotes

All quotes and excerpts in your book, no matter how short, must be attributed. In addition, if you are paraphrasing the ideas of another author, you will also want to show attribution. This protects you legally and also helps the reader understand how you have used other sources. You will want to provide, as *The Chicago Manual of Style* notes, enough information to lead the reader directly to the sources you used. *The Chicago Manual of Style's* chapters 14 and 15 (we use the 17th edition) have extended information on ways to show attribution and the correct formatting for such. This is an overview of that.

There are several ways to show attribution.

Within the body of the text

If your book has relatively few attributions, you may want to work them into the body of the text. For example:

When Faulkner was just 22 years old, he felt he was on the “verge of decrepitude” according to Stephen B. Oates in *Faulkner: the Man and the Artist* (Perennial Library, 1987).

Parisians love Thailand. In fact, “Not wanting to go to Thailand makes you . . . socially awkward” (Olivier Magny, *Stuff Parisians Like* [New York: Penguin, 2011], 193).

Author-date references plus bibliography (chapter 15 in *The Chicago Manual of Style*)

An author-date reference appears either in running text or at the end of a block quotation. Give the last name of the author and then the date of publication of the work in question. There is no punctuation between those two elements. If you would like to add a specific page number, it follows the date, preceded by a comma. The reference is placed within parentheses. For example:

(Woodward 1987)
(Piaget 1980, 74)

Text citations are usually placed just before a punctuation mark. However, at the end of a block quotation, the opening parenthesis appears after the final punctuation mark of the quoted material. No period comes after the closing parenthesis.

Each source that is cited in these author-date references then *must* appear in your bibliography.

Endnotes plus bibliography (chapter 14 in *The Chicago Manual of Style*)

Endnotes are numbered and correspond to superscripted numbers in the text. Each chapter begins a new series of numbers beginning with 1. The notes themselves are generally placed at the end of the entire work, not at the end of each chapter; they are labeled with the chapter number and chapter title so readers can easily find them.

If the bibliography includes all works cited in the notes, the notes need not give full details on each source, since the reader can find that information in the bibliography. If your book has no bibliography, or only a selected list of works, you will need to give full source information in the endnotes. If you refer to the same source several times, only the first entry requires publication facts; successive entries require only author, title, and volume and page number, if applicable. Endnotes and bibliography entries use different formatting.

Formatting endnotes (chapter 14 in *The Chicago Manual of Style*, sections 14.24–14.48)

The basic structure lists the author, title, and facts of publication, in that order. Elements are separated by commas, and facts of publication are in parentheses. Authors' names are first name first. Titles of smaller works (articles, chapters) are in quotation marks. Titles of larger works are headline style and italicized. Terms such as *editor*, *translated by*, and *edition* are abbreviated.

The Chicago Manual of Style provides extensive examples of formatting for a variety of sources, including when authors use pseudonyms for works; when organizations act as authors; forewords and prefaces in other works; letters in published collections; multivolume works and series; unpublished manuscripts, dictionaries, pamphlets, videos, theses, and dissertations; and much, much more.

Most commonly used sources (with random numbers assigned):

Book, single author

6. Doug Stanton, *In Harm's Way* (New York: Henry Holt, 2001), 107.

Book, single editor

10. Sean Wilentz, ed., *The Best American History Essays on Lincoln* (New York: Macmillan, 2009), 207.

Book, two authors

2. Geoffrey C. Ward and Ken Burns, *The War: An Intimate History, 1941–1945* (New York: Knopf, 2007), 52.

Translation

4. Gabriel Garcia Marquez, *Love in the Time of Cholera*, trans. Edith Grossman (London: Cape, 1988), 242.

Journal article

1. Walter Blair, "Americanized Comic Braggarts," *Critical Inquiry* 4, no. 2 (1977): 331–32.

Published or broadcast interview

118. McGeorge Bundy, interview by Robert MacNeil, *MacNeil/Lehrer NewsHour*, PBS, February 7, 1990.

Personal communication

2. Constance Conlon, email message to author, April 17, 2000.

Formatting Bibliographies

Basic structure of a bibliography entry (*The Chicago Manual of Style*, chapter 14)

In a bibliography entry, elements are separated by periods. The facts of publication are not in parentheses. Authors' names are last name first. Titles of larger works are headline style and italicized. Titles of smaller works (articles, chapters) are in quotation marks. Noun forms such as *editor*, *translator*, *volume*, and *edition* are abbreviated but verb forms such as *edited by* and *translated by* are spelled out.

Entries are alphabetized. They are in <hang> style and should be coded as such in your manuscript.

All entries are in one list: do not make separate lists for web-based sources.

The Chicago Manual of Style provides extensive examples of formatting for a variety of sources, including when authors use pseudonyms for works; when organizations act as authors; forewords and prefaces in other works; letters in published collections; multivolume works and series; unpublished manuscripts, dictionaries, pamphlets, videos, theses, and dissertations; and much, much more.

Here are some of the most common examples:

Book, single author or editor

Pollan, Michael. *The Omnivore's Dilemma: A Natural History of Four Meals*. New York: Penguin, 2006.

Greenberg, Joel, ed. *Of Prairie, Woods, and Water: Two Centuries of Chicago Nature Writing*. Chicago: University of Chicago Press, 2008.

Book, two authors

Ward, Geoffrey C., and Ken Burns. *The War: An Intimate History, 1941–1945*. New York: Knopf, 2007.

Book, with translator

Garcia Marquez, Gabriel. *Love in the Time of Cholera*. Translated by Edith Grossman. London: Cape, 1988.

Chapter in an edited book

Gould, Glenn. "Streisand as Schwarzkopf." In *The Glenn Gould Reader*, edited by Tim Page, 308–11. New York: Vintage, 1984.

Citing a particular volume

Pelikan, Jaroslav. *The Christian Tradition: A History of the Development of Doctrine*. Vol. 1 of *The Emergence of the Catholic Tradition (100–600)*. Chicago: University of Chicago Press, 1971.

Journal article

Blair, Walter. "Americanized Comic Braggarts." *Critical Inquiry* 4 (1977): 331–49.

Magazine article

Wallraff, Barbara. "Word Fugitives." *Atlantic Monthly*, July/August 2008.

Newspaper

Royno, Mike. "The Next Time, Dan, Take Aim at Arnold." *Chicago Tribune*, September 23, 1952.

Electronic book

Austen, Jane. *Pride and Prejudice*. New York: Penguin Classics, 2007. Kindle edition.

Book consulted online

Include the URL or DOI as the last part of the citation.

Macy, Obed. *The History of Nantucket*. Boston: Hilliard, Ray, 1835. https://books.google.com/books?id=dCQWAAAAYAAJ&printsec=frontcover&dq=nantucket&hl=en&sa=X&ved=0CDcQ6AEwAWoVChMIoumHmpa_xwIVDHQ-Ch0zLQKq#v=onepage&q=nantucket&f=false.

Published or broadcast interviews

Bellour, Raymond. "Alternation, Segmentation, Hypnosis: Interview with Raymond Bellour." By Janet Bergstrom. *Camera Obscura*, nos. 3-4 (Summer 1979): 89-94.

Websites and blogs

Microsoft Corporation. "WD2000: Visual Basic Macro to Assign Clipboard Text to a String Variable." Revision 1.3. Microsoft Help and Support. Last modified November 23, 2006. <http://support.microsoft.com/kb/212730>.

Ellis, Rhian, J. Robert Lennon, and Ed Skoog. *Ward Six* (blog). <http://wardsix.blogspot.com>.

When US Works Pass into the Public Domain

by Lolly Gasaway, University of North Carolina

Definition:

A public domain work is a creative work that is not protected by copyright and may be freely used by everyone. The reasons that the work is not protected include (1) the term of copyright for the work has expired, (2) the author failed to satisfy statutory formalities to perfect the copyright, or (3) the work is a work of the US government.

DATE OF WORK	PROTECTED FROM	TERM OF COPYRIGHT
Created 1-1-78 or after	When work is fixed in tangible medium of expression	Life + 70 years ¹ (or if work of corporate authorship, the shorter of 95 years from publication, or 120 years from creation ²)
Published before 1923	In public domain	None
Published 1923-63	When published with notice ³	28 years + could be renewed for 47 years, now extended by 20 years for a total renewal of 67 years. If not so renewed, now in public domain.
Published 1964-77	When published with notice	28 years for first term; now automatic extension of 67 years for second term
Created before 1-1-78 but not published	1-1-78, the effective date of the 1976 act that eliminated common-law copyright	Life + 70 years or 12-31-2002,, whichever is greater
Created before 1-1-78 but published between then and 12-31-2002	1-1-78, the effective date of the 1976 act that eliminated common-law copyright	Life + 70 years or 12-31-2047, whichever is greater

1. Term of joint works is measured by life of the longest-lived author.

2. Works for hire, anonymous and pseudonymous works also have this term. 17 U.S.C. § 302(c).

3. Under the 1909 act, works published without notice went into the public domain upon publication. Works published without notice between 1-1-78 and 3-1-89, effective date of the Berne Convention Implementation Act, retained copyright only if efforts to correct the accidental omission of notice were made within five years, such as by placing notice on unsold copies. 17 U.S.C. § 405. (Notes courtesy of Professor Tom Field, Franklin Pierce Law Center and Lolly Gasaway)

Using the Release and Copyright Assignment Forms

You must use a Release Form (see next page) when procuring existing materials for your book. If you are hiring someone to do original work for your book and asking them to assign the copyrights of those materials to you, use the Copyright Assignment Form. **Both are available electronically at www.schifferbooks.com/authors.html.** For both forms:

- To avoid error and confusion, **please complete the details about the book** (Publication name/ title, Author(s) name, and Author's address) before asking anyone to sign this form.
- Tell whoever is completing the release form to return the signed form to you, **NOT TO SCHIFFER.**
- Keep the original release forms somewhere safe and submit copies with your manuscript.

Copyright Assignment Form

This AGREEMENT is between _____
[name of website developer/photographer], with a place
of business at _____ (“Assignor”), and
_____ (“Assignee”).

The parties, for goods and valuable consideration, the receipt of which is acknowledged, agree as follows:

1. Assignee commissioned Assignor to prepare, create, or develop the work described in appendix A, referred to as “the Work,” and Assignor prepared, created or developed the Work, and Assignor agrees that the Work shall be considered a “work for hire,” as defined under 17 U.S.C Section 101. If the Work does not qualify as a work for hire under US law, Assignor hereby assigns to Assignee the entire right, title, and interest in and to the Work, including all rights under copyright law, and confirms that Assignee owns the entire right, title, and interest in and to the Work, whether or not the Work constitutes a work for hire.
2. Assignor confirms that the Work was created only by Assignor [and Assignor's employees, if applicable], and that no other individuals were utilized in the creation or production of the Work.
3. Assignee, in its sole discretion, shall determine whether copyright in the Work shall be preserved and maintained or registered in the United States of America or any other country.
4. Assignor agrees to take all actions and cooperate as is necessary to protect the copyrights in the Work and further agrees to execute any documents that may be necessary to perfect Assignee's ownership of copyright in the Work and the registration thereof, without compensation by Assignee.

5. Assignor warrants that he/she has the full right, power, and authority to enter into this Agreement and to grant and assign the rights provided for herein.
6. This Agreement constitutes the entire agreement between the parties hereto relating to the Work, and supersedes any prior oral or written agreement or understanding between the parties.
7. This Agreement is to be interpreted under the laws of the United States and the state of New York.

For: _____ (Assignor)

By: _____

Print Name: _____

Date: _____

For: _____ (Assignee/Author)

By: _____

Print Name: _____

Title of work: _____

Date: _____

Address: _____

Release Form

Publication Name (working title): _____

Author(s) Name: _____

Author Address: _____

Author Phone: _____ Author email: _____

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Print Name: _____

Signature: _____ Date: _____