



*“Where the Expertise of Traditional Publishing Meets the Challenges of Today’s Emerging Authors!”*

axi-om n. a statement universally accepted as true—Webster’s

## Axiom Press Features and Benefits

Axiom Press is the short-run publishing division of Evergreen Press, an established, traditional publishing house, which has been designed to make book publishing more accessible to Christian writers. Axiom Press not only lowers the entrance fee into book publishing, it gives authors more control over their material. The Axiom Press publishing program is competitively priced compared to POD publishers, but we offer cover design that is second to none, personalized customer support, plus pre- and post-publication book promotion and marketing resources. Why should you choose Axiom Press?

- We offer *one level* of publishing service for all of our authors: professional grade. Whether it’s our royalty division, custom division, or short-run division (Axiom), you’ll always get professional quality.
- *All* of our book covers are custom-designed to fit the author’s book—who really wants a cookie-cutter book cover? A cookie-cutter cover says you’ve cut corners. A reader may assume you’ve short-changed the text as well!
- All Axiom Press books receive a professional line edit, which fixes spelling, punctuation, capitalization, and grammar problems. An optional Level 2 Edit fixes structural and style problems. You have a choice.
- A content review insures that every Axiom Press title meets acceptable standards for Christian book content. Sometimes what you put on paper is not what you really intended to say. We provide a safety-net for our authors.
- You’ll receive *25 copies* or more of your book. After friends and family get their copies, you’ll want to order a sufficient quantity to launch your marketing efforts.
- All Axiom Press titles are distributed through Spring Arbor, Ingram, Baker & Taylor, and Amazon.com. The reach of our distribution channels means your book can be ordered at virtually all bookstores and online.
- We use either digital or traditional litho printing, depending on the length of the print run. Digital printing is great for authors who are testing a market, but we take advantage of litho printing when it’s appropriate.
- As your book takes off, we can easily move it over to litho printing, which will mean even higher profits for you. When your short-run test indicates a developing market, you can order 1000 or more copies at a lower cost per book.
- Discounts on reorders are 40% to 70% off the suggested retail price. Once you’ve recouped your initial startup costs, we’ve priced your books so you can actually turn a profit.
- You deal with a publisher whose roots are in traditional publishing. We understand the broader publishing market and how to provide a path to increased exposure for your ministry.

Axiom Press is a great way for new authors to break into book publishing, or for existing authors to test the marketability of a new title. We’d love to have the opportunity to be a part of your writing ministry. For more information, call 1-888-670-7463 or send an email to: [info@axiom-press.com](mailto:info@axiom-press.com).



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## Axiom File Requirements & Checklist

In order to insure that your book progresses through our production process with a minimum of delays or errors, we ask our authors to adhere to the following guidelines and file formats (you can use this as a checklist):

### TEXT REQUIREMENTS:

\_\_\_ Send the final text file directly to us. It can be via email attachment, on CD, or floppy disk in any of the standard text formats, either PC or Mac. We can convert most files into our format. \_\_\_ The file should be clearly marked as the final version. Include the date and word “final” in the file name. Failure to do so could result in extra charges.

\_\_\_ If an electronic file is not available, there is an added charge for keying-in text from a hardcopy or printed book.

\_\_\_ All text should be single spaced with no extra space between paragraphs. \_\_\_ All text lines should wrap. \_\_\_ Add a return at the end of paragraphs. \_\_\_ All paragraphs should be indented using a single tab, not the space bar.

\_\_\_ There should only be one space at the end of each sentence, not two.

\_\_\_ All italics should be in the italic font version of the font you are using, not pseudo italic (pseudo italic is when you highlight the text and click on the “I” button to get italics).

\_\_\_ All front matter (table of contents, dedication, acknowledgments, preface, introduction, etc.) should be sent as a separate file when you send your final text. \_\_\_ The main body of the text should be in one file. Do not send separate files for each chapter.

### COVER REQUIREMENTS:

\_\_\_ We will design your cover to professional standards. If you have an idea for a cover design, you should let us know when you send in your signed contract. It may or may not be advisable to follow your cover idea. If there is a question about the appropriateness of your idea, we will contact you before proceeding with the cover design.

\_\_\_ All of our Axiom covers are designed using stock photos and type treatments. If your cover requires an illustration, there will be an added charge of \$300 to \$500. If your cover requires an unusual amount of manipulation or compositing of photos (such as fantasy covers and some fiction covers), there will be an added charge of \$100 to \$200. We will advise you if this becomes necessary and quote an exact amount. The majority of our covers do not require an extra charge.

\_\_\_ Send your bio photo via email attachment or as a photo print when you send in your final text file or contract. If you prefer to not use a bio photo, let us know when you send in your final text. \_\_\_ Your photo can appear on the back cover in color, or on the last page of the text in black and white. Let us know which you prefer.

\_\_\_ Your back cover copy (sell copy) \_\_\_ and bio should accompany your photo and final text on disk or via email.

If you have questions about our file or format requirements, call 1-800-367-8203 or send an email to: [brian@axiom-press.com](mailto:brian@axiom-press.com).

# Axiom Press Editorial Guidelines

As a Christian book publisher, Axiom Press has an obligation to the publishing and reading community to maintain certain standards for the content of books it publishes. These are designed to insure that material presented as Christian adheres to biblical truth, is edifying, is not judgmental toward any denomination, and does not lift up a particular individual or denomination over others. To that end, we set forth these editorial guidelines, which will apply to any and all books published by Axiom Press. These guidelines shall be considered an addendum to Axiom Press publishing contracts.

Please understand that it's our intention to make book publishing accessible to as many Christian writers as possible. It's not our intention to be dogmatic or unreasonable in editorial matters. We further recognize that in most cases, writers usually mean no ill will toward others, and in their hearts believe in the authority of the Scriptures. Sometimes these beliefs are not clearly communicated on the written page. Here are the Axiom Press editorial requirements:

1. Our publishing contracts prohibit the publication of material that is libelous, scandalous, or unlawful. "Libelous" is defined as any statement made about an individual or organization which is injurious to them or their reputation. "Scandalous" is defined as any statement which causes a reader to stumble in their faith, or take up an offense.
2. All material submitted for publication is assumed to be the original work of the author, except in the case of permitted uses of quoted material. Most brief quotes of copyrighted material are covered under "fair use" laws. Attribution should be provided. Song lyrics to be quoted require the written permission of the copyright holder. Up to 500 Bible verses may be quoted in a text, but they must not exceed 25% of the text (NIV). The KJV is in the public domain, with unlimited use.
3. The Scripture says we should be peace-loving people. Material that is judged to be inflammatory, judgmental, or divisive will be edited or removed. Statements that claim a greater degree of spirituality or righteousness for a particular denomination, translation of the Scriptures, or purely external religious activities will not be acceptable for publication. Such activities or preferences may be desirable, but should not be required.
4. We will remove or edit statements which we deem contrary to the central teaching of Scripture. Where Scripture is silent, we will not object to a statement's inclusion, except when common sense dictates that such statements are clearly not in the best interests of Christian readers, in which case, they will not be acceptable for publication. Material of a purely speculative nature, which is not based on biblical precept or principle, will not be acceptable for publication.
5. By accepting a contract to publish your material, you agree to these editorial guidelines. Your material will be reviewed for adherence to these guidelines during the editing process. If, after executing a publishing agreement with you, we find that your material does not conform to these guidelines, we will advise you of the problem and what needs to be done to remove any hindrances to publication. If we are unable to come to an agreement with you about adjusting the material in question, we will notify you that our contract with you will be cancelled. Monies you have paid to Axiom Press will be refunded to you within 30 days of such notice, except for expenses which have been incurred by Axiom Press on behalf of your book project. If a cover has been designed, you will be charged \$500 for the Photoshop cover file. If editing has been completed, you will receive the edited text file and be charged \$.015 per manuscript word (or \$.025 for a Level 2 edit).

We offer our editorial review as a service for those who want to bless the Church with the message the Lord has given them. Sincere servants of the Lord are always welcome at Axiom Press. Thank you for allowing us to be a part of your writing ministry. We pray your message will touch the lives of readers everywhere!

# Axiom Press Glossary of Terms

What does that word or phrase mean? This glossary of terms will answer most of your questions:

- Acknowledgments—A page where an author thanks those who have contributed to their life or the writing of their book
- Addenda—Pages that are attached to a publishing contract that are included in the terms of the main agreement
- Assigns—Those individuals or legal entities to whom an author might sell the rights to their book
- Attachment—Documents that are sent electronically with an email communication
- Attribution—The act of giving written credit to someone you quote in the text of your book
- Author—The person(s) who have created the material in a manuscript or who own the material (a work for hire)
- Barcode—A scannable code on the back of a book used by retailers, which includes the ISBN and retail price of a book
- Perfect Bound—The technical term for a softcover book with a printed spine
- Bio—The author's biographical information, usually about 50 words on the back cover or a page at the end of the book
- Blog—Or weblog is a sort of mini-website that is primarily text oriented, which allows for frequent posts and responses
- Consequential Damages—Refers to a loss incurred by the parties in a contract, which is an indirect result
- Content Review—In Axiom Press contracts this refers to examining the text for adherence to Axiom's Editorial Guidelines
- Contract—The written, legally binding agreement between a publisher and an author or owner of a book
- Copyright—Legal protection that is automatically in force when you write your manuscript; registration of copyright
- Cover Copy—The descriptive wording that appears on the front or back cover of your book, a.k.a. "sell copy"
- Dedication—A statement from the author, which is listed in the front matter of a book
- Distribution—The channels through which a book is made available to bookstores or directly to book buyers
- Dogmatic—An inflexible position that does not allow for any interpretation except by the presenter of the position
- Endorsement—A statement of support on behalf of a book from a person deemed to be trustworthy or knowledgeable
- Fair Use—In U.S. copyright law, an exception that allows an author to quote another without infringement
- Front Matter—The pages at the front of a book, usually with Roman numerals, which precedes the main text
- Ingram/Baker & Taylor—The largest and second largest, respectively, secular distributors of books in the U.S.
- ISBN—International Standard Book Number, a unique 10-digit number that identifies your book anywhere in the world
- Libel—A legal term that refers to making statements in print that are injurious to another person or organization
- Litho Printing—The process of printing books, which utilizes negatives, plates, and ink on a printing press
- Logo—The graphic symbol or combination of letterforms which identifies a company or publisher in a memorable way
- Manuscript—The text of a book, as written by an author, before it is finalized in printed, book form
- Marketing—The process of promoting and selling your book into distribution channels, stores, and directly to readers
- Net Sales Amount—In Axiom contracts, this refers to the amount actually received by Axiom from the sale of your book
- Page Count—The total number of all pages in your book, whether front matter, main text, back matter, or blank
- POD—Print on Demand, a book printing technology based on electrostatic imaging using toner; short-run printing
- Proof—Electronic files (Adobe Acrobat pdf) which are emailed, as attachments, to you to check the progress of your book
- Publisher—The company responsible for getting your manuscript into book form and making it available to buyers
- Re-Order—After the initial print run, books may be re-ordered depending on demand in the marketplace
- Royalty—A percentage of the net sales of your book, sold by the publisher, and paid to you on a semi-annual basis
- Shipping Cost—The cost of shipping books from the printer to your address, which are usually sent via U.P.S. Ground
- Special Order—When a customer requests your book at a bookstore and the store in turn orders it from a distributor
- Spring Arbor—The largest Christian book distributor in the U.S. (owned by Ingram Distribution)
- Suggested Retail Price—The cover price on a book; stores and online sellers can sell your book at any price they want
- Traditional Publishing—The process of producing books via litho printing and actively marketing them
- Trim Size—The width and length of a book after it has been trimmed on press (this is not its thickness)
- Turnaround—The amount of time it takes to publish a book, from editing, to typesetting, to cover design, to printing
- Typesetting—Converting an author's manuscript into the appropriate page format, ready for printing



# Author & Book Information Form



This information helps us determine how to proceed with your submission. Be as complete as possible. Your information is confidential. **IMPORTANT: 1) Download the form, 2) print it, 3) fill it out, and 4) fax or mail it to us. Thanks!**

## PLEASE TELL US ABOUT YOURSELF & YOUR BACKGROUND:

Title: \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Office # \_\_\_\_\_ Home # \_\_\_\_\_ Cell # \_\_\_\_\_

Best time to call \_\_\_\_\_ E-mail address \_\_\_\_\_

Are you an ordained minister? \_\_\_\_\_ Church affiliation \_\_\_\_\_

Do you consider yourself to be a born-again Christian? \_\_\_\_\_ When were you saved? \_\_\_\_\_

Educational Background: \_\_\_\_\_

Vocational Background: \_\_\_\_\_

Ministry Background: \_\_\_\_\_

Family Background/Marital Status: \_\_\_\_\_

Other: \_\_\_\_\_

Is this your first book? \_\_\_\_\_ If no, list other books you've written or which have been published:

\_\_\_\_\_

How did you find us? \_\_\_\_\_

## PLEASE TELL US ABOUT YOUR MANUSCRIPT OR MESSAGE:

Proposed title & subtitle: \_\_\_\_\_

Is manuscript completed? \_\_\_\_\_ If no, give the approximate date of completion: \_\_\_\_\_

How many words in text? \_\_\_\_\_ Or, how many double-spaced pages? \_\_\_\_\_

If your message is not a manuscript, what form is it in? \_\_\_\_\_

Is there a special event for which you would like to have your books ready? \_\_\_\_\_ Date: \_\_\_\_\_

Please provide a short summary of your manuscript or book proposal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What category is your book (Christian Living, Family & Marriage, Kid's Picture Book, Christian Business, Personal Growth, Humor, Adult Fiction, Children's Fiction, Recovery, Devotional, Other): \_\_\_\_\_

What is the **most important** benefit of your message to readers? \_\_\_\_\_

\_\_\_\_\_

**PLEASE TELL US ABOUT YOUR TARGET MARKET & YOUR VISIBILITY:**

Describe in the **one type** of person you are **most concerned** about reaching with your book (include: age, gender, interests, needs, etc.) \_\_\_\_\_

List the different categories of people who are **most likely** to buy your book (examples: pastors, businesspeople, stay-at-home-moms, etc.—be specific!): \_\_\_\_\_

Do you have (or can you get) endorsements from people who are well-known? \_\_\_\_\_ If yes, who?

Do you travel and speak regularly? \_\_\_\_\_ If yes, how many speaking engagements in the next 12 months? \_\_\_\_\_ What type? \_\_\_\_\_ Avg. audience size? \_\_\_\_\_

Do you currently have exposure in the media? \_\_\_\_\_ If yes, please describe: \_\_\_\_\_

Do you have contacts with key leaders who would be willing to help promote your book? \_\_\_\_\_ If yes, who are they, and how would they help? \_\_\_\_\_

Do you have other built in markets for your book (examples: you're in a large church, you know lots of bookstore owners, you have contact with Christian corporations, etc.)? \_\_\_\_\_ If yes, describe: \_\_\_\_\_

Percent of your ministry is: \_\_\_\_\_% Local \_\_\_\_\_% Regional \_\_\_\_\_% National \_\_\_\_\_% Intl.

**PLEASE TELL US ABOUT YOUR COMMITMENT TO YOUR BOOK:**

Why are you excited about your book: \_\_\_\_\_

How many copies of your book do you anticipate buying? \_\_\_\_ 2000 or more, \_\_\_\_ 1000 or more, \_\_\_\_ 500 or more, \_\_\_\_ 200 or more, \_\_\_\_ 100 or more, \_\_\_\_ less than 100, \_\_\_\_ none, \_\_\_\_ don't know

Are you willing and able to get personally involved in promoting and selling your book? \_\_\_\_ answer Y or N:

**Interviews:** \_\_\_\_ have you been on the air? \_\_\_\_ are you comfortable being on the air?

**Booksignings:** are you able to do booksignings? \_\_\_\_ local \_\_\_\_ regional \_\_\_\_ national

**Internet:** \_\_\_\_ do you have email? \_\_\_\_ have a website? \_\_\_\_ have a blog? \_\_\_\_ mailing list? size \_\_\_\_\_

**Print media:** \_\_\_\_ do you have a newsletter? \_\_\_\_ write for a publication?, other \_\_\_\_\_

Can you recruit people to help you promote your book? \_\_\_\_ Who? \_\_\_\_\_

Other \_\_\_\_\_

**MAIL OR FAX THIS FORM AND EMAIL YOUR MANUSCRIPT (OR SAMPLE CHAPTERS) TO:**

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