



computer & printing support
www.monounlimited.com

post: po box 324
ashburton
victoria 3147
australia

phone: (03) 9885 8054

fax: (03) 9885 5891

mobile: 0403 264 263

email: info@monounlimited.com

web: www.monounlimited.com

abn: 90 875 738 663

PUBLISHING WITH MONO UNLIMITED

A half-way point between self-publishing and commercial publishing

A. Introduction

Mono Unlimited has much experience with helping authors self-publish their books. From children's books to family histories, novels to autobiographies, we have designed hundreds of books since 2002.

You are possibly considering the option of self-publishing because you have been down the all-too-familiar path of having your manuscript turned down by commercial publishers. Or perhaps you just want to have more control over how your book is produced – after all, it is your book; your blood, sweat and tears; and you may not want someone else telling you how to produce it and then just giving you the customary, token 10% royalty (or less) per copy sold.

Mono Unlimited has experience in preparing books for publication, both for home hobbyists and for commercial release. Just because your book is self-published, there is no need for it to look 'home-made'.

B. Publishing with Mono Unlimited

Whilst you may decide just to contract Mono Unlimited's services to do the layout of your book, we offer several other options to help your book stand out from the crowd.

The first is having Mono Unlimited's name and logo on the book as the publisher. This has several advantages, without foregoing your own decision-making and influence over what the book will turn out like.

What having Mono Unlimited as your publisher means:

When approaching bookshops to stock self-published books, it can be helpful for the author to have a level of 'distance' from the book. Many bookstores will not take books which carry a hint of self-publishing. Having the book published by a registered publisher (Mono Unlimited) can provide a level of credibility and legitimacy to your book when dealing with bookstores.

freeing you to do what you do best

- We have been publishing books for several years now, and know all the ins and outs of what is required. If you publish with Mono Unlimited, we will handle all the following aspects of publication:

- the generation of an ISBN (International Standard Book Number), a unique 13-digit (previously 10-digit) number used by publishers, booksellers and libraries for ordering, listing and stock control purposes. It enables them to identify a particular publisher, and a specific edition of a specific title in a specific format.

Whilst there is no legal requirement to have an ISBN, and it conveys no legal or copyright protection, many self-publishers choose to include an ISBN as many libraries and bookstores will not accept books without them. Having an ISBN also entails inclusion in the publishing 'Bible', *Australian Books in Print*, which means your book is more easily found by bookstores if they receive enquiries from potential customers.

If you choose to publish under your own name with an ISBN, you will need to register as a publisher with Thorpe Bowker, and obtain an ISBN accordingly.

- the generation of an ISBN barcode for the back of the book which can enable bookstores and libraries to quickly enter your title in their catalogue for scanning at point-of-sale (bookstores) or at the borrowing checkout (libraries).
 - the submission and handling of details about your book to the National Library for Cataloguing-in-Publication data. This information is included on the 'imprint' page (copyright page) and helps libraries and bookstores find and catalogue books appropriately.
 - the submission of books to the State Library of Victoria and the National Library of Australia on Legal Deposit. This is a legal requirement for all books published in Australia, and helps to protect your rights if someone later pirates your work.
- Because Mono Unlimited only publishes books we have done the layout and design for, this ensures a consistently high standard of production, so that your book can proudly wear the 'Mono Unlimited' branding and name.
- When Mono Unlimited is listed as the publisher of a book, we can handle all of the enquiries, including the filling of orders, that come from library suppliers or bookstores. See **Sections E and F** below for the cost of this service.
- When your book is published by Mono Unlimited (as opposed to just designed and laid out by Mono Unlimited), we will feature your book on a special page of our website, including contact details for sales of the book.
- In publishing with Mono Unlimited, you are not entering an exclusive agreement in relation to distribution of your book. In other words, you are free to promote your book as you see fit, including contracting a distribution service such as Dennis Jones and Associates (www.dennisjones.com.au), who can help get your book into bookstores.
- If we publish your book we require three free copies from you – one for our own archives, and two for legal deposit with the State and National Libraries. We will bear the costs of submitting the books on legal deposit. (If you do not publish with us, but we do the layout and design of your book, we simply require one free copy for our own archives.)

What having Mono Unlimited as your publisher does not mean:

- Your choice to publish your book with Mono Unlimited is a primarily pragmatic decision by you, for the reasons listed above. We do not handle any active promotion or marketing of your book, or initiate liaison with bookstores or libraries, though we will respond to all enquiries sent to us regarding your book.
- Unlike commercial publishers, if Mono Unlimited is your publisher we will not cover any of the costs of producing your book, including layout, printing or binding. All such costs are borne by you. However, the upside of this is that all the profits generated by sales of your book remain yours. See **Fees** section below for qualifications as to what this means.
- If you publish your book with Mono Unlimited, we do not take ownership of your work, which means that you retain all copyright. You are also free at any time to approach other publishers to do an 'imprint' (future edition) of your book without this breaking any contract with Mono Unlimited.

C. Secure online shopping cart

Facilitating secure online sales for individual customers

- Whether or not your book is laid out or published by Mono Unlimited, you are eligible to make use of our secure online bookstore, **www.underthesun.net.au**. Your book will be included in the shopping cart for a modest initial setup cost, and a merchant and handling fee per copy sold in the shopping cart (discounted if we also do the layout and design of your book). Since we take your books on consignment only (sale-or-return), you are free to take them back at any time.
- All orders from the underthesun shopping cart come in to Mono Unlimited. We process the credit card payment through our own credit card facilities, issue an invoice/receipt and send the book(s) ordered to your customers.
- When books are sold through underthesun, we deposit payment into your bank account once a month. This amount is calculated as the ex-GST cost (unless you are registered for GST, in which case GST is included) minus our merchant and handling fee multiplied by the number of books sold in the previous month. We will email you a spreadsheet including details of who has bought the books and the date of purchase, as well as the amount remitted to your bank account. This happens on the 20th of each month. To streamline this process, we will only contact you if actual sales have been made during the previous month.
- Though it is your choice to take up the option of selling through underthesun at any time (including after your book is printed), many clients like to make this decision prior to publication, so that advertising can be included in the book indicating that the book is available for secure purchase online through underthesun.
- If you produce any fliers or other advertising describing underthesun, we suggest the following wording:

Visit www.underthesun.net.au to purchase this book securely online with your credit card.

If your wording differs from this, you must obtain wording approval in writing from Mono Unlimited prior to producing your advertising material.

D. ABNs, Tax Invoices and GST

NB: Mono Unlimited offers the following strategic points for information purposes only, and will bear no responsibility for any incorrect information included below. We strongly recommend that you discuss this information with a qualified accountant prior to making decisions. The ATO website is also a valuable source of information.

ABN (Australian Business Number)

- Since 1 July 2000, the Australian Taxation Office requires every Australian individual conducting a business as a sole trader to obtain an ABN. Registration for an ABN is free, and individuals with an ABN need to report to the ATO any earnings they have made using their ABN in their annual taxation return.
- If you consider the publication of your book as more than a 'hobby' (see the ATO website at www.ato.gov.au for details of what constitutes a hobby as opposed to a business), it is advisable for you to obtain an ABN. You can apply for an ABN online at www.abr.gov.au. However, if you feel that the publication of your book is more a hobby than a business, you can use a 'Statement by a Supplier' (also known as a 'hobbyist form') indicating the nature of your business as a hobby, in lieu of an ABN on your invoice. You do not need to report earnings made from this hobby to the ATO.
- If you provide neither an ABN nor a hobbyist form along with your goods and/or services, the recipient of your goods and services is required by law to retain a significant percentage of your fee (close to 50%) to submit to the ATO.

Tax invoices

- Since 1 July 2000, all tax invoices need to include the following items:
 - the words 'TAX INVOICE'. If the account has already been paid, you may change this wording to 'TAX INVOICE/RECEIPT'.
 - your ABN (or a completed Statement by a Supplier/hobbyist form)
 - the date(s) of service or supply
 - details of goods and services provided, and the cost of these services
 - an indication of whether GST is included (NB: unless you are actually registered for GST with the ATO, you should not charge GST on your invoice). The words '10% GST is included in this invoice' or 'No GST is payable on this invoice' are sufficient.

GST (Goods and Services Tax)

- The decision of whether you should register for GST is complex and should be discussed with a qualified accountant.
- Mono Unlimited is registered for GST, which means that if we sell your books to bookstores or individuals, we need to charge 10% GST on each sale.
- For instance, if you are not registered for GST, you may set your book at the RRP (recommended retail price) of, say, \$20 (ex-GST). If you sell directly to others, you only need to charge \$20. However, if you provide books to Mono Unlimited for on-selling to

individuals through underthesun or to bookstores or libraries, we would charge them an extra 10% (in this case, \$2), thus bringing the total GST-inclusive price to \$22. When we receive this GST payment, we submit it to the ATO in our quarterly BAS (business activity statement).

E. Wholesale Sales

- If Mono Unlimited sells your book to bookstores or libraries, a wholesale discount is expected by the purchaser. This enables them to still charge the RRP for your book, but receive a payment margin for their efforts.
- Whilst some major bookstores have their own wholesale costing structure, the following is the wholesale structure Mono Unlimited offers bookstores and libraries, in line with usual industry rates:

Single copy:	25% discount off the RRP (firm sale only)
2-5 copies:	30% discount off the RRP (firm sale only)
6-10 copies:	40% discount off the RRP (consignment terms)
11+ copies:	45% discount off the RRP (consignment terms)

- In addition to these wholesale discounts offered to bookstores and libraries, any wholesale orders processed by Mono Unlimited will bear a handling fee (see **Fees** below).

F. Fees

- **Book design and layout costs:** as individually quoted for your book
- **Use of Mono Unlimited's name and logo as publisher:** \$200 + GST
- **Setup cost for inclusion in underthesun shopping cart:** \$150 + GST
- **Merchant and handling fee for underthesun shopping cart:** 25% of the RRP (if the book was designed by Mono Unlimited) or 35% of the RRP if the book was not designed by Mono Unlimited
- **Handling fee for wholesale orders:** 25% of the RRP (in addition to the wholesale discount given to the bookstore as outlined in Section E above)

G. Conclusion

We look forward to helping you through the potential minefield of publication! If you have any questions, please don't hesitate to contact us:

Monique Christensen
Mono Unlimited
PO Box 324
Ashburton VIC 3147
Ph: 0403 264 263
Email: mono@monounlimited.com



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www.monounlimited.com

post: po box 324
ashburton
victoria 3147
australia
phone: (03) 9885 8054
fax: (03) 9885 5891
mobile: 0403 264 263
email: info@monounlimited.com
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No other publisher holds the exclusive rights to publish this title

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I understand that I will receive all profits from sales of this book, once any relevant
administrative fees have been deducted, as outlined by Mono Unlimited

I agree to provide three (3) copies of the final book at my own expense to Mono Unlimited
for archival purposes and for lodgment on Legal Deposit

AUTHOR

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Name: _____

Date: _____
(DD/MM/YYYY)

PUBLISHER (MONO UNLIMITED)

Signed: Monique Christensen

Name: Monique Christensen

Date: _____
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freeing you to do what you do best