



Author
2
MARKET

A STEP BY STEP GUIDE
to the technology leader in the Book-of-One print industry

Author --- *2* --- **MARKET**

Instructions and Step by Step Guide

This guide is produced through the Author2Market automated production system and is a perfect example of our **Book-Of-One Revolution!**

Visit our website for more information and services!

Author2Market.com

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HELLO! Author2Market is the technology leader in the Book-of-One print industry.

Most authors have great book ideas but finding the right audience may take time. The ability to print only what you need at a low price is convenient. Author2Market allows a test without a great investment in book inventory. Order one and ship directly to you or your customer. It's easy and less expensive than buying bulk and finding an error. The goal at A2M is simple: enable publishers, established and aspiring writers to do the impossible. Print their books immediately, inexpensively, and with no setup charges or minimum quantities... print just one book if needed.

From on-line print review, to a fully integrated, distributed print and product distribution system, A2M enables authors and publishers to go from manuscript to selling their books within hours.

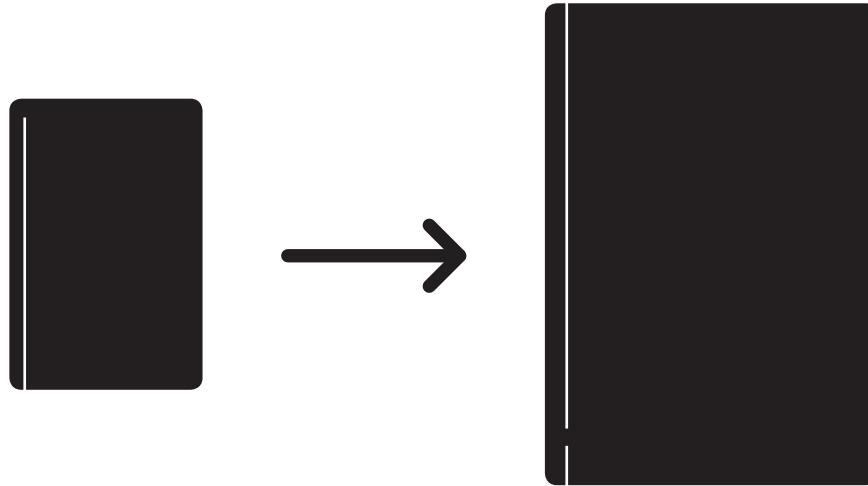
A2M delivers this capability with better quality and low costs. By fully automating the process, the make-ready and personnel costs associated with printing are removed – bringing back more revenue and profit to authors and publishers.

HOW ARE WE DIFFERENT

- No minimum order – order one!
- No setup fees – really, none!
- No contract to sign
- Low cost per book
- Direct customer fulfillment
- Rapid turnaround times – measured in days
- Flexible shipping and delivery options
- Maximum customer control
- Reduced or zero inventory

WHAT SIZES DO YOU PRINT?

Traditional book sizes are either 6 x 9 inches or 5.5 x 8.5 inches. However, we can print any size between 4 x 6 inches and 8.5 x 11 inches*.



* 8.5x11 inch books only available as a portrait orientation (binding on long edge). For an 8.5x11 inch book with a landscape orientation (binding on the short edge), please submit a request for a quote on our sister site D&L Press, Inc.

www.DandLPress.com



OUR COVER, PAGE, AND BINDING OPTIONS

Cover options are gloss or matte. **Gloss** is our default.

Interior page options are **white 60#** (default), lightweight white 40#, or cream 60#.

Binding options are **perfect** (default) or coil. We do offer a saddle stitch option, however the product is different than our perfect bound books. Saddle stitch is magazine style, color and only has a self cover option. Self cover means that the same type of paper is used for the cover as is used for the interior pages. The file that is uploaded needs to be an x1a PDF that includes all pages including the cover and inside covers with the front cover first in the file and the back cover last in the file.

HELPFUL TIP!

DO YOU PROVIDE AN ISBN? DO I NEED ONE?

We do not provide ISBNs. An ISBN, International Standard Book Number, is a thirteen digit number unique to a published book. You can purchase your own ISBN at Bowker.com (if in the U.S.), or from ISBN-International.org (if outside of the U.S.). Please be aware that all purchases of ISBNs are final. ISBNs cannot be returned and are unique to that individual book.

You are not required to have an ISBN for ebooks or to self publish your book to distribute among family and friends. However, you must have an ISBN to sell printed books anywhere.



YOUR ACCOUNT

PRO TIPS!

For both the cover and interior, we prefer **PDF X-1A**. Regular PDF is also accepted, but for better color accuracy we recommend making sure your files are CMYK instead of RGB.

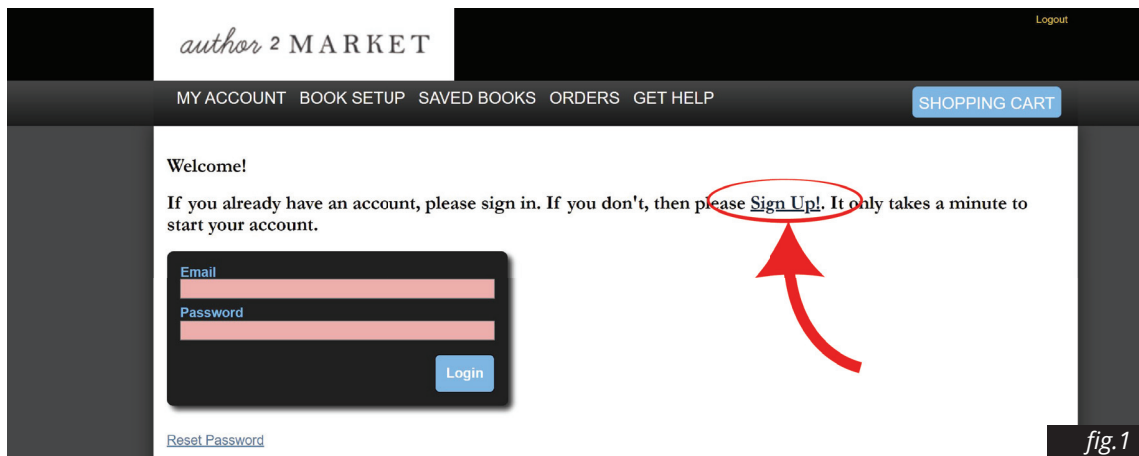
Files should also be to the correct size of your book.

HOW TO SET UP AN ACCOUNT

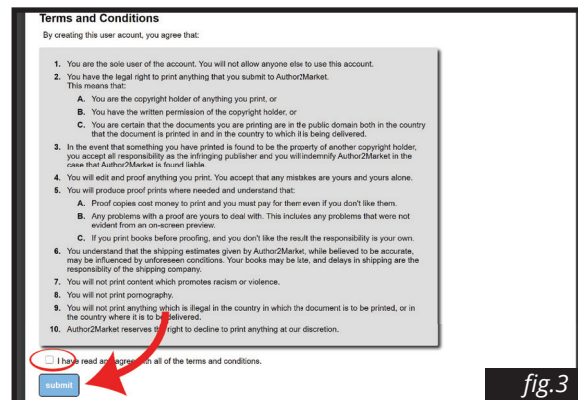
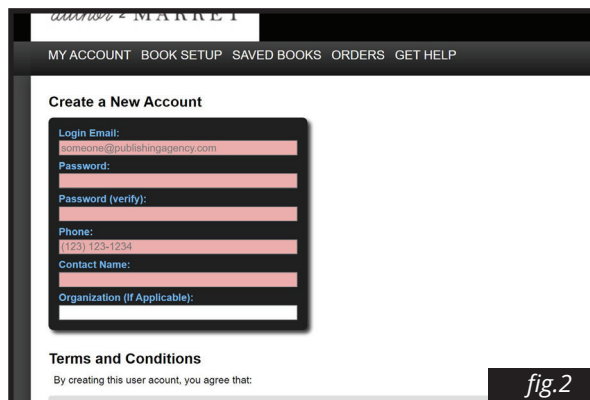
Don't have an account with us yet? Setting up a new account is fast and easy!

To begin, visit **Author2Market.com** and select the "My Account" tab in the navigation menu, or go directly to **app.author2market.com**.

From the login page, select "Sign Up!". (see fig. 1)

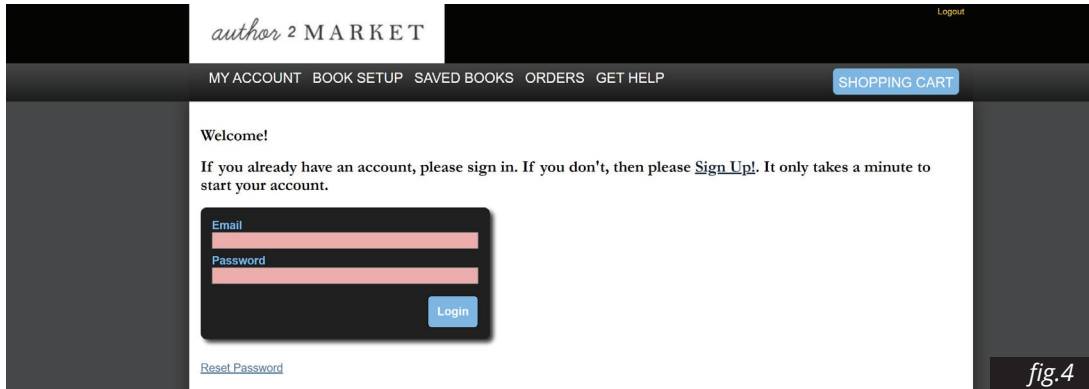


Fill out the correct information (fig. 2), check the box for Terms and Conditions (fig. 3), and hit the submit button. Congratulations, You have set up your new account!

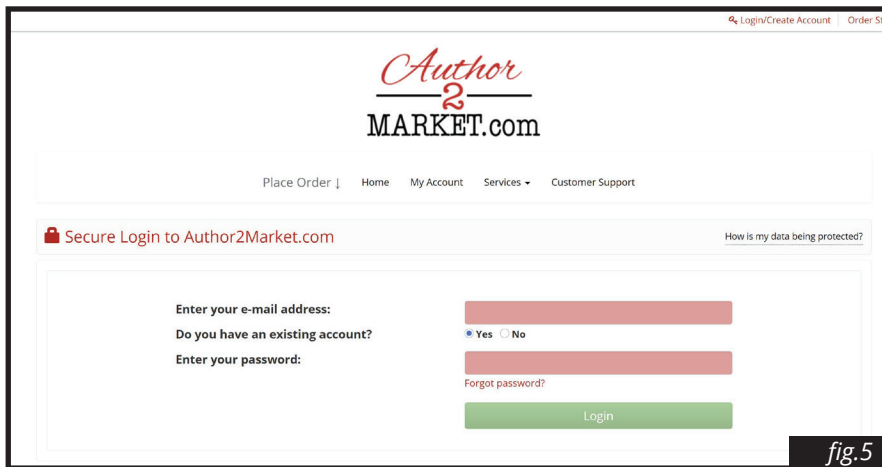


TROUBLE LOGGING IN

First, please make sure you are on the correct website. Books can only be ordered through the book portal. The login screen for the **book** side of Author2Market looks like the following:



Our **promotional** items site (business cards, banners, bookmarks, greeting cards, etc) login looks like this:



If you are having difficulty remembering your password, please select Reset/Forgot Password and follow the prompts to reset your password. For further help, please call us at 602-276-2964.

NAVIGATING YOUR ACCOUNT

The book portal is comprised of a few different pages. This section will break down each menu tab on the book management area of the website.

HELPFUL TIP!

Here's a quick summary of the menu tabs:

My Account - Change/Update Account Info

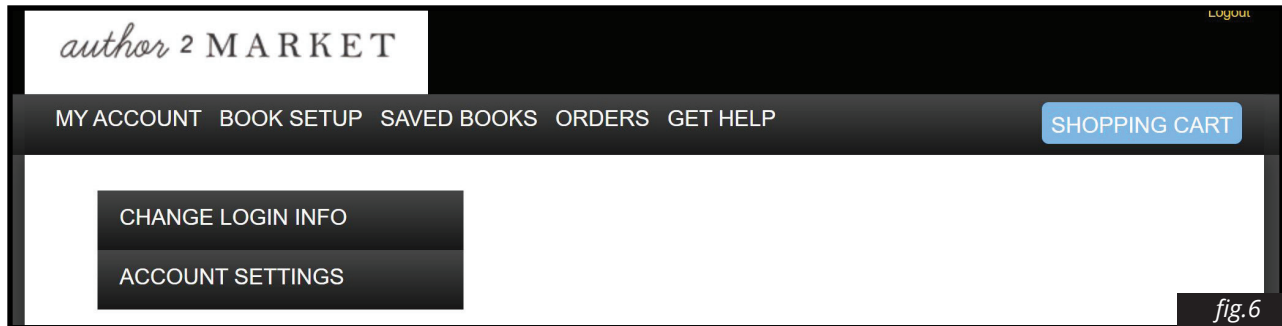
Book Setup - Add New Books/Edit/Order

Saved Books - Print Ready Books For Online Sales

Orders - Find current and Past Order Details

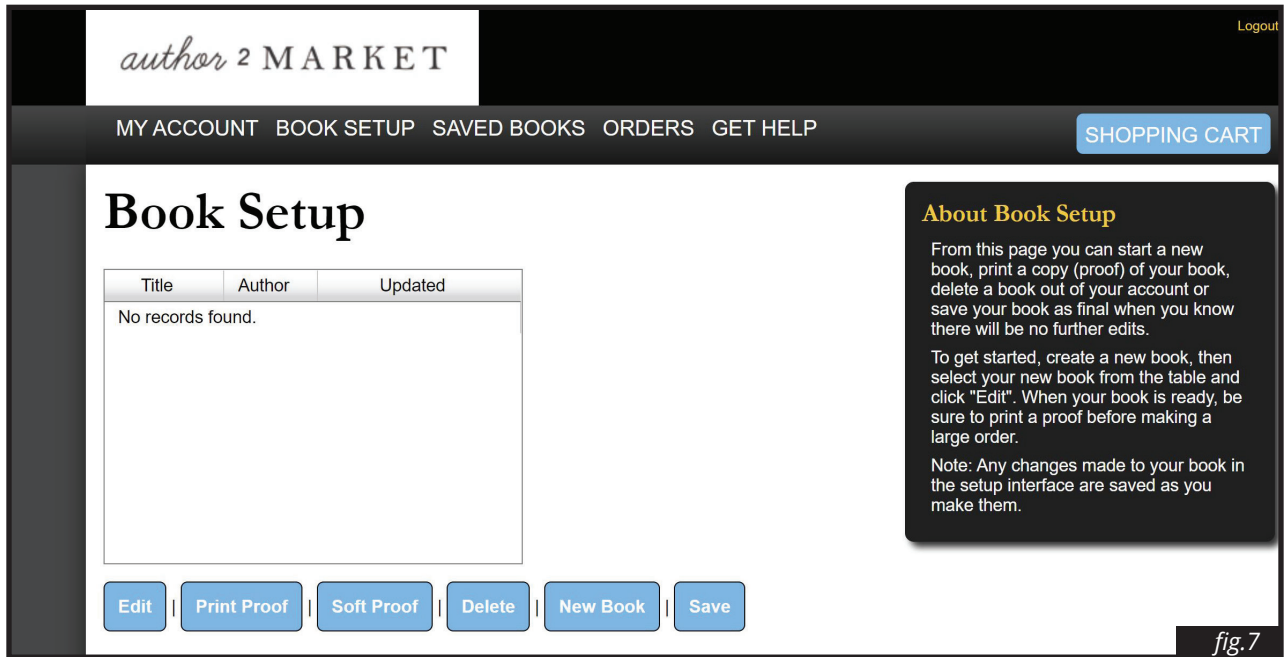
Get Help - FAQ and Help Info

Shopping Cart - Checkout your order



The **My Account** (fig.6) tab allows you to edit your login info (email and password), as well as your account settings. In Account Settings you can setup your eCommerce info, your contact info in the case of problems, and your return info. This information will be used, if possible, to redirect packages to you if your customer's address is invalid. This address must be in the United States and cannot be a Post Office Box. Please be absolutely sure that this address is correct.

The uploaded image file for box brand labels must be: (675px by 525px Black and White PNG) 4.5x3.5in.



When you sign up/login, you are taken right to the **Book Setup** (fig.7) tab in the book management area of the web site.

This tab is where you will find your books. Here you are able to setup new books, edit existing books, order proofs, delete books, and save books to your saved books tab. For more information about setting up and editing books, please see farther down this page in the Book Setup section in this FAQ.

In the **Saved Books** tab (fig.8) you can order books, and edit the information of your book such as product ID, the product title, description, etc. Saved books are made from editable books in Book Setup. They can be connected to other organizations and to external sales systems. Please contact us to explore this option.

author 2 MARKET Logout

MY ACCOUNT BOOK SETUP SAVED BOOKS ORDERS GET HELP SHOPPING CART

Saved Books

[About Saved Books](#) +-

From	Title	EAN13	Created
Me	Book Setup	2010001123279	2020-11-05

[Print](#) | [Archive / Remove](#)

fig.8

author 2 MARKET Logout

MY ACCOUNT BOOK SETUP SAVED BOOKS ORDERS GET HELP SHOPPING CART

Orders

Order Charges [Download CSV Report](#)

Customer Name	Company	Status	Tracking	Created
No records found.				

[View Invoice](#)

fig.9

Your **Orders** tab shows you both current and past orders. Select an order and hit the View Invoice button to view expanded information about that order.

CREATING YOUR FILES

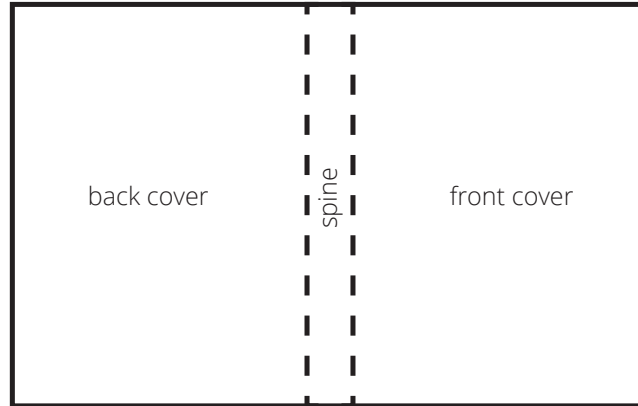
PRO TIPS!

For both the cover and interior, we prefer **PDF X-1A**. Regular PDF is also accepted, but for better color accuracy we recommend making sure your files are CMYK instead of RGB.

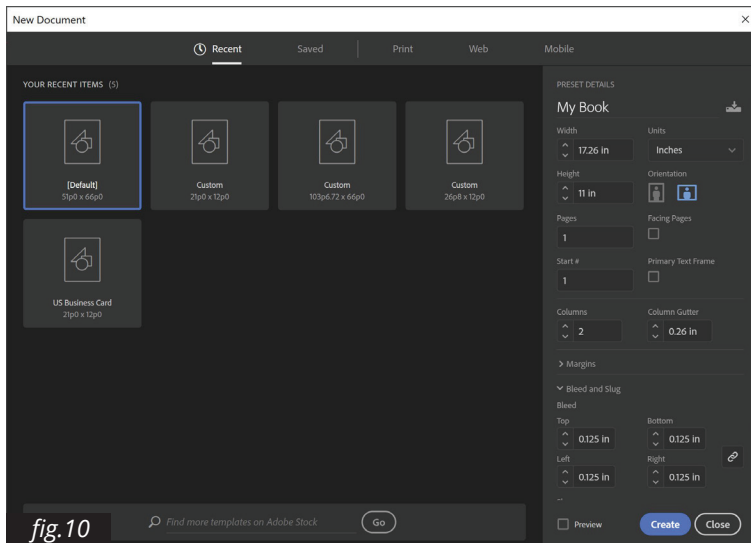
Files should also be to the **correct size** of your book.

SETTING UP YOUR COVER FILE

Your cover MUST BE all in one file. That means your front cover, back cover, and spine must be combined together similar to the following. The next few steps will help you properly create or layout your cover.



(Following demonstration uses Adobe Indesign CC, your program may differ)



When creating your cover file, add together the back cover, front cover, and spine width for your full width. A bleed* of at least an 0.125 inch or greater is highly recommended to avoid strips of white on the edges of your cover or internal pages.

* Bleed is artwork that extends off the actual dimensions of the document.

A favorite shortcut from our designer for setting up your spine easily, is selecting two columns and then inputting your spine width as the column gutter. (fig.10)

HELPFUL TIP!

Find your spine width via our calculator (author2market.com/calculator), or by uploading your interior file to the book setup and then checking Spine Thickness in the right info panel under the Cover tab.

Design your cover as desired, and then export as **PDF X-1A** with bleed (fig.11). Crop marks are not necessary but are recommended.

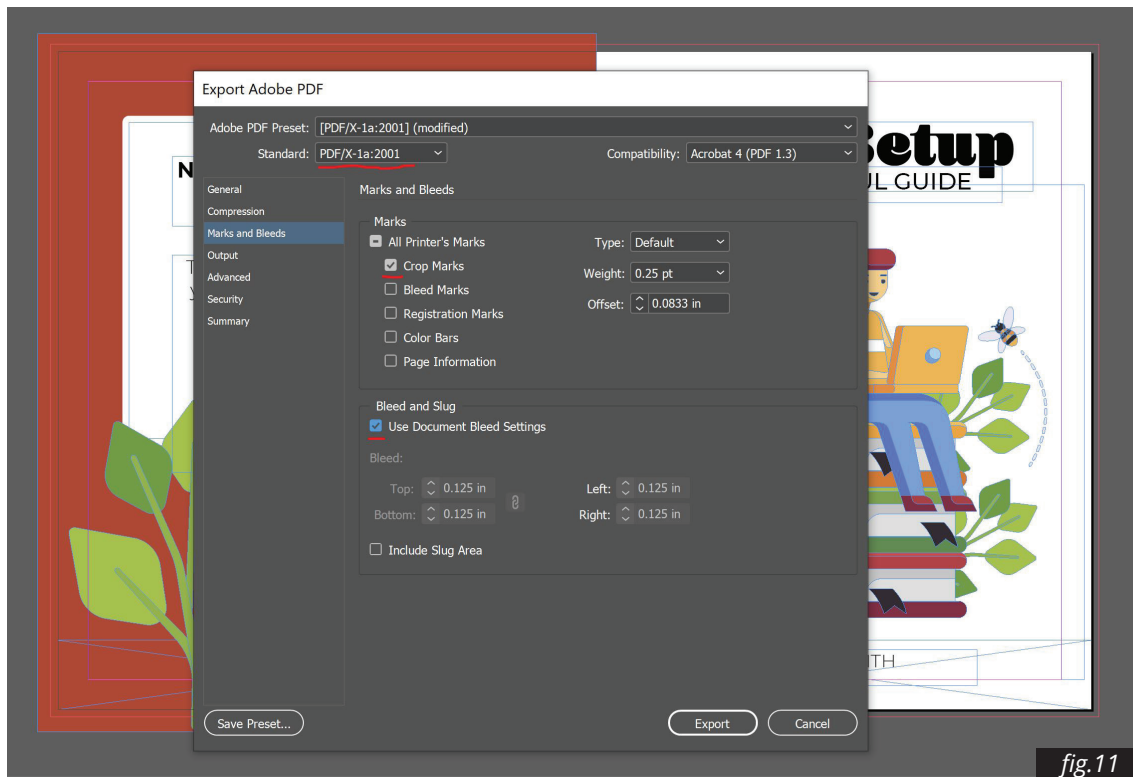


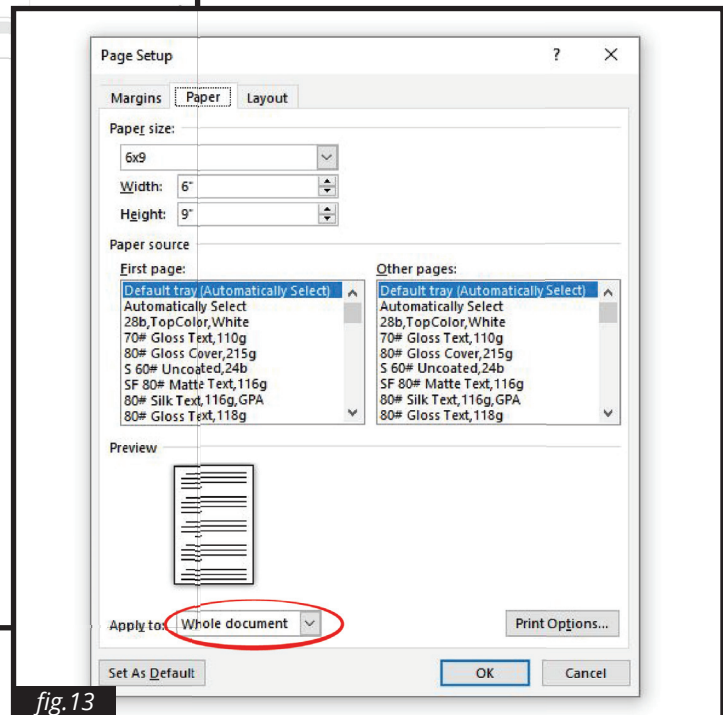
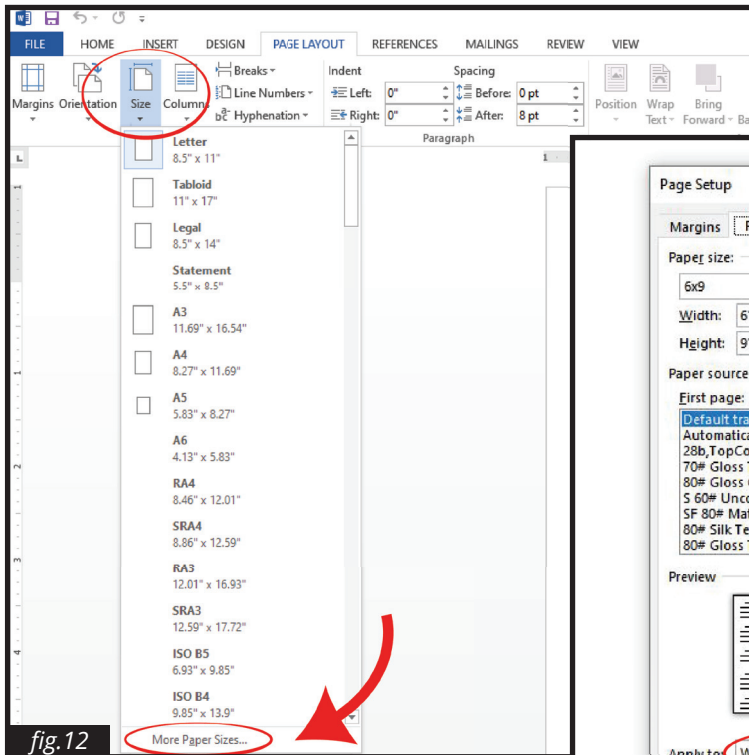
fig.11

SETTING UP YOUR INTERNAL PAGES FILE

Your interior file should be single pages, not spreads, and to the size of your completed book. (e.g. pages created as letter size 8.5x11 inches in Microsoft word will not automatically reformat when uploaded to a 6x9 inch book. The file must be created as 6x9 inch.)

For Microsoft Word users:

Under the page layout tab, select Size then select More Paper Sizes (fig.12). Be sure to make sure *Whole Document* is selected (fig.13) and then click OK to apply the size settings to your entire document.



Export your word document as a PDF in the Export option found in FILE tab.

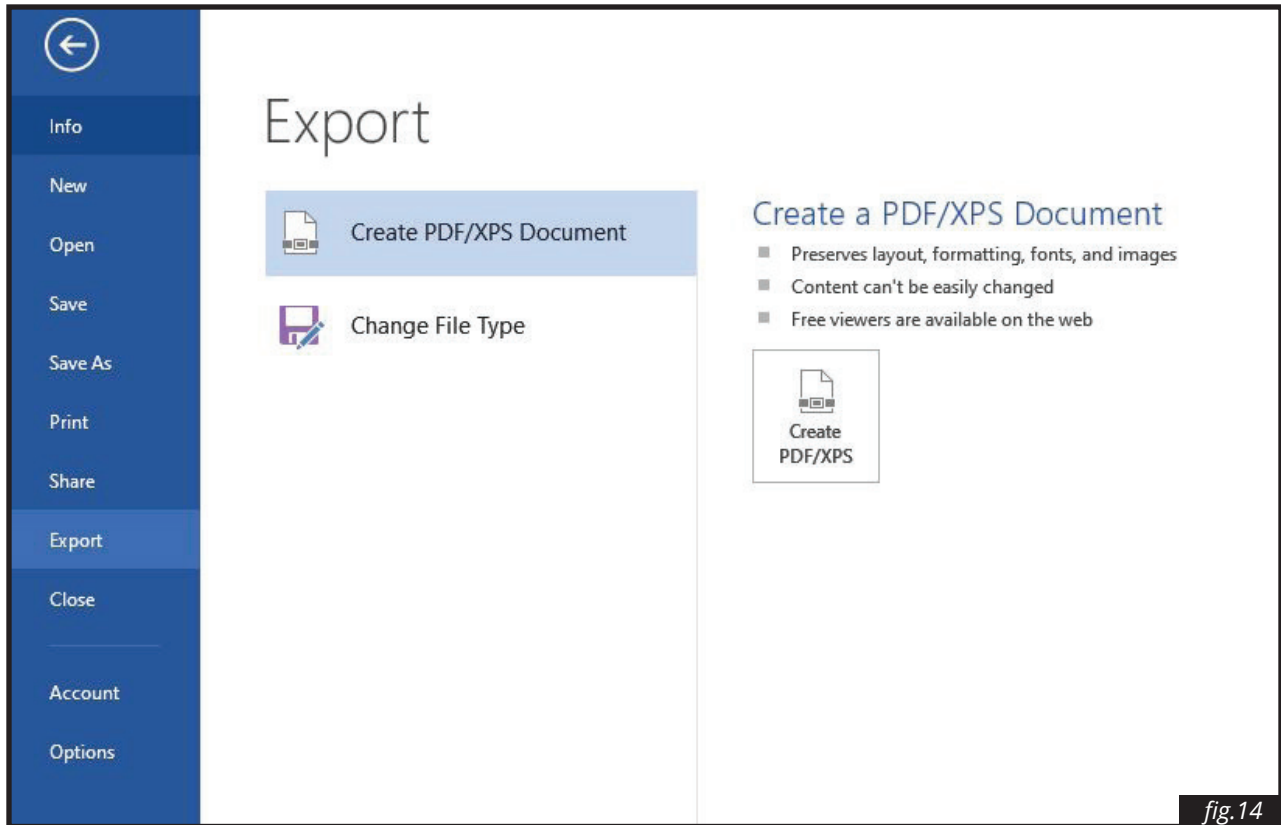


fig.14

We highly recommend using the x-1a (sometimes called x-1a:2001) format for PDFs uploaded into our system. The x-1a format is available primarily through Adobe Creative Suite products such as InDesign or Acrobat Professional. We can utilize PDFs created through Word or free PDF creators, but these do not always create trouble free PDF files. If there is a problem with processing your file or if the results of printing are not as you desire (font problems, contrast in text, poor interior picture quality, etc...), the most effective easy fix is to create new PDFs in the x-1a format and re-upload into your account. Please see page 24 for conversion methods.

For Adobe Indesign users:

If setting up with Indesign, make sure to select facing pages and input at least an eighth inch (0.125 inch) bleed (fig.15). Facing Pages is not necessary and depends on the content of the book. Our designer recommends setting up your book with the Facing Pages option deselected unless you have artwork that covers page spreads.

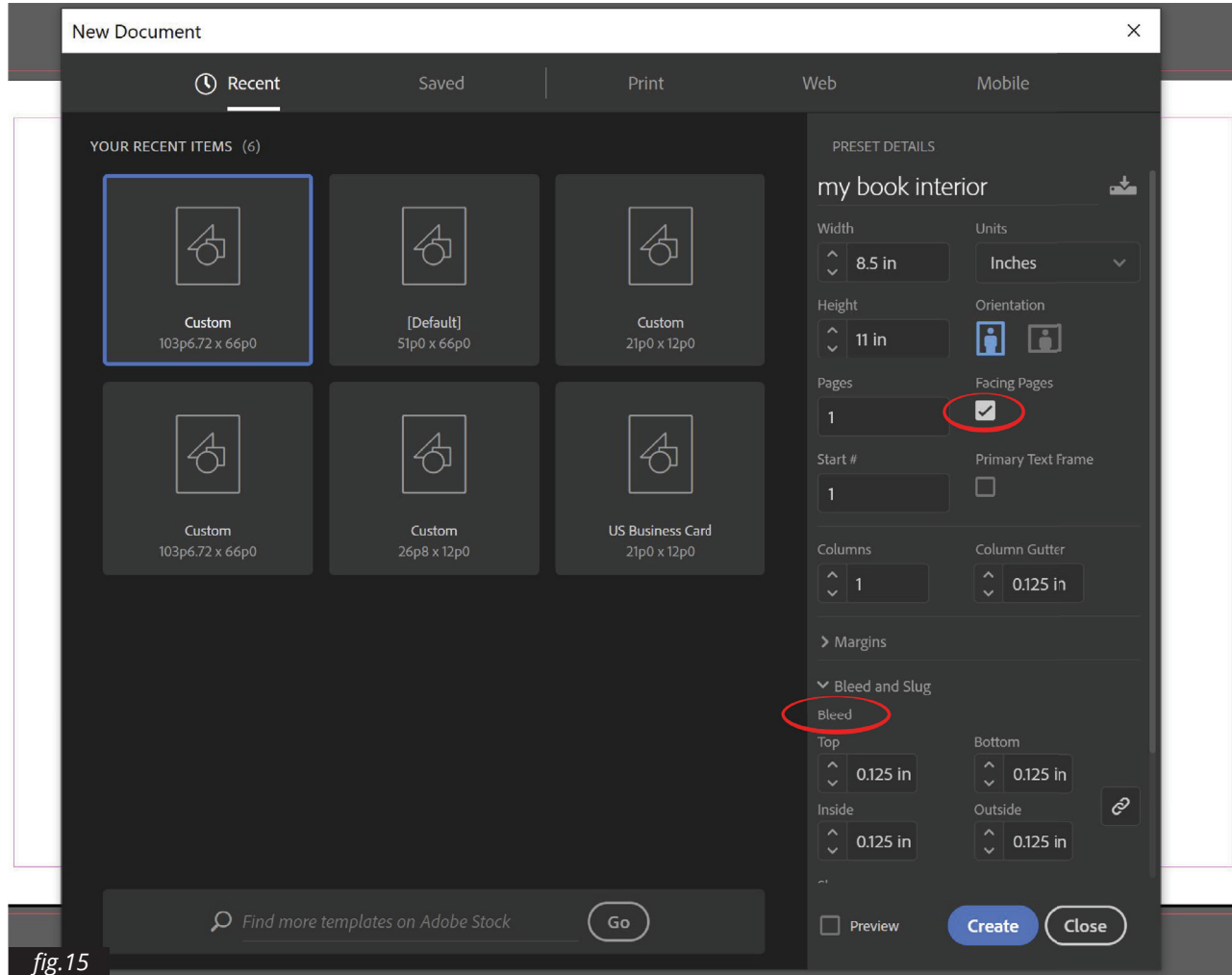
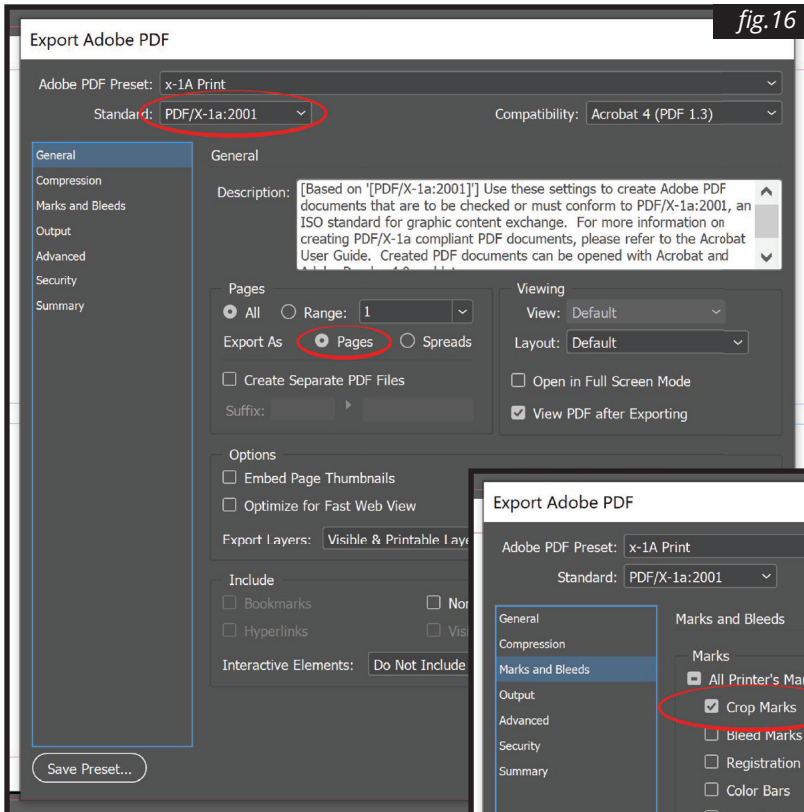
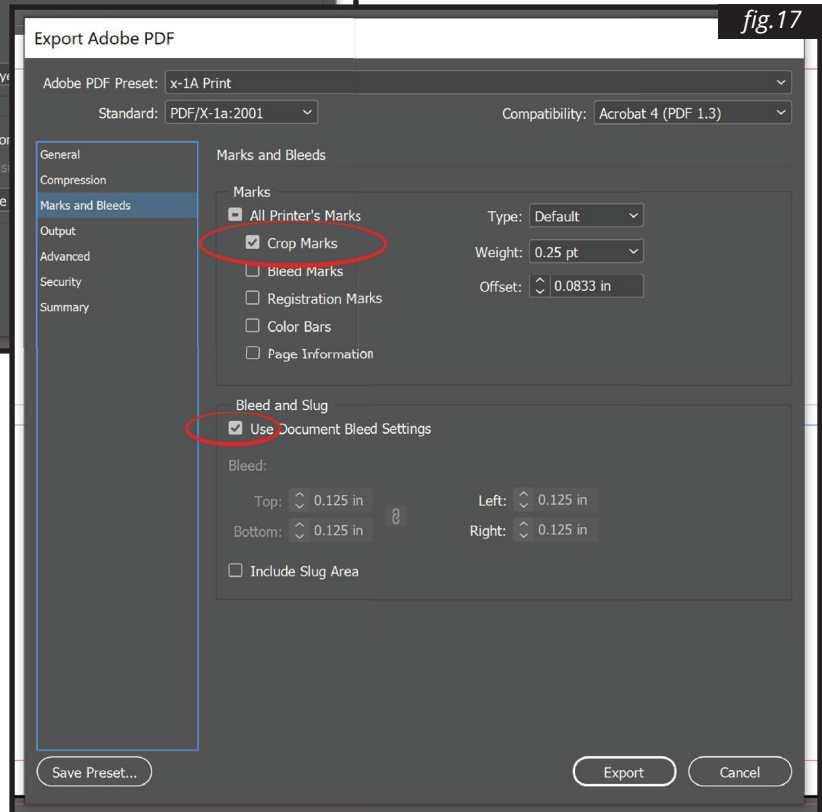


fig.15



Once complete, export your file as a PDF/X-1A, with crop marks and bleed included.

(fig.16 & fig.17)



WHY PDF X-1A?

To ensure that your file uploaded is of the highest quality and best file format, Author2Market.com's automated system prefers an Acrobat PDF x1a file, and this guide has four options to creating a compatible Acrobat PDF x1a File.

All programs are a bit different but the end result should be the same. Open or create your file with your favorite program. Keep in mind, when creating the original file, the margins needed on the right hand and left hand pages, and the final size of the book. When you're done with your layout of your book, do a spell check on the document! This is very important to catch any simple mistakes and will save you money later!

Converting to PDF X-1A

OPTION 1: Adobe Acrobat Professional

- 1) Select the tools bar.
- 2) Locate the Print and production tab, expand it and open Preflight.
- 3) Once Preflight has been opened, select tab "PDF/X Compliance"
- 4) Select "Convert to PDF/x-1a (SWOP)"
- 5) Press the "Analyze and Fix" button.
- 6) Save As with a different name and use the new file to upload to your account.

OPTION 2: Acrobat Distiller

- 1) Open the PDF in Adobe Acrobat Professional
- 2) Go to File-Print and select Adobe PDF as the printer
- 3) Click the Properties button next to the Select Printer box
- 4) In the Standards drop-down box, select PDF x-1a 2001
- 5) Click the Print button and save the file with a different name and upload new file

OPTION 3:

Saving a PDF file from any program that supports printing

- 1) Click Print or CTRL+P
- 2) Select the drop down menu from the Printer Name
- 3) Select the Adobe PDF option.
- 4) Then click Properties
- 5) Select the Adobe PDF Settings Tab
- 6) Select drop down menu under the Default Settings
- 7) Change it to read PDF/X1a:2001 or PDF/x
- 8) Select ok
- 9) Select ok from print window (this will not start printing; this will just convert your file to PDF.)
- 10) After you select the location you want to save it
- 11) Select save

HELPFUL TIP!

Searching online can always help with troubleshooting your files!

UPLOADING YOUR FILES

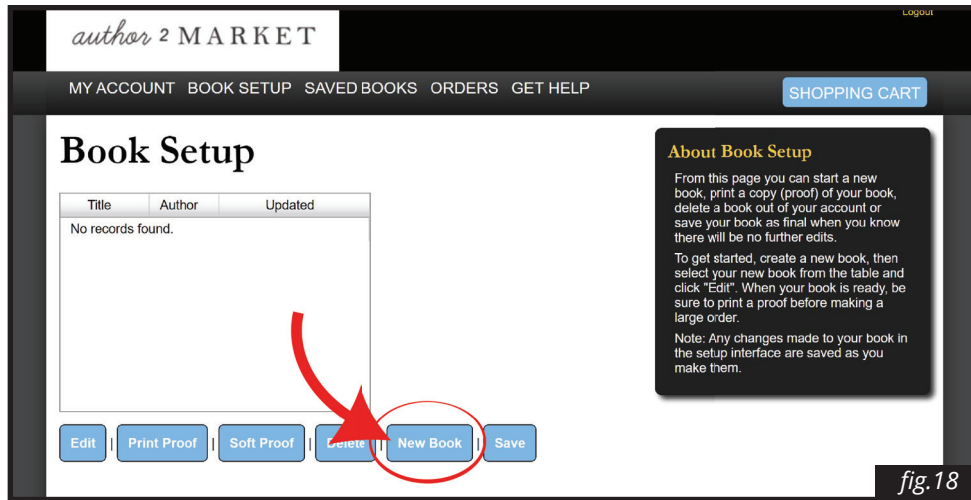
PRO TIPS!

Any changes made to your book in the setup interface are **automatically saved** as you make them!

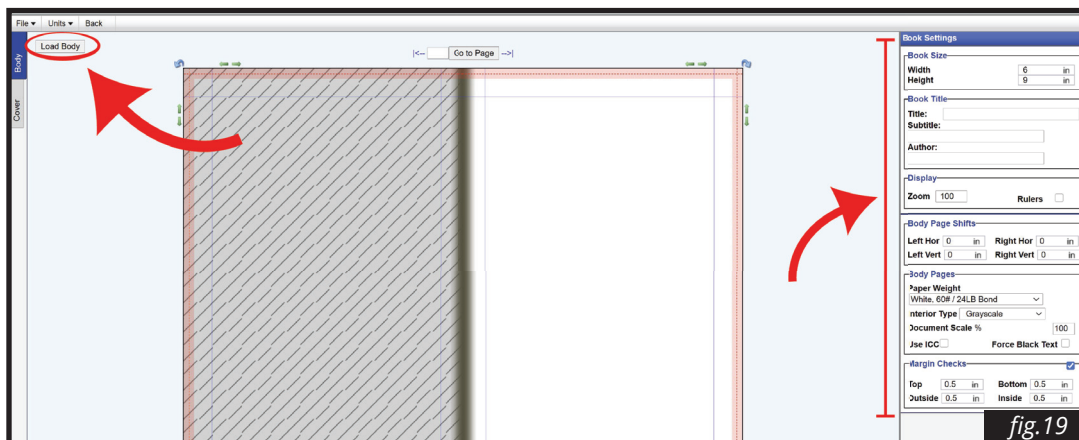
Our system is for PDF file upload only. Text and Images cannot be edited, adjusted or manipulated internally in the online system.

ADDING A NEW BOOK

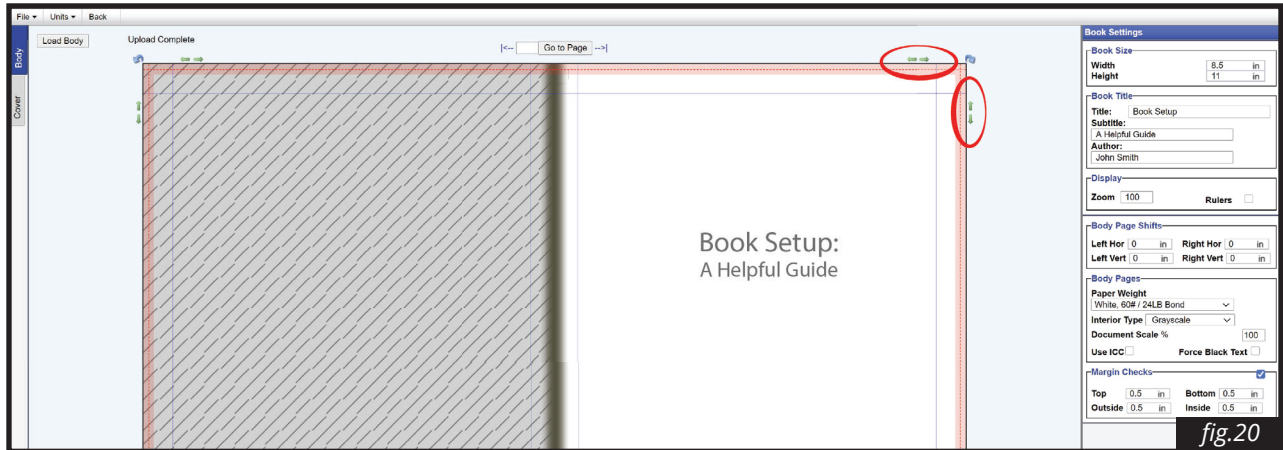
To set up a new book, first select the “New Book” button on the Book Setup page of your account. (fig.18)



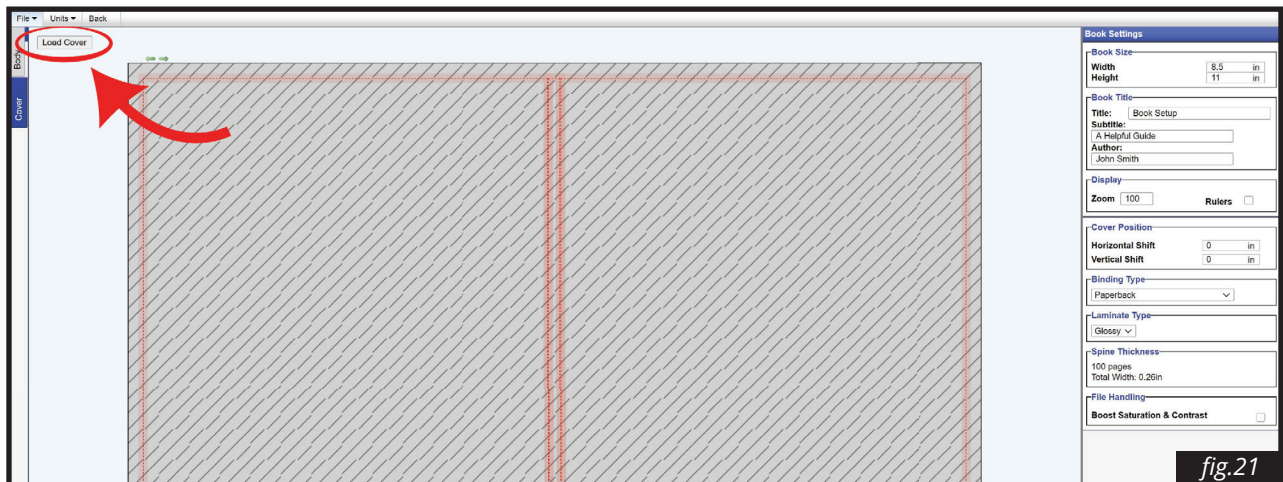
Next fill in the info on the right panel, and select paper weight and interior type. Then upload your body content by clicking the “Load Body” button in the upper left corner of the screen. (fig.19)



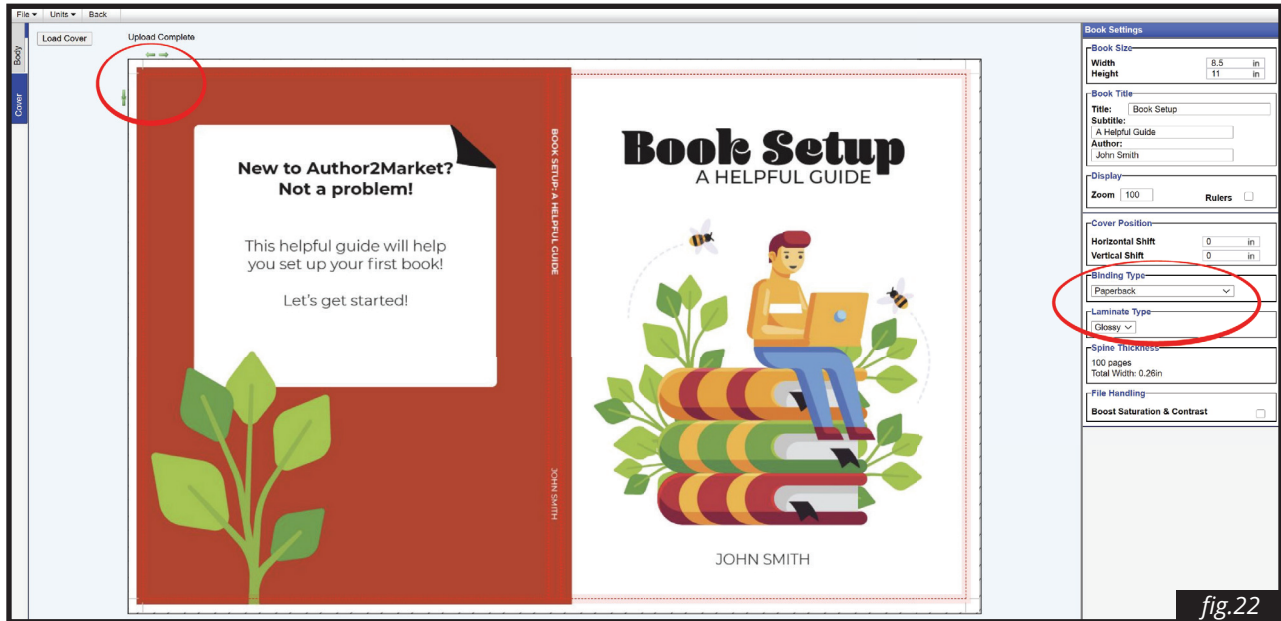
Adjust the position of your pages using the arrow buttons in the upper corners of the book preview, or by inputting your adjustments in the “Body Page Shifts” section in the right panel (fig.20). These adjustments will affect all pages on that side adjusted. (e.g. adjusting the right page down by 0.125 in will adjust ALL right hand pages.)



Upload your cover by first selecting the cover tab on the far left then clicking Load Cover.



Adjust the position of your cover with the arrows provided. Select binding* and cover laminate type



Once done, select “Back” in the upper left corner. All your changes are saved automatically.

HELPFUL TIP!

You cannot shift pages independently. The shift option will shift all the right hand pages and all the left hand pages at the same time. The adjusting cover options are limited to shifting up, down, left and right.

* Coil binding will cut out the spine design. We recommend you design your cover specifically for coil, instead of using the same cover or same method.

EDITING AN EXISTING BOOK

To edit an existing book, first select the book in your book setup, then click the “Edit” button highlighted below. (fig.23)

author 2 MARKET Logout

MY ACCOUNT BOOK SETUP SAVED BOOKS ORDERS GET HELP SHOPPING CART

Book Setup

Title	Author	Updated
Book Setup	John Smith	2020-11-09 20:02:10.0

About Book Setup

From this page you can start a new book, print a copy (proof) of your book, delete a book out of your account or save your book as final when you know there will be no further edits.

To get started, create a new book, then select your new book from the table and click "Edit". When your book is ready, be sure to print a proof before making a large order.

Note: Any changes made to your book in the setup interface are saved as you make them.

Edit | **Print Proof** | **Soft Proof** | **Delete** | **New Book** | **Save**

fig.23

Once in the editor you may upload new files, adjust placement, change paper types, cover finishes, etc. You may edit a book as many times as you want. The adjusting interior options are limited to an entire left hand or right hand page shift and enlargements. This means you can shift your right hand together and/or shifts left hand pages if they need to be closer or farther from the book edges, or enlarge or reduce. Single page adjustments must be made in the native file, and reuploaded as previously demonstrated.

Select “Back” in the upper left corner to exit the editor and return to your account.

All your changes will be saved automatically.

GUIDE TO THE GUIDES:

Red Dotted Lines — “Book Edge” or “Trim Edge”

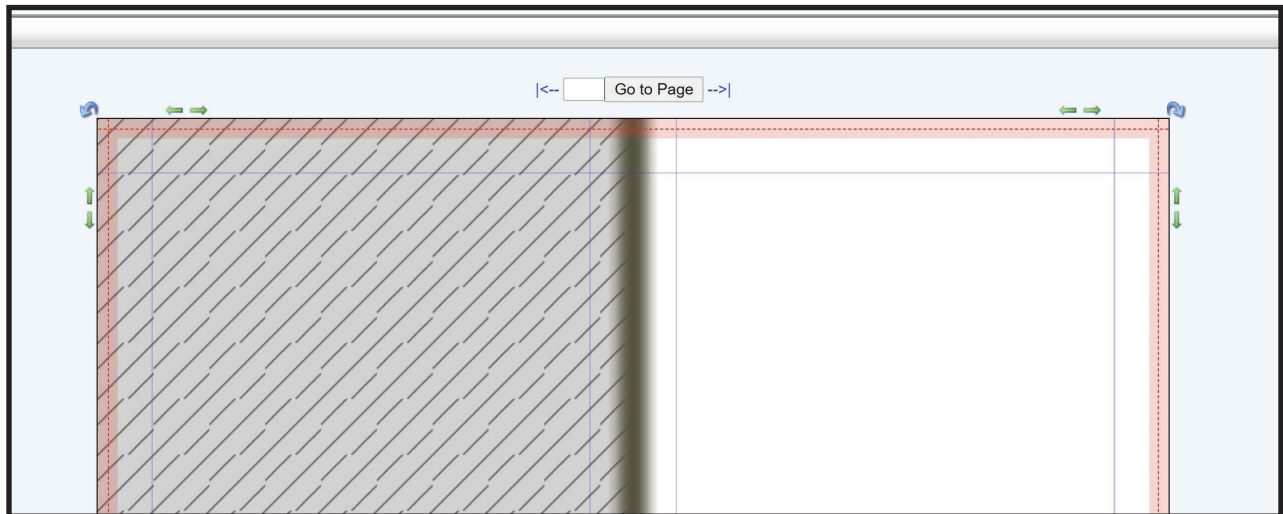
Red Shaded areas — “too close for comfort” and “bleed marks”

Blue solid lines — margins (these can be adjusted in the Book Settings)

Blue Arrows — Turn the pages

Green Arrows — Shift the pages (also shown in Book Settings)

Typing a page number into the “Go to Page” box will take you right to that page



ORDERING YOUR BOOK

PRO TIPS!

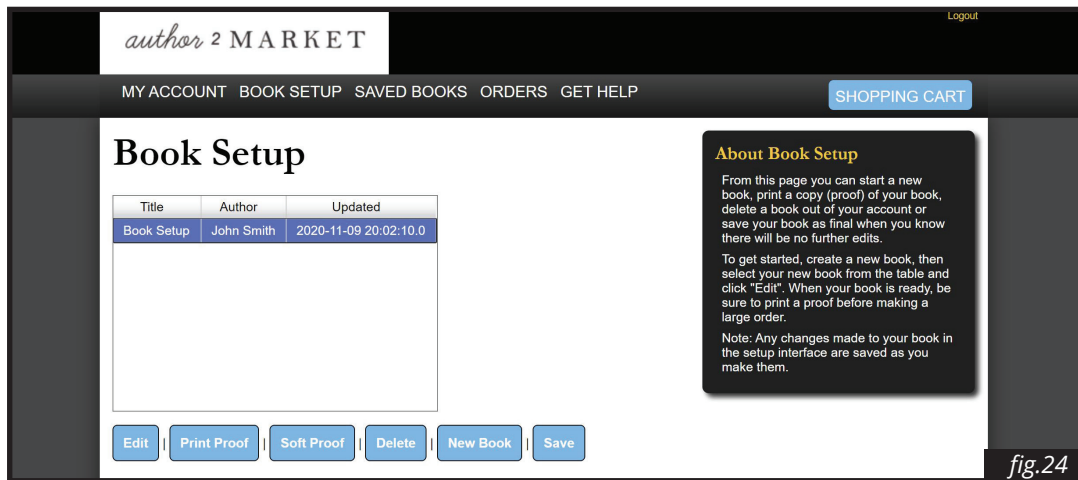
Please take note of your **order number** when inquiring information about the status of your book order. This is how all orders are tracked through production. To find your order number for your book, please view your order invoice in your Orders tab.

When your book is ready, be sure to **print a proof** before making a large order.

ORDERING A PROOF

When your book is ready to go, be sure to print at least one proof before making a large order, or after making significant changes to an existing book. Printing a hard copy proof will allow you to check colors, page placement, and size.

To order a proof simply select the book in your Book Setup tab (fig.24), click Print Proof in the blue buttons below the window, then select Shopping Cart in the top right corner and proceed through checkout as normal.



HELPFUL TIP!

What is a soft proof?

A soft proof is a digital proof sent via email within 24 hours for a flat fee of \$5. Although offered, we do not recommend ordering a soft proof, unless you do not have the time to order a hard copy proof. This is because you will be unable to check real color or sizes as you would with a hard copy proof.

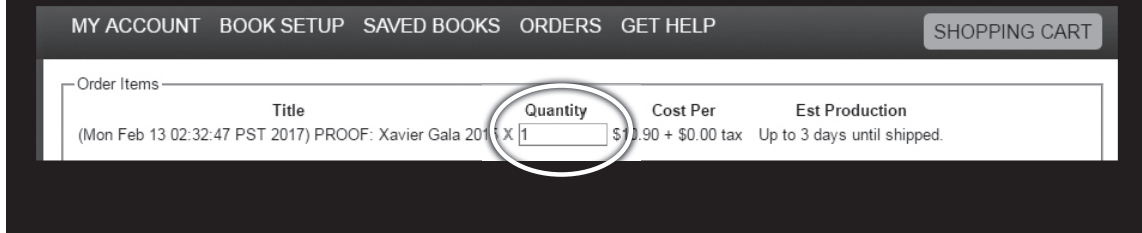
HOW TO PLACE AN ORDER

To place an order, follow the steps below:

- 1) Highlight your book title in the box and click on Print Proof.
- 2) This brings up a pop up window. Select OK to add to Shopping Cart. Once you have added all your books to your shopping cart, click on the blue Shopping Cart button on the upper right side of the screen.
- 3) Once in the Shopping Cart, click on the Checkout button.

HELPFUL TIP!

You can add **quantity** of each book at checkout. Your cart will also clear out if you logout of your account.



- 4) Then fill out the Shipping information. Click on Save Address if this address is where the reorders will also ship, but if the book is shipping directly to your customer you may not want to save the address.
- 5) The Shipping service choices will appear, if there do not appear to be very many choices, click on the Update Shipping Service Options and all of the choices will refresh. Pick the choice that is best for you and then click on the Continue button.
- 6) This will take you to the payment page, fill out and then review all of the information. If satisfied that everything is correct then click on the Submit Payment button. Congrats! You have ordered your book!

FIND MY INVOICE AND ORDER STATUS

Your **Order Number** is how all orders are tracked through production. To view your invoice and get your order number click on the Orders tab. Highlight the title of the book you order in the window, then click on View Invoice button below the box. Your order number will be in the top right corner of your invoice. (fig.25)

MY ACCOUNT BOOK SETUP SAVED BOOKS ORDERS GET HELP SHOPPING CART

Orders Order Charges 02/13/2017 02/13/2017 Download CSV Report

Customer Name	Company	Status	Tracking	Created
Tina C/O St. Catherines		Shipped	56	2016-08-15
Tina C/O St Catherines		Shipped	Shipped no tracking #	2016-08-11
Tina	OLPH	Shipped	40	2016-07-25
Tina		Shipped	Shipped no tracking #	2016-07-21
Hard Copy 02 Hard Copy 02		Shipped	Shipped no tracking #	2015-10-29

View Invoice Order #117122

fig.25

To check the **progress** of your book, please look at the box in the Orders tab. The third column says Status. If it says *Manufacturing*, it means your books are in the process of being printed and bound. If it says *Shipped*, your order is complete. (fig.26)

MY ACCOUNT BOOK SETUP SAVED BOOKS ORDERS GET HELP SHOPPING CART

Orders Order Charges 02/13/2017 02/13/2017 Download CSV Report

Customer Name	Company	Status	Tracking	Created
Tina C/O St. Catherines		Shipped	56	2016-08-15
Tina C/O St Catherines		Shipped	Shipped no tracking #	2016-08-11
Tina	OLPH	Shipped	40	2016-07-25
Tina		Shipped	Shipped no tracking #	2016-07-21
Hard Copy 02 Hard Copy 02		Shipped	Shipped no tracking #	2015-10-29

View Invoice

fig.26

F.A.Q.

Q: Do you offer inplant pickup?

We do offer in-plant pickup for loyal customers in Phoenix, Arizona. To request your account be set up for in-plant pickup, please call us at 602-276-2964.

Q: How large can my file size be?

For the best experience with A2M, we highly recommend uploading X1-A PDF files no bigger than 35 MB for your book. We can handle files up to 150MB.

Q: What plugins do I need for the make ready page to work?

You will upload your body and cover files into the Book Setup make-ready application. To upload files, it's first necessary to have a recent version of Adobe Flash installed in your browser.

Q: What plugins should be installed so Author2Market works properly?

The only program you need is a browser that supports HTML5 (Chrome, Safari, Microsoft Edge, Firefox, Opera, and others). No additional plugins are required.

Q: Can I cancel an order?

Your order begins production as soon as it is placed, as such we do not offer this option. Make sure your order is finished before placing it!

Q: How will I know the order status?

Orders begin printing when the file is submitted to the server. You will be notified by email when we have completed the printing process and the order has been shipped.

Q: What is the standard order processing time?

Allow three (3) business days for printing. This *does not include* the day you upload and order your book. You may experience faster production times in some cases and this is an added bonus, but do not rely on faster times as part of your planning process.

Q: Can I Use My Own Shipping Number for Shipments from A2M?

Currently, we do not have this option.

Q: How long does it take to receive a confirmation email, can I request a new one?

You should receive a confirmation email within 5 minutes of account creation. If you haven't received a confirmation email, please check your email's "spam" folder first. If you can't find it there, you can contact Customer Service at *info@author2market.com*.

Q: How do I reset my password?

If for some reason you have forgotten your password, please contact Customer Service at *info@author2market.com* and they can reset the password for you.

Q: Why do you ask for my phone number upon account creation?

If there is an issue with your order, we use your phone number to quickly contact you.

Q: I don't see an option to remove my account, how should I proceed?

If for whatever reason you need your account removed, please contact Customer Support at *info@author2market.com* and we will assist you.

Q: Is Author2Market a publisher as well as a printer?

No. We are a network of digital printers working to provide revolutionary services for publishers. Publishers have ownership over content, pay royalties, and are charged with marketing and selling that packaged content to consumers. We offer state of the art printing services and can help with distribution.

Q: Will Author2Market market and sell my books?

No. We do not market nor sell your books. We have a list of trusted experts who can help sell an author's or publisher's books, whether with marketing, PR, or sales and distribution. Please contact us at *info@author2market.com* for more information.

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