

## FREQUENTLY ASKED QUESTIONS

### What is Print-on-Demand?

Print-on-Demand means just that books are not printed in advance but when orders are received. We use this technology in order to store the book in digital format, eliminating the need for a warehouse. This method allows reducing significantly the publishing costs, therefore allowing authors to publish their books which remain in print forever.

### How do you earn money?

We earn money by providing publishing services to authors and also by the sale of the books.

### Are you a self-publishing company?

No. The difference between self-publishing and CanisTrigger is the fact that we include all formatting and printing service in our publishing packages as well as taking care of the distribution of the books. The author's task is simply to create the work and contribute to the production costs.

### When will the author get paid?

The book trade traditionally pays 90 days in arrears. In other words, we receive payment 90 day after the month in which the sales are made. So, we pay your first commission six months after publication, and then every three months. The author is entitled to 40% of net profits of the retail sale of his book.

### What is an ISBN?

The ISBN (International Standard Book Number) is a unique identifier used by commercial publishers and book sellers to distinguish the books individually.

### Do I keep all rights to my book?

You retain full ownership to your work including but not limited to copyrights, trademarks and derivative rights (Intellectual Property). CanisTrigger Publishing is granted an exclusive worldwide licence to publish your work through Print-on-Demand.

### Does the exclusive agreement end once the book is published?

The exclusive agreement does not end once the book is published; it continues until either party terminates it by giving the other party 45 days written notice.

### Do you offer a marketing service?

No, we don't. Bear in mind that traditional publishers may offer some publicity but you are still responsible for most promotion. We do, however, issue a press release, create a promotional page on our website and promote your book on the most popular social networking sites.

#### Where will my book be available?

We provide the best distribution service possible. Your book will be placed into the world's most comprehensive distribution channel (including Gardners, Bertrams, Barnes & Noble, Adlibris, Amazon, to name but a few). With over 30,000 retailers and booksellers in over 100 countries, it will gain the maximum exposure in the market today.

Your book will be also available for order through CanisTrigger Publishing.

#### Can I order copies of my book?

Yes. You can order copies of your book from CanisTrigger Publishing at a discounted price. You pay the printing costs plus 25% of the retail cover price plus shipping/handling costs, and with your first order you will receive five free copies of the book. You can then resell the book and keep the profit.

#### Is there a minimum number of books I must order?

No, there isn't.

#### Can libraries order your books?

Certainly. Libraries can order the books directly from CanisTrigger Publishing and get a discount by contacting: [sales@canistriggerpublishing.com](mailto:sales@canistriggerpublishing.com)

#### What are the main services offered by CanisTrigger Publishing?

CanisTrigger offers proofreading services, as well as layout, design graphics, printing and worldwide distribution.