

# Questions for the publisher:

## GENERAL (INTRO QUESTIONS):

1. Why is your press the best place for me to publish this project? What is it about this work that excites you most and resonates with you?
2. What can you tell me about your history and record as a publisher, seeing as this is a new indie? Can I be put in touch with previous authors or clients for reference? What are the company's longterm goals as a publisher? 5-10 years?
3. How many books do you publish each year?
4. What percentage royalties do your authors receive? Royalty rates for print? Are royalties negotiable?
5. How will books be supported by house pre and post launch?
6. Are print formats negotiable (ie. Paper vs hardcover release)? What is the anticipated price point for each format?

7. Are there any rights you ask for exclusively?
8. What is your process if the book does not sell as well as anticipated? Is there a clause for remainders?
9. Do you handle translation rights or can translation rights be clarified as belonging to author?
10. Where will my book be placed on the house list?
11. How large will print runs be? Is it POD?
12. Do you have a competition clause?

**IF THEY SAY THEY WANT THE BOOK:**

13. What is the expected timetable from signing to launch? What is the production schedule?

14.What do you envision in regard to title, cover design, and audiobook narrator? Will I be consulted for any of these?

15.What is the typical life of copyright?

16.How do you view my future with the press? How often would you expect books from me?

#### **EDITING:**

17.What sort of edits do you envision, and what would you like to see change?

18.Will there be a developmental editor, and if so, how will they be selected? Will I be put in touch with them prior to signing?

19.For copy edits and proofreading, will those editors be subcontracted; if so, how will contractors be vetted? What if there are conflicts? Will the narration be subcontracted out; if so, how will that affect royalty rates?

20. Who will be my point person for contact regarding edits?

21. What would be the time frame for edits?

22. Will sensitivity readers be used; if so, through what company?

**DISTRIBUTION:**

23. Who do you distribute your books through?

24. Where will the book be sold?

25. Does your distribution process include library sales? For example, would this be available on the Libby app so my granny will read it?

26. What resources do you have to devote to production, marketing, and distribution?

27. Do you do audiobooks? If so, what distribution company do you use? Would I be allowed a say in narrator or would I be able to do my own narration?

**MARKETING:**

28. What are the expected strategies for marketing and distribution? (regarding booksellers, bookstores, reviewers, ARCs, etc.) How will that be different in Canada vs US and UK and worldwide?

29. Are there limitations on how I can market or promote the book?

30. What will be expected of me in regard to marketing and promotion?

31. Are these private funds, loans, or grants? What if anticipated resources fall through?

32. Who is responsible for PR and marketing? Is it all one person, or is there staff?

33. Who will be my contact person for marketing?