



FREQUENTLY ASKED QUESTIONS

Why should I offer my book on Kindle, Nook and other eReaders?

Here are some important points that you should consider:

✓ Amazon's Kindle e-books, which outsold its hardbound books in July 2010 and paperback titles in January 2011, is a multi-billion dollar industry and growing. As of May 2011, the sales of Kindle titles have surpassed the combined sales of all books.

✓ For year end 2011, researchers predict e-readers will experience a 213% growth and 90 million new shipments. Everyone of those 90 million will be filling their eReaders with ebooks.

✓ In just three years Amazon has positioned itself to triple its overall share of the U.S. book business for all formats. Before the end of 2012, Amazon will own more than half of the U.S. book business across all formats.

✓ Amazon has signed big name publishers, not for print, but ONLY for Kindle, and this has mainstream publishers worried. Kindle (Amazon) controls a little over 60% of the eReader market, and Nook (BN) controls around 25%.

Why should I partner with Going Bonkers, LLC?

The digital world is vast and confusing. We have the know-how, the experience, and the relationships that allow us to streamline the process and make it fast, easy and affordable.

What exactly will Going Bonkers, LLC do for me? Editing where requested, Cover Design where requested, provide you with ISBN numbers (each format must have a different number) and digital conversion to all digital formats. Basically, you write and we'll handle everything else -- all the technical conversions, programming, the back end marketing (like getting all the imbedded keywords in all the right spots).

What makes you different from digital publishers, or self-publishing companies?

With Going Bonkers, LLC there are no up front fees and no risk. On average, other companies charge around \$5000 for a "premier" package that includes all the services we offer.

What are the up front costs?

None. Your only "fee" is a flat \$250 per book. This all-inclusive fee covers the cost of converting your book to all the proper formats and getting them up and available for sale. You don't have to pay the entire fee up front. We can deduct it from your first sales if you'd like. After that \$250 is paid, there are no other fees or hidden costs, beyond our 20% of gross sales.

Is it guaranteed that you will accept my book?

No. We must be selective in the books we accept, since we bear all the up front costs. Unlike other digital or self-publishers, they accept everyone because they have no risk -- they collect all the monies up front and don't care if your book is successful or not. In our case, if you're not successful, we're not successful. If you don't make money, we don't make money. Be believe that's a fair way to partner.

How long will the process take?

From the time your manuscript is finished and ready for publishing, we'll have it on all major sites available for sale within 4 weeks. This is unheard of in the publishing industry, as the lag time for traditional publishing is over a year. This means you'll have book sales income in just a few short months.

How will I know what my sales are for each month?

Unlike a traditional publisher, we offer complete transparency. We'll set you up with your own sub-account, under our publisher account, and you'll be able to log in at any time and track your sales, returns, and payments due you -- all directly from the source (Amazon, BN, Apple, etc.)

How much control do I retain over my book?

Unlike a contract with a traditional publisher, you retain control of your book. You control and own the rights to your work. Going Bonkers, LLC is the publisher, but you are the Author/owner of your work and the rights therein.

Where will my book appear?

Books will be available for purchase on Kindle eReader devices, Kindle Cloud Reader, Nook eReaders, and on Kindle and Nook APPS for iPad, iPhone, iPod touch, PC, Mac, BlackBerry, Android based devices, and Windows Phone 7. They will also appear for sale on Amazon.com, BN.com, Apple, iTunes and others, as well as our publisher website.

How will the public know my books are now available on Nook and Kindle?

Various ways: (1) you'll want to tell your followers the good news, and put this info on Facebook and market as much as possible, as well as send out press releases (we'll help you), and we'll do online marketing on your behalf too. We'll also announce your book to our large established following. In addition, there are tips and tricks to getting the best search results within Amazon and BN. These increase your book sales, and your book ranking dramatically, which in turns, brings more sales. It's a vicious cycle which can go up (if done right) or spiral down (if not.) We know how to do it right.

What format will I need to send you?

Microsoft Word

Can I include pictures in my book?

Yes, as many as you deem necessary.

What if I've already self-published a book in print, but it's not in digital yet.

No problem. If you own all rights to your book, we'd love to consider it.

What if I already have a book published with a publisher?

Check with them. They may own the digital rights, which means you can't publish it digitally without their written consent.

How will my books be priced?

You control your price, within a range. Ebooks may sell for anywhere between \$2.99 and \$9.99.

How much and when do I get paid?

Monthly. All venues have easy to read reports that are straightforward: gross sales, less returns = net paid. They pay monthly with a small lag time. For example, at the end of October, they will pay for your sales in August. Based on the current fees of Amazon and BN, you can expect a check for between 45% - 49% of your book cover price. This is much more than a traditional publisher pays.

For More Information email: [Carol Pereyra at GoingBonkersUSA@aol.com](mailto:Carol.Pereyra@GoingBonkersUSA@aol.com)