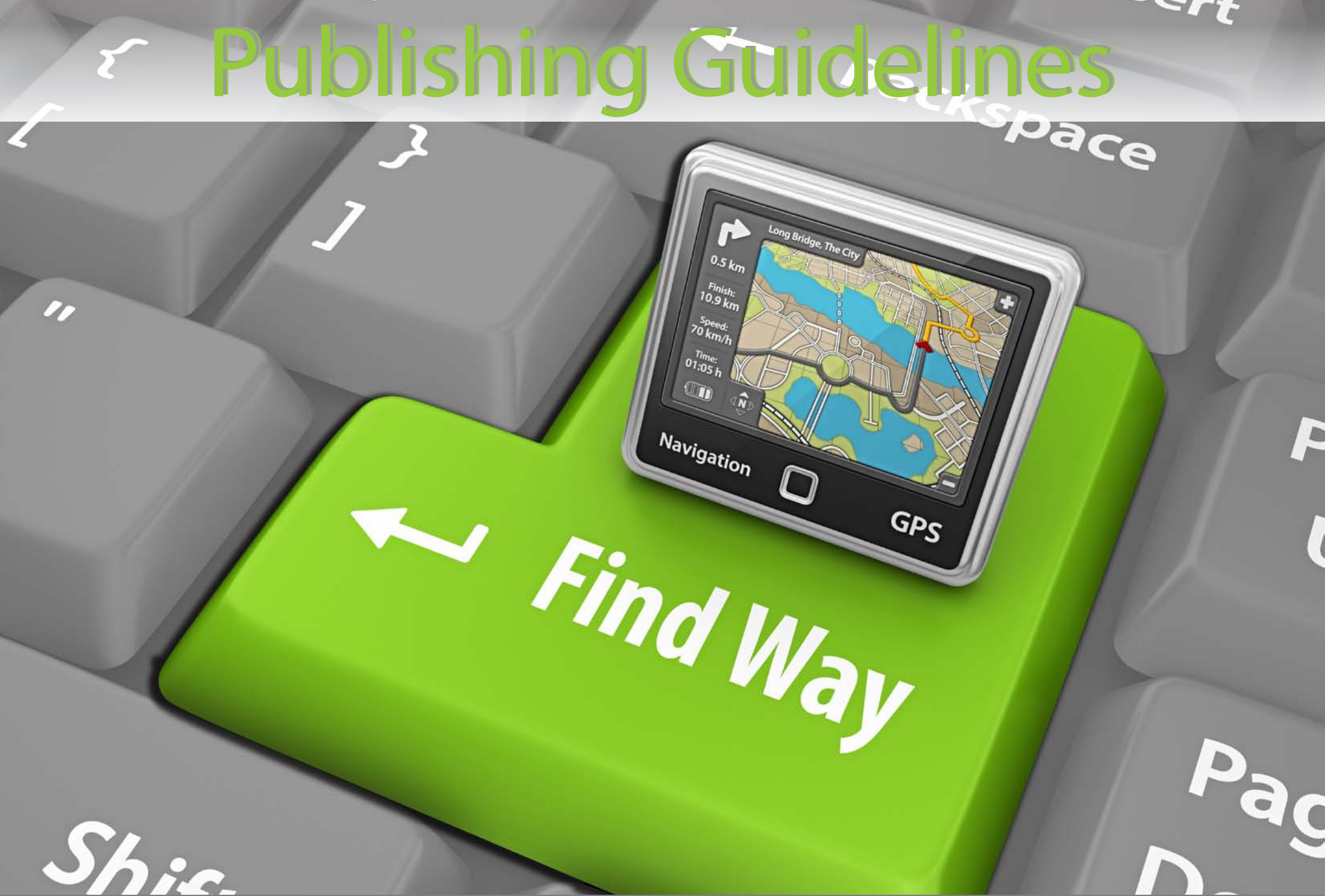


Publishing Guidelines



A comprehensive author's roadmap to published success

Ginger Marks, CEO
DocUmeant Publishing & Designs



Publishing Guidelines

A comprehensive author's roadmap
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DocUmeant Publishing & Designs

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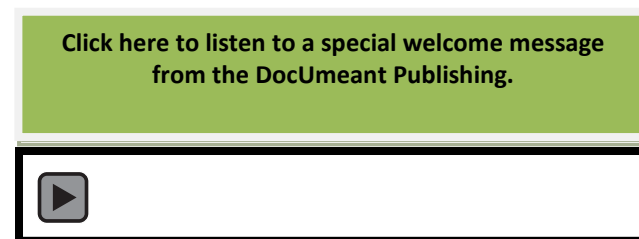
HOW TO USE THIS GUIDE

DocUmeant Publishing is pleased to provide you with this helpful *Publishing Guideline* for all your publishing needs. As you read through this guide, you will soon discover the tasks that you need to complete to bring your book to your readers attention.

The responsibilities listed in **GREEN** are tasks an Author's Assistant is trained to assist you with. The tasks in **BLUE-GRAY** are the tasks the staff of DocUmeant Publishing will be your resource for achieving. The remaining responsibilities will be up to you, as the author, to complete; however, DocUmeant Publishing can oversee and help to manage all tasks involved from conception to completion of your book, as well as marketing for the life of your book.

If we can be of any assistance to you in this process—a simple phone call or e-mail is all that is required. We look forward to assisting you on your journey.

The staff of DocUmeant Publishing



“ You can't use up creativity. The more you use, the more you have. ”

Maya Angelou

Part One

THE BIG PICTURE—CREATING A BOOK

MANUSCRIPT CREATION TASKS

SELECT TOPIC

This is where it all begins. The decision is up to you, the author. However, merely deciding on the topic and beginning the writing process without considering your market or even if there is one can be detrimental to your entire venture. So, take your idea for a topic to your audience and evaluate their response. This is where you will find the help of a qualified Author's Assistant will be most helpful.



REVIEW INTELLECTUAL PROPERTY

Wikipedia describes Intellectual Property in this way, “(IP) is a legal field that refers to creations of the mind such as musical, literary, and artistic works; inventions; and symbols, names, images, and designs used in commerce, including copyrights, trademarks, patents, and related rights. Under intellectual property law, the holder of one of these abstract properties has certain exclusive rights to the creative work, commercial symbol, or invention by which it is covered.”

This is not copyright but an entirely different set of legal rights that must be considered when you pursue the writing of your manuscript before you share your idea with anyone.

Wikipedia further explains the purpose of IP this way, “Intellectual property rights give creators exclusive rights to their creations, thereby providing an incentive for the author or inventor to develop and share the information rather than keep it secret.”

Your Author’s Assistant can assist you in compiling a complete inventory of your intellectual property, which should be kept for the life of the book.

CONDUCT AUDIENCE RESEARCH

The more clearly you can define the prospective audience—and identify their precise needs—the better you can position a

book and create sales pieces that address those needs. Your Author’s Assistant can assist you in compiling key audience research such as; the demographics, psychographics, and behaviors of your ideal readers.

OUTLINE DRAFT

Organize your thoughts and begin to structure your book. An outline will keep you on track as your manuscript develops. Write down your key points and your theme. Ginger Marks (Co-Founder of DocUmeant Publishing) describes this in her book, *Presentational Skills for the Next Generation* thusly, “The ‘theme’ is the main ‘takeaway’ that you want your audience to come to accept ... boil this down into one key sentence.”¹

WORKING TITLE/SUBTITLE

Decide on your working title and, if you are going to use one, your subtitle early. It will help to focus on the meat of your story. However, remember that this is only a *working title* and probably not the one you will end up using. In other words, don’t fall in love with the first title you choose. Leave that for later when you have finished your manuscript and considered alternative titles that may pack more punch with your reader.

¹ Ginger Marks, *Presentational Skills for the Next Generation*, DocUmeant Publishing, 2011, 3, <http://www.GingerMarksBooks.com>

Sometimes the publisher will reserve the right to change the title. Be sure you know what your publisher's policy is before you commit.

FACT CHECK INFORMATION FOR THE BOOK

It is not uncommon for authors to take material from files they've accumulated over many years. Often, an author uses these particular stories or phrases in a work, but they've forgotten where they originated. Your Author's Assistant or Developmental Editor can be of tremendous value here.

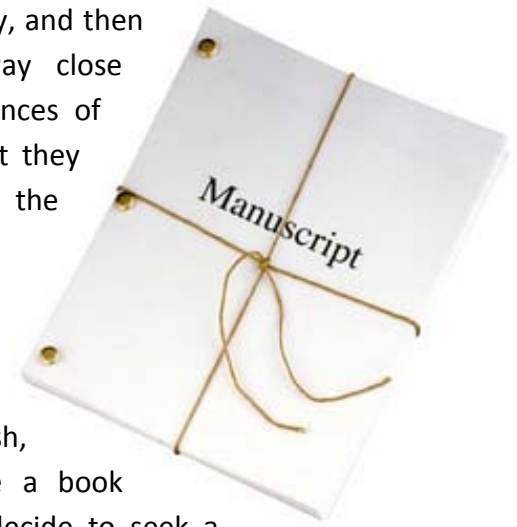
OBTAIN PERMISSIONS TO USE QUOTES AND INTERVIEWS

Many authors want to quote from previously authored books, songs, newspapers or speeches, or use photographs or illustrations in their work. Copyright law requires anyone wishing to publish, quote, or incorporate copyright-protected words to get written permission from the copyright owner. In many cases, just finding the source and mentioning the source of a statistic or quote is not enough; the author must get permission to use the quote or the statistic.

An Author's Assistant can organize a Permissions Log, find the owner of the information, develop the permissions request letters, and keep track of responses. Ask your Author's Assistant about this very important Permissions Log and the legal requirements.

WRITE AND RE-WRITE YOUR BOOK

Before you submit your book for edits, read and re-read, write and re-write your book yourself. The rule of seven applies. You will write and re-arrange your manuscript over and over again before you are completely happy, and then you will re-write it again. Pay close attention to the opening sentences of each chapter. Make certain that they are strong enough to compel the reader to continue reading.



PREPARE YOUR BOOK

PROPOSAL, IF YOU NEED ONE

If you have decided to self-publish, you will not need to prepare a book proposal. However, if you do decide to seek a traditional publisher, you will want to begin preparing your book proposal now. Be prepared to propose your book to several publishers and also for the rejection letters that are sure to follow.

Only you, the author, can prepare this piece. However, your professional Author's Assistant will be invaluable during this process. They will help you with the research, the layout, identifying the pieces you need to include and much more.

COMPETITIVE ANALYSIS

If you are creating a book proposal to submit to an established publisher, you should have your assistant help in creating the competitive analysis. This is a key component in the proposal. Contact your Author's Assistant for more information about writing a book proposal and the information it should include.

RESEARCH POTENTIAL PUBLISHERS

You may choose to publish with a traditional publishing company or to publish your book yourself. If you want a traditional publisher to publish your book, you should use an Author's Assistant to help in researching which publishing companies might be right for you and for the book.

PREPARE THE MANUSCRIPT TO SUBMIT TO A PUBLISHER

When you submit a book proposal to a publisher, you can choose to send only a few completed chapters (two at a minimum) or the entire manuscript. Most publishers have specific guidelines to assist you in this area. Your Author's Assistant, with a little research, can compile a list of publishers and their guidelines and submission policies.

ADDITIONAL PAGES

The pages listed below that you will add to your manuscript can be created with the assistance of your Production Coordi-

nator, Author's Assistant and you. Nevertheless, only you can write your Dedication/Acknowledgments page.

FRONT MATTER:

Half Title Page

Title Page

Copyright Page—legal information and contributors go here. Some suggestions are your cover designer, copy and developmental editors, and your printer. Your production coordinator will put this information in the proper format once you provide it to him/her. The items often found on this page include:

- Author's biographical note (This may appear instead on a separate page, either in the front matter or the back matter, according to the publisher's preference.)
- Publisher's address
- Copyright notice—including, if applicable, copyright dates of previous editions and indication of copyright renewal or other changes, and followed by the statement "All rights reserved."

- Publication date, including publishing history
- Country of printing
- Impression line, indicating number and year of current printing
- International Standard Book Number (ISBN)
- International Standard Serial Number (ISSN), if applicable
- For translations, indication of original-language title, publisher, and copyright,
- Acknowledgments, permissions, and other credits, including acknowledgment of grants, if applicable and space permitting
- Cataloging-in-Publication (CIP) data
- Paper durability statement²

Dedication

² Chicago Manual of Style, 16th Edition, The University of Chicago Press, 2010, 11

Epigraph and epigraph source

Table of Contents

Publisher's Note

List of illustrations or tables

List of abbreviations

Foreword

Preface and acknowledgements—this is where you thank your helpful contributors, your spouse, etc. If the acknowledgments are lengthy, or the publisher prefers you may separate them from the preface. In this case you may find the acknowledgments page either in the front or back matter.

Introduction

BACK MATTER:

Conclusion (Afterword/Epilogue)

Appendices

End Notes

Glossary

Bibliography/Resources

Index

Author Biography—A short, three-to-four sentence paragraph telling the reader your qualifications, why they should read your work and a personal fact. You should also consider including a professional photograph on your Author Bio page.

Contact DocUmeant Publishing for additional, high impact, marketing and promotional tools available to you.

CREATE ADDITIONAL CONTENT

The point at which you complete the main portion of your book is the recommended time to write more content to be used elsewhere. You are still mentally tied into the subject, and you are most familiar with your resources.

To make the most of the audience you have or will create for the book, you want to consider conducting seminars or workshops in person. It might make sense for you to create a workbook from your original book full of exercises, templates, or examples.

Many authors already are or become speakers, so this is an easy time to think of all the stories you want to tell in your speaking engagements based on the material in your book. DocUmeant Publishing will create impactful PowerPoint® presentations that will enhance your appearances.

Part Two

THE PUBLISHING PROCESS

PUBLISHING TASKS

COORDINATE THE PUBLISHING PROCESS

It typically takes about two months to take a finished manuscript and move it through the self-publishing process to create a printed book. However, if you have decided to go the traditional publishing route be prepared for the process to extend an additional year to year and one-half.

During the traditional publishing, your tasks will be limited but you will still maintain control of the basic design. The reason we hear most often that an author wishes to publish traditionally is because they believe there will be a huge monetary investment by the publisher. This is so far from the



An idea can turn into dust or magic, depending on the talent that rubs against”

William Bernbach



truth it isn't funny. The fact is that unless you are a well-known writer already, your chances of getting an advance are a mere 20%, and that is the good news. The bad news is that the advance, if you are lucky enough to get one, is inestimably small. And, let us not forget the royalty per book you will receive is a meager \$1-3 at most.

It is for these and many other reasons more and more authors are going the self-publishing route. Either way you decide, DocUmeant Publishing will be there with you every step of the way.

COORDINATE TESTIMONIAL REQUESTS

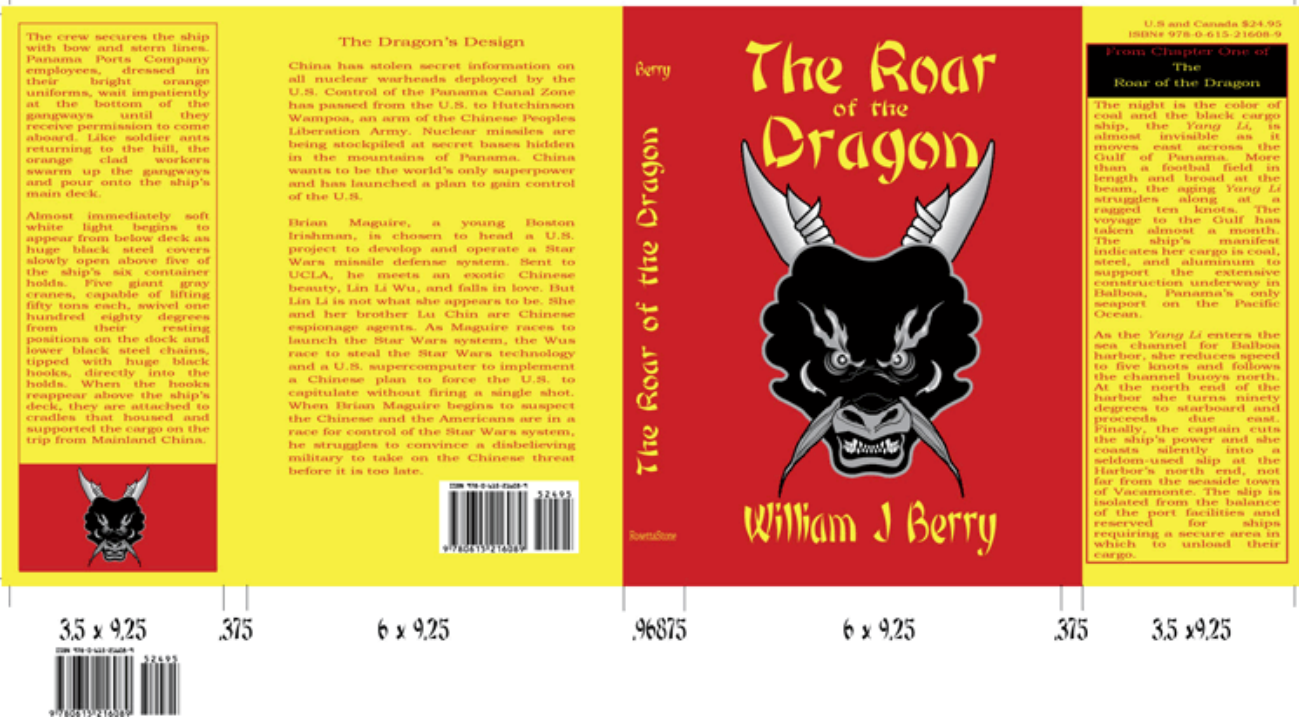
Testimonials are one, two or three-sentence quotes from important people who will rave about the book. As you consider whom you will ask for your testimonials, be sure to keep a log and follow-up. An Author's Assistant will be your most important and trusted ally in the completion of this task.

FINALIZE THE TITLE AND SUBTITLE

If you haven't already chosen your final title and subtitle now is the time for you to do that. The staff of DocUmeant Publishing can assist you in making that very important decision.

BOOK COVER

The design of your book cover is one of the most important pieces in the entire publishing process. Never attempt to design it yourself or even have a friend or relative design it unless they are very familiar with book cover design. Besides the fact that they will need to design it within specific guidelines, if the finished design does not call out to your reader from the shelf you will never sell your first book.



DocUmeant Publishing team will work hand-in-hand with you throughout the entire process to create a cover you will be proud to call your own. With our help, your cover will be exactly to specs for the page count and size of your finished book. What this means is that your spine will be perfectly sized to your book, no overlap no shortage.

GET THE ISBN AND GET YOUR BOOK LISTED IN INGRAM'S BOOKS IN PRINT

The ISBN is a number issued to each book by the publisher and embedded in the bar code on the back of the book. The number comes from R.R. Bowker³, the official U.S. agency responsible for assigning ISBNs (different in Canada)⁴. The system they designed makes it easier for everyone to order books.

GET THE LCCN

The Library of Congress is the official repository for all the books written in the United States. It assigns a unique number to each new book for use in its catalogue. If you plan to market your book to libraries, it is a good idea to obtain a Library

³Bowker, <http://www.bowker.com/>

⁴Library and Archives Canada,
<http://www.collectionscanada.gc.ca/isn/041011-1000-e.html>

of Congress Control Number (LCCN)⁵. If you publish in Canada, you will want to get a CIP number⁶.

GET THE BARCODE FOR THE BACK COVER

A bar code is essential to get a book on Amazon.com and to make it ready for possible retail sales. That means



bookstores! You can ask for the price to be included in your bar code, however, if you want to change the retail price after submission, you will most likely incur additional fees due to the fact your cover and interior files will have to be updated and resubmitted. This means you pay the designer to adjust those pieces as well as the additional fees for the printer to lay your work and cover out again. It is for this reason that DocUmeant Publishing recommends you leaving the price off the barcode and copyright page of your finished work.

CREATE AN ACCOUNT WITH A PRINTER

The author should utilize his or her assistant to set up an account with a printing company so that when the book is

⁵ Library of Congress LCCN/CIP/ISSN, <http://www.loc.gov/index.html>

⁶ Library and Archives Canada,
<http://www.collectionscanada.gc.ca/cip/index-e.html>

ready to be printed; there will be no delay in creating a relationship with the printer. LightningSource, Inc. is a good choice for the self-published author. This printer is owned by Ingram, the world's largest book distributor, and because of this, it offers the new, smaller publisher more than any other printer can. It can do both Print On Demand (POD) and offset printing. They also guarantee immediate turn-around in book production, which is essential in doing business with Amazon.com. It is for these reasons and more that DocUmeant Publishing has contracted LightningSource for all their printing and distribution needs.

Another option new to the field of printer/distributors is CreateSpace. An offshoot of Amazon, CreateSpace offers affordable printing fees, print on demand and for a small fee entrance into their library and college book catalog listing. DocUmeant Publishing has developed a relationship with this distributor/printer as well for those authors who wish to approach these markets.

Nevertheless, the choice is yours. You may wish to seek out a local printer who is familiar with book publishing that you can meet face-to-face. Be sure to negotiate the best deal; don't just accept their first offer.

REVIEW THE FINAL PROOF AND THE PRINTER'S PROOF

The manuscript should be thoroughly proofread by at least one professional proofreader at two points—before the manuscript is typeset and after it is typeset. Nothing is more embarrassing for an author that to have a reader point out to them spelling, punctuation and grammar issues with their *baby*. For this reason, DocUmeant Publishing highly recommends you print a single *galley* before you do your first full run. This single galley copy can be expensive, but if you catch even one item that needs correcting, it is well worth the cost.

COPYRIGHT REGISTRATION

Current copyright law bestows copyright protection from the moment of creation through the creator or author's life plus seventy years. However, to get full protection and be able to sue for copyright infringement, you should have your assistant register that copyright with the Copyright Office of the United States⁷ or Canada⁸.

⁷ US Copyright Office <http://copyright.gov/>, last accessed 12 November 2011

⁸ Canadian Intellectual Property Office, <http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/Home>, last accessed 12 November 2011

COORDINATE YOUR PEER AND AUDIENCE REVIEWS

When an author gets close to completing a book, it is smart to put that book through a peer and/or audience review process. These reviews can be used in the book or in promotional materials. So, get these before the final printing.

When deciding on whom to ask to give you reviews of your work consider their marketability. Is the person you are asking noteworthy enough to use their words on the cover of your book? If they are not well known or respected you may want to reconsider your list of reviewers.

AUTHOR WEBSITE

If you haven't already, create an author website where you can showcase and sell your book. Ideally, this should be done no later than when your book is submitted to the publisher for the printing process. DocUmeant Publishing team has created numerous author websites and knows how to get it done quickly and efficiently with all of the pages in place that are unique to your needs.



99 Things
You Wish You Knew Before...
Stressing Out!

99 Things for about **\$11.00**
Order now from **amazon.com**

Did You Know That All Your Worry, Stress, and Anxiety Can Actually Cause DISEASE?
You Are About to Discover 99 Ways to Stop Stress Before it Stops YOU.

99 Things: You Wish You Knew Before... Stressing Out! by author Lauren E. Miller is preventative medicine!

Order **amazon.com**
Then go here to go to the gift page

***This book will literally save lives.** As a two-time cancer survivor I'm using it on a daily basis as a part of my de-cancering program. Each page provides practical life-giving steps and strategies that will put you on the path to creating inner peace. Keep it by your bed on the nightstand and read it regularly as I do and you will discover how to live your life from the inside out. I love and admire Lauren and her commitment to teach people how to add life to their years and years to their life."

Part Three

MARKETING A BOOK TO SUCCESS

BOOK MARKETING TASKS

COORDINATE PROMOTIONAL ACTIVITIES

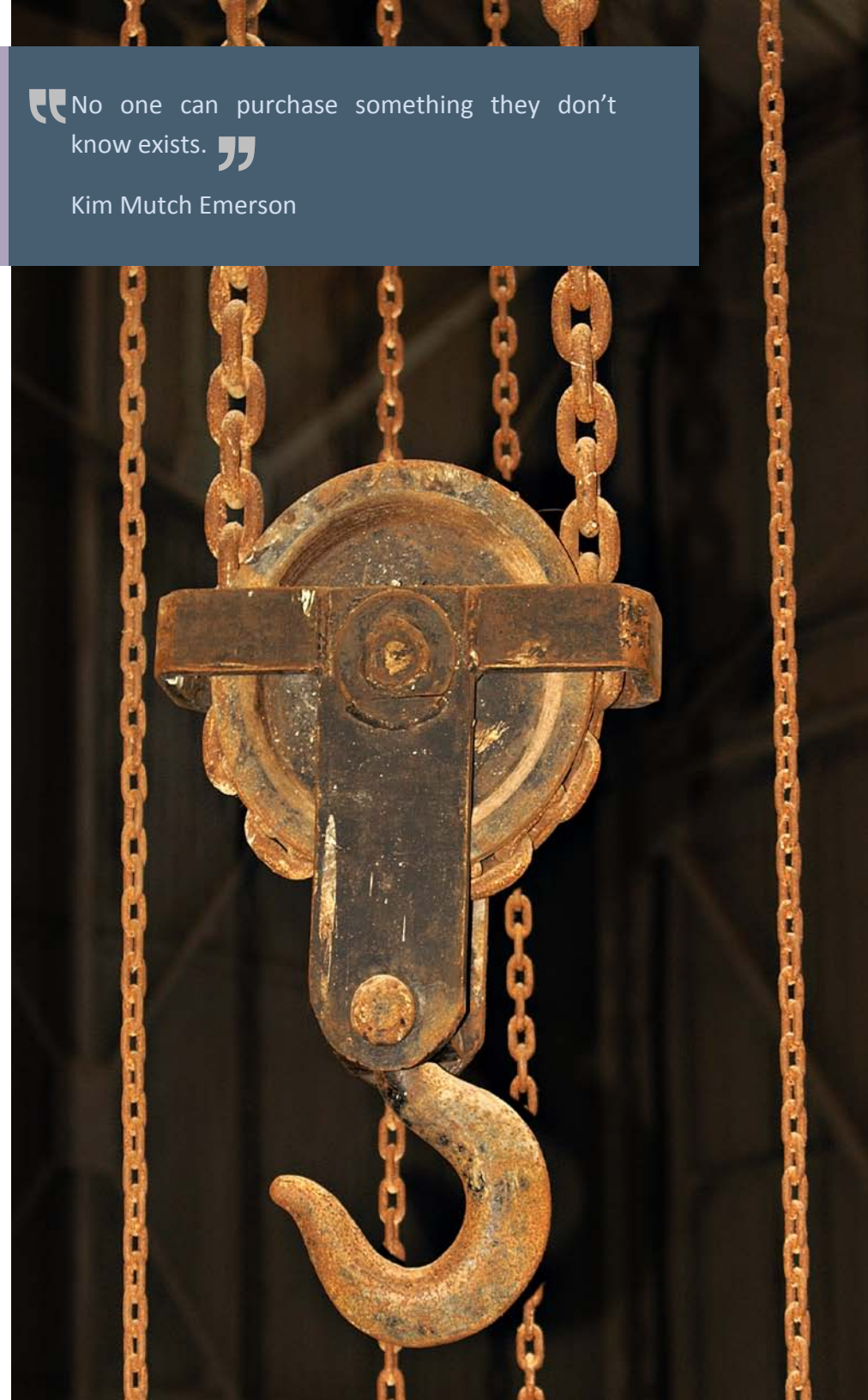
Your book marketing will be divided into three main periods; pre-launch, launch, and after launch.

Create a marketing calendar for at least one year. Strive to do five marketing activities a day. A good resource for unusual ideas is the annual *Weird and Wacky Holiday Marketing Guide*⁹.

⁹ Ginger Marks, *Weird & Wacky Holiday Marketing Guide*, Annual Edition, 2009 to current <http://www.HolidayMarketingGuide.com>

“No one can purchase something they don’t know exists.”

Kim Mutch Emerson



Another pair of excellent resources are *1001 Ways to Market Your Book*¹⁰ and *Plug Your Book*¹¹.

Some marketing essentials include: An Author Website, Media Kit, Collaterals, Amazon.com, Press Releases, Review Copies, Articles, Book Awards, Blog, Podcasts, Radio Interviews, Newsletters, eCampaign, Social Networking, Launch Party, Virtual Tours, Book Trailers, Speaking, Exhibiting, and Book Signings.

SEND OUT COPIES FOR EARLY REVIEW

Book reviews are important in the early stages of a book's release and perhaps to its ultimate success. If your book is favorably reviewed by one of the major newspapers or book review services, it is more likely to be ordered by libraries and other institutions that rely on reviews as a way to choose among the many books that are published each year.

¹⁰ John Kremer, *1001 Ways to Market Your Book, 6th Edition*, 2008, Open Horizons, <http://askjohnkremer.com/>

¹¹ Steve Weber, *Plug Your Book*, Weber Books, 2007
<http://www.weberbooks.com/plug.htm>

PREPARE YOUR MEDIA KIT

Your media kit should contain at least a One Sheet and Extended Press Materials. In it you will have your author bio, book recap, catalog description, interview questions and other pieces that the media can easily create news items around. Your DocUmeant Publishing & Design team will assist you in the design and layout of these all-important pieces.

GET YOUR BOOK LISTED ON AMAZON.COM AND MAKE THE MOST OF IT

Amazon.com is a great way to introduce a book to the buying public and get national, and even international, distribution and recognition. On their site, the book can be ordered and shipped directly. It is to your advantage to make sure and take complete advantage of all Amazon.com offers to help promote your book.

TRACK YOUR BOOK'S SALES

When books are published by traditional publishers and go through the bookstore system, there are very few avenues open for authors and even publishers to track *real* sales of books, aside from the royalty statement from the publisher to the author. However, an assistant can easily track sales from an author's self-published book through distributors like AmazonADVANTAGE, CreateSpace and LightningSource.



ENTER A BOOK IN BOOK AWARDS COMPETITIONS

When a book wins an award, the result is free publicity for the author and usually additional book sales. The Pulitzer Prize and National Book Award are probably the most well-known and prestigious, but other book awards exist specifically for self-published or small press books. Most prizes are annual, and there are numerous ones for different categories of books. These award submissions come with a price, but if you are one of the lucky few who get chosen the notoriety it will afford you and your book is well worth the investment.

CREATE A VIRTUAL BOOK LAUNCH AND BOOK TOUR

More authors are turning to Virtual Book Tours, which are on-line book events that are scheduled around the time of the book launch, as an alternative to bearing the expense of a live

book tour around the country. Creation of a virtual book tour includes an online promotional schedule for a month, soon after the book is launched, seeking to: connect with bloggers who will read and tout the book, get interviews through radio and podcasts, participate in on-line prearranged chats, hold teleclasses or web casts. The aim of these events is to both sell books as well as get a whole new group of interested people to sign up on the author's web site for further communications.

ORGANIZE A LIVE BOOK EVENT

To celebrate, mark the publication of a new book on its publication date, and kick off sales, it is appropriate to create live book launch events.

LAUNCH AN AMAZON.COM BESTSELLER CAMPAIGN

One type of email campaign is intended to create a "best-seller" on Amazon.com. Your author's assistant sends out an e-mail asking everyone in his or her database to buy a book during the same hour, disproportionately affecting book sales during that peak time. There is a lot of work required to prepare an Amazon campaign, including signing up joint venture partners (for list sharing), creating the offer email, figuring out how to get bonuses to the book buyers, and dealing with the online receipts that come in from book buyers who send them to prove they bought the book on the

right day or hour. An Author's Assistant can seamlessly manage this entire process for you.

ARTICLE MARKETING

Article Marketing is one of the strongest and most viral marketing techniques available today. An Authors Assistant will be happy to help you with your article submissions.

AUDIO/VIDEO EBOOKS

Unique to DocUmeant Publishing, we offer sneak peeks embedded with audio/video to attract potential readers. Ask us about this hot new service.

BOOK VIDEO TRAILERS

Why have a video trailer for your book?

Two big reasons; first, according to Forrester—video is 53% more likely to come up on the first page of a Google search. In other words, video is SEO magic. The second big reason is that people are much more likely to engage in your website if you have video as opposed to just text. Today's world is used to some action.

MasterKoda's LitFlix™ Book Video Trailers are of the highest quality on the market and the best part is they are priced to be customer friendly. DocUmeant clients receive an additional price cut.

PRESS RELEASES

We offer premium press releases at affordable prices. Our press releases are found on the first page of Google over and over again. Done correctly press releases will boost you from page ten to first page in the search engines in a matter of days.

Contact us for more information and prices.

AFFILIATE SALES

Everyone knows the value of affiliate sales today. With or without your A/V eBook you can increase your sales by using this valuable resource.

Contact DocUmeant Publishing for additional, high impact, marketing and promotional tools available to you.

[Click here to listen to a special closing message from DocUmeant Publishing.](#)



RESOURCES

1001 Ways to Market Your Book, 6th Edition—<http://askjohnkremer.com/>

Bowker—<http://www.bowker.com/>

Canadian Intellectual Property Office—<http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/Home> Chicago

Manual of Style, 16th Edition—The University of Chicago Press, 2010, 11

Library and Archives Canada ISBN—<http://www.collectionscanada.gc.ca/isn/041011-1000-e.html>

Library and Archives Canada CIP—<http://www.collectionscanada.gc.ca/cip/index-e.html>

Library of Congress LCCN/CIP/ISSN—<http://www.loc.gov/index.html>

Plug Your Book—<http://www.weberbooks.com/plug.htm>

Presentational Skills for the Next Generation—<http://www.GingerMarksBooks.com>

US Copyright Office—<http://copyright.gov/>, last accessed 12 November 2011

Weird & Wacky Holiday Marketing Guide—Annual Edition, 2009 to current <http://www.HolidayMarketingGuide.com>

also available as a Newsstand App at <http://www.holidaymarketingguide.com/WnWmag/> with exclusive content

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