THE INDEPENDENT AUTHOR'S

PUBLISHING ENGINE

FastPencil

CONTENTS

Introduction

The FastPencil Publishing Engine is intuitive, online software to create, distribute, and sell print and eBooks. More than 125,000 independent authors and small publishers depend on FastPencil to:

- *Write, collaborate and format manuscripts*
- *Publish books in print and eBook formats*
- *Distribute books worldwide*
- *Manage book sales and collect royalties*
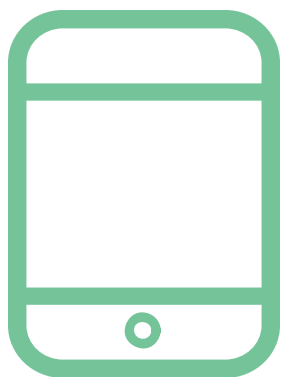
This book describes how the FastPencil Publishing Engine guides you through the entire book publishing journey from concept to sold: research, writing, collaborating with associates, producing bookstore-quality output, and managing an authoring career in the digital age.

The fundamental challenge to independent authors is balancing the creative, technical, and and business requirements for publishing a book. Most authors prefer to focus on the creative aspects. That's where your talent and motivation lie, and it's why most authors choose to write books in the first place.

We built Fast Pencil to manage the technical and business requirements of publishing—so that you can devote your time and energy to writing great books.

The publishing journey has five distinct stages. FastPencil removes obstacles in each of them to help you create, publish, distribute, and sell print and eBooks in an intuitive, continuous process—all from a single online dashboard.

Get Started

Write

Collaborate

Format

Publish

Feature Highlights

- *Your own free, private, online workspace*
- *Use instantly on any computer with internet access*
- *Write and edit book-length manuscripts efficiently*
- *Upload images without complex conversion tools*
- *Collaborate with authors, editors, designers, and beta readers within the workspace*
- *Format and preview your book interiors instantly*
- *Distribute privately, in the FastPencil marketplace, or online and in bookstores worldwide*
- *Pay only to print books and for optional editing, formatting, distribution, and marketing services*
- *On-Demand print book publishing incorporates cost of printing into retail price paid by the buyer*

For Independent Authors

If you depend on book sales to make a living, or publish books to attract professional services clients, the FastPencil Publishing Engine will help make your writing more productive, while reducing the time and effort required to take care of business.

FastPencil provides the tools you need for your entire publishing journey, and orchestrates when and how you use them from within your own private, online workspace.

- *Intuitive tools get you started fast—with no installation*
- *Purchase professional editing, cover design, manuscript review, book printing, and other services on demand*
- *ISBN numbers, taxes, shipping, etc all managed for you under the FastPencil imprint*

For Small Publishers

Use FastPencil to create your own publishing imprint and manage your titles—even with limited resources and on tight budgets.
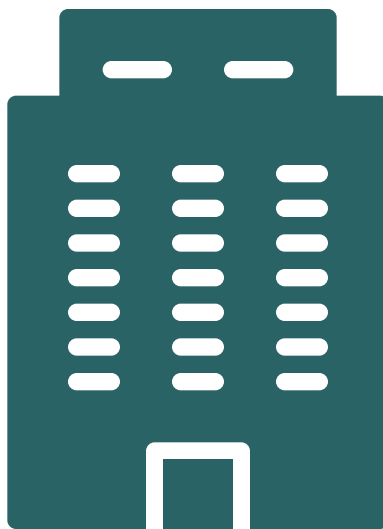
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- *Use your own ISBN and metadata*
- *Your books appear under your imprint name on Amazon, Barnes & Noble, and other book sellers*
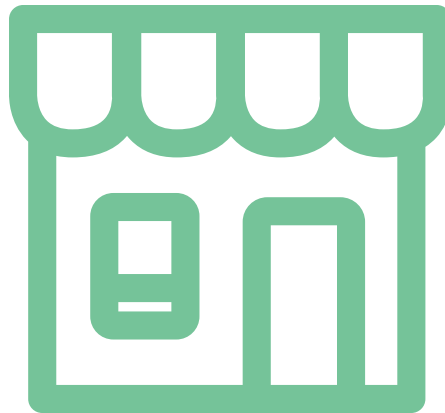
For Enterprise Publishers

Use a FastPencil white-label solution to grow your business, increase customer loyalty, create new revenue streams, and drive real efficiency.

- *Convert your internal or user generated content into print-ready or eBook formats*
- *Set up your publishing business with a white label offering branded as your own.*
- *Customize and deploy a secure, standardized system in the Cloud or in your own data center*

1   **Get Started**

> As an indy writer, I spend too much time on the indy part, and not enough on the writing.
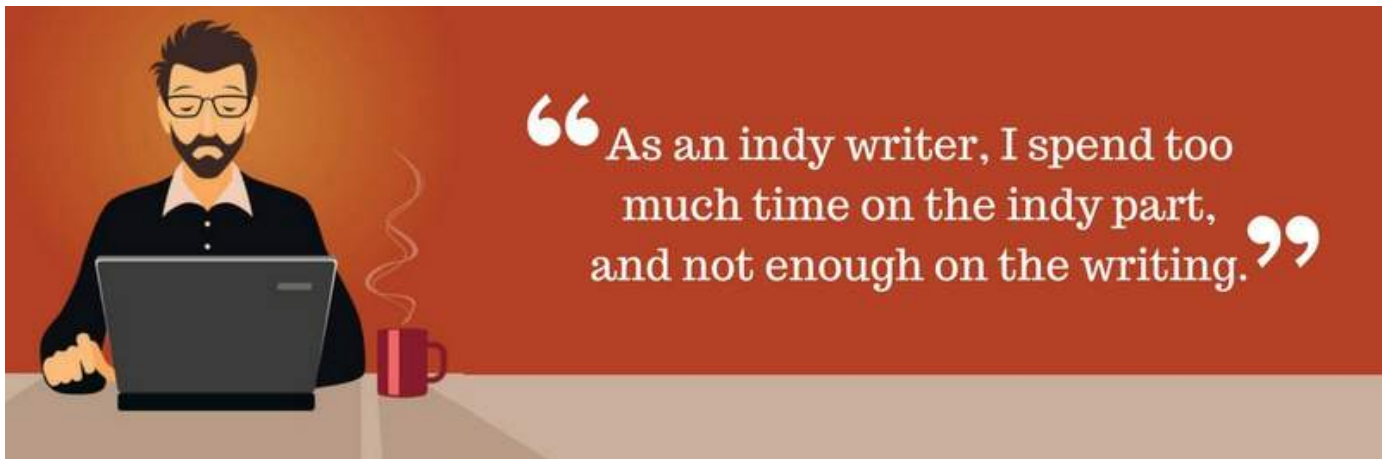
OBSTACLE

It takes time to research and select the best authoring tools, and and a learning curve to orchestrate how and when to use them.

FASTPENCIL SOLUTION

All the tools are included and accessible from a single dashboard. A predefined process guides you through each step, beginning with a simple 10 minute personalization setup.

Create My Account

The first step is to make an account and profile. Sign in with a username and email address. We send an authentication email to get you started.

Build My Author Profile

Your author profile is associated with all the books you write in your FastPencil workspace. Use it to sell yourself to other authors—and readers who are curious about your work.

Add Social Media Links

Click on Social to add links to your social media accounts such as Facebook or Twitter.

Edit Account Details

| General | Social | Events | Payee | Security |

Social Links

Link your social media accounts to your FastPencil Author page. Links to these accounts will display on your Public Author page.

f	https://www.facebook.com/usern	Save
	https://twitter.com/username	Save
G	https://plus.google.com/usernam	Save
	https://www.instagram.com/userr	Save
a	http://www.amazon.com/usernan	Save
YouTube	https://www.youtube.com/channe	Save
	https://site.com	Save

Author Picks

Fill out the following text boxes to give your audience more information about your favorites. Separate individual information with comma.

Favorite Books   To Kill a Mockingbird, Hunger Ga

Plan Events

Use the Events section to schedule interviews, book signings, classes, conferences and other career-building activities.

Edit Account Details

| General | Social | Events | Payee | Security |

Upcoming Events

Upcoming Events Information

New Event

Date	Location	Event	Action

Collect Sales Royalties

Provide your contact and tax information and FastPencil will collect and pay you for the books that we sell.

Edit Account Details

General | Social | Events | Payee | Security

Mailing Address

First Name

Last Name

Country

Address 1

Address 2 — Optional

City

State/Province

Postal Code

Tax Information

We collect this information in order to pay you royalties for the books you sell.

Name — Optional
Name as it appears on your tax return.

Business name — Optional

2 Write

OBSTACLE

Book-length manuscripts are cumbersome to visualize, plan, and manage using generic word processing tools. Many authoring tools have a steep learning curve and don't provide other publishing functions.

FASTPENCIL SOLUTION

'Just enough' features to write book-length manuscripts in an intuitive, online experience without download or setup.

- *Full function word processing and formatting*
- *Drag-and-drop outlining and scene reordering*
- *Save notes, and links with individual scenes*

Write & Import Text

Use FastPencil to start writing a new book, or import work that you've created elsewhere to finish, edit, format, publish, distribute, and manage.

Let's get started!

What do you want to do?

Write, edit, design and publish my book or ebook

Now you can do it all with just a few clicks. Our book editor is easy and free, with professional book design templates to make your book stand out. Use this to create both print and ebooks.

works with **Evernote**

Upload/import my finished book

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Manage My Book Project

Don't sweat the details. FastPencil displays all of your activities at a glance so nothing falls through the cracks—from the manuscript word count to team assignments and feedback from collaborators.

Outline My Book

Use a convenient popup screen to outline your book before start to write. View status, add, delete, rename, and reorder chapters and sections as you create your manuscript. Click on a section to view and edit your work.

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Click on the chapters to edit. Drag and drop chapters to organize.

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Publication Setup + Metadata	FRONT MATTER
Part 1	CHAPTER
TRACK SCRIBE SEES THE LIGHT	
Why Publish?	CHANGES PENDING CHAPTER
Write Your Story + Create A Book	CHAPTER

Chapter ▾ | Title of New Content | Add   Close

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Write and edit your manuscript using an intuitive word processing tool. A running word count is displayed at the bottom of the page. Collect and view notes, research, discussions, revisions, and feedback on the same page.

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Insert black & white or color images as you write your manuscript or into imported text. Position each image on the page. Use text wrapping around each image for illustrating non-fiction books. Insert decorative elements with chapter headings, and full-page illustrations in children's books.

Import Work In Progress

Import text or images from Microsoft Word, Evernote, or another text editor. FastPencil strips out any coding and inserts the imported material into your work in progress.

3   Collaborate

> " I can't always afford a good editor, but poorly edited books get bad reviews that are impossible to remove. "

OBSTACLE

It takes many published and aspiring authors to save the money to purchase professional editing services.

FASTPENCIL SOLUTION

Barter with experienced authors for early feedback before hiring a professional copy editor. Share knowledge, gather feedback, and review your work with editors, designers, beta readers, and your street team from within your online workspace, on demand, at any stage in your publishing journey.

Build My Team

FastPencil lets you give collaborators the level of access appropriate for the functions they perform. Add any number of team members, and choose from four access levels. FastPencil sends an invitation to join your project. When invitees reply, they can start collaborating with you.

Invite New Collaborator

Username	Select User
Role	☑ **Reviewer** Can read project contents and leave comments.
	☐ **Editor** Can edit project contents and leave comments.
	☐ **Contributor** Can edit project contents, leave comments, create notes, and invite other collaborators.
	☐ **Manager** Can do anything the project owner is capable of doing.
Message	I could really use your input on my new writing project. Let's work together to make this a great book! Thanks for your help!

2000 characters maximum (1869 remaining)

If you have a special message you'd like to include with your invitation, write that here.

Cancel   **Create Invitation**

Assign Tasks, Discuss Ideas

FastPencil provides two collaboration formats. Each displays sticky note attachments on your collaborators' dashboards.

Use Tasks to assign deliverables to team members.

New Project Task

Status	New ▼
Title	
Description	Optional

2000 characters maximum (2000 remaining)

Privacy	All Collaborators ▼
Start date	Optional
Due date	Optional
Assigned user	Unassigned ▼

Cancel   Save Task

Use Discussions for group communication.

Edit Collaboratively

FastPencil orchestrates manuscript revisions by presenting feedback from editors and readers. Compare suggested revisions with the current version and accept, reject, or continue editing.

4   **Format**

> " The software to format my
> book costs way more
> than the software to write it. "

OBSTACLE

Buyers demand bookstore quality publishing, but most indy authors lack the skills or motivation to achieve it.

FASTPENCIL SOLUTION

Automated formatting and instant preview of manuscripts in print, PDF, ePub 3.0, and Mobi formats, paperback and hardcover (with or without jacket), with retail barcode included.

Create a project from scratch or import your existing work to get started. Use collaboration and instant download to send ARCS and beta reviews and coordinate their feedback.

Preview Interior Formats

Rollover print and eBook page thumbnails to view interior format options. Select a template and dimensions and instantly download your formatted manuscript.

☑ **Short Stories**
Your stories will look great in this serif-based treatment.

☐ **Memoir**
A strong, dignified design to best show off your life story.

☐ **Elegance**
A simple template using a serif font for a classic look.

☐ **Fifties**
Like taking a trip back in time.

5   Publish

> " As an indy author, trying to distribute my book and manage sales keeps me awake at night. "

OBSTACLE

Promoting and marketing books requires a different skill set than writing them. And managing an independent authoring career can consume the time and energy required to write more books.

FASTPENCIL SOLUTION

We handle order management, distribution and royalty collection for you. Our eBook formats work on the most popular readers—ready for distribution on Amazon, Apple, Ingram, Kobo, and more. Our print books are published on demand, ISBNs are included, and there's no inventory to buy or files to deliver to distributors.

Choose Your Imprint

FASTPENCIL IMPRINT

When you publish using the FastPencil imprint, we act on your behalf as the publisher and you retain copyright. We do it all for you, including buying and managing ISBN numbers, taxes, and shipping.

Harry's Press

YOUR OWN IMPRINT

You can also become a publisher with your own imprint name, logo, and ISBN block. Use the Fast Pencil Publishing Engine to write, edit, collaborate, publish to pre-established channels, and sell print books and eBooks online or in stores. Choose the amount of support you need from our wide range of optional premium services

Titles & Descriptions

FastPencil guides you through the pre-publishing process. Enter your book title, optional subtitle or series title, short description, and a longer description that can be used as back cover text, or by publishers in marketing your book.

Titles and Descriptions

* TITLE	How to be a Positive "I Can" Per:
SUBTITLE	Optional
SERIES TITLE	Optional
* EDITION	First Edition

This can be used to differentiate multiple publications made from the same project.

* SHORT DESCRIPTION

My birth name is Jerry W Agnew; my pen name is Jara Raja. Jara stands for Jerry Agnew Renea Agnew, and Raja stands for Renea Agnew Jerry Agnew. Renea Agnew is my wife of thirty-nine years and my proof reading partner. I'm honored to be married to a kind and spiritual wife.

350 characters maximum (77 remaining)

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LONG DESCRIPTION   Optional

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* AUDIENCE   Young Adult

* SUBJECTS
+ ☐ Business & Economics
+ ☐ History
+ ☐ Comics & Graphic Novels
  ☐ Cooking
+ ☐ Juvenile Nonfiction
+ ☐ True Crime
+ ☐ Travel
+ ☐ Study Aids
+ ☐ Technology & Engineering
+ ☐ Transportation
+ ☐ Social Science
+ ☐ Sports & Recreation
+ ☐ Science
− ☑ Self-Help
  + ☐ Self-Help-Abuse
    ☐ Self-Help-Adult Children Of Substance Abusers
    ☐ Self-Help-Affirmations
    ☐ Self-Help-Aging
    ☐ Self-Help-Codependency

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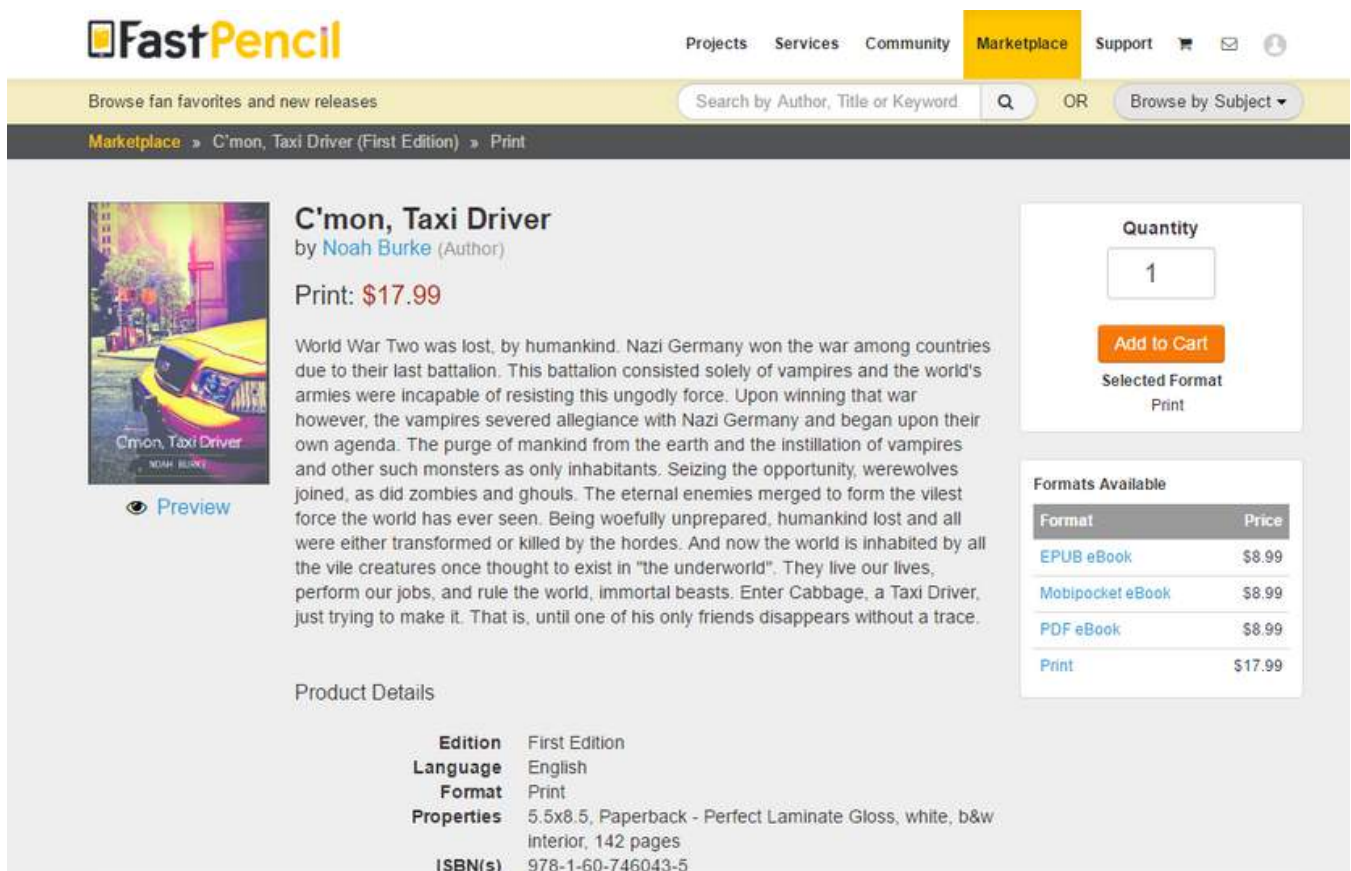|	
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My Marketing Platform

Place a Book Buy widget—a web advertisement to drive traffic back to your Book Buy page—on your blog, emails, and other marketing materials. You earn a higher royalty for books sold through the Marketplace than through other distribution channels.

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PUBLISHING ENGINE

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