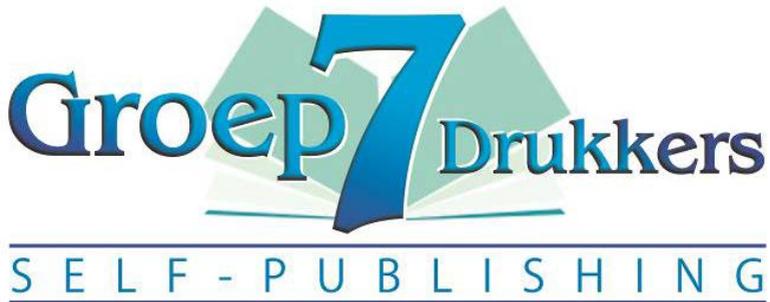


# Groep 7 Drukkers

SELF-PUBLISHING

SELF-PUBLISHING  
IN 7 STEPS

# SELF-PUBLISHING IN 7 STEPS



**GROEP 7 PRINTERS AND PUBLISHERS (Pty)Ltd**

REG NO: 2017/066212/07

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**Premises** 776 Tambotie Rd, Kameeldrif East, Pretoria

**Website:** [www.groep7.co.za](http://www.groep7.co.za)

**Bookshop:** [www.groep7-selfpublish-book.co.za](http://www.groep7-selfpublish-book.co.za)

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*Revised January 2017*

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## Mission, Values and Vision

### Groep 7 Printers and Publishers serve the AUTHOR

- Offer any writer the opportunity to self-publish his/her book and to be able to work with us in confidence in order to reach that goal.
- The copyright of the book remains in the hands of the author, as do all documents.
- **Groep 7** will, only with the explicit instruction of the author, make available books, manuals, training material or any information.
- The professional team at **Groep 7** can do the complete preparation of the book or alternatively we can give advice and guidelines and the authors can do it themselves.
- Quality books are printed on a POD (*Print on demand*) basis which is cost-effective and means that the book is never out of print.
- Distribution is done according to the author's requirements.

## The people of Groep 7

Jaco and Ilette Strydom started **Groep 7** as a general printing company in 1996. Requests were made by clients to print books, and since 2008 we have been developing a one-stop professional service for the self-publisher.

- Today the preparation and printing of quality books, manuals and study material is done by a professional team of qualified ladies.
- Network systems with professional programs are in place and a data base has been in existence since 1998 for re-printing of books.
- We have digital printers and equipment specific for printing and binding of books at world standard POD (*Print on demand*).

<b>Management:</b>	Ilette and Liezl Strydom.
<b>Administration:</b>	Mona Gouws.
<b>Graphic Artists:</b>	Mariaan Lock and Liezl Strydom.
<b>Production Team:</b>	Magda DuVenage, Elzahn Gerard and Nicolette Vosser
<b>Independent Editors:</b>	Sandra Adams and Rentia Mynhardt.

**Groep 7 Printers and Publishers** is a private company: Reg no. 2017/066212/07, VAT Reg no. 48 1013 9677 B-BBEE level 4 and tax clearance certificate on request.

Catch  
& Falling  
A

# The Professional Women of Groep 7



Liezl Strydom



Illette Strydom



Mona Gouws



Magda du Venage



Mariaan Lock



Elzahn  
van Loggerenberg



Rentia Mynhardt



Nicolette Vossler



Sandra Adams

## Founder Jaco Strydom

The legacy of **Jaco Strydom** remains in **Groep 7**. In 2008 his body was diagnosed with cancer (Liposarcoma) but he continued to live life to the full. He wrote, in gratitude for a second chance, a book “**4 Beautiful Years**” about his mountain bike expeditions taken between treatments and operations. In 2012, through sheer perseverance, he realized his dream of a 6400Km circumnavigation of South Africa with his bike, tent and backpack! In November 2013 he went back to his Heavenly Father

*“To those who know him, **Jaco Strydom’s** name is synonymous with phenomenal courage and inspiration. Always a keen mountain biker, he has successfully completed races including two Absa Cape Epic with his friend “The Pom”. In June 2008 he successfully completed the grueling Freedom Challenge Race Across South Africa. Up until September 2008 he had had a life that most people would class as near-perfect.*

*In 2008, this near-perfect life was shaken to the core when Jaco was diagnosed with cancer. “Four Beautiful Years” is the story of his life since that day. Instead of opting to lie down in despair, Jaco got up and has seized each day with a ferocity that leaves one speechless. Planning cycling expeditions between chemotherapy and radiation treatments, solo-circumnavigating Lesotho on his mountain bike, riding Cape to Beit Bridge, and then carrying on to circumnavigate South Africa in 2012...*

*This is the story of a true hero: a victim who has become the ultimate victor. It will dwell in your heart long after you put the book down, and will inspire you to overcome life’s challenges, one day at a time.”*

**Jani Verster - Fellow Mountain Biker**

**Kwela** - [www.youtube.com/watch?v=1z\\_fZoEvdIg](http://www.youtube.com/watch?v=1z_fZoEvdIg).

**Book:** <http://groep7-selfpublish-books.co.za/home/80-4-beautiful-years-jaco-strydom.html>

**Tours: See [www.groep7.co.za](http://www.groep7.co.za)**

## Author's world

Authors enter a new world when they self-publish their books. Welcome to Groep 7 Drukkers en Uitgewers and trust we will your journey an enjoyable experience.

**All books can be self-published. Types of books which Groep 7 assisted the self-publisher with the preparation:**

- Books filling a gap in the market e.g.: training material for pre-school teachers, mathematics, musical instruments, aviation, ethics, law, health, etc;
- South African history, border wars, defense force, police force, environmental, well known people and events the author have particular knowledge of;
- People writing about some unique experience or adventure;
- Children books, stories and fiction;
- Legacies of families or individuals without profit as objective;
- Christian books with a large variety of subjects;

### Traditional Publishers

The first thought authors might have is to find a well-known publisher to publish their book. The publishers do market research to establish what readers want and then print books to meet their needs. Unfortunately only a small percentage of manuscripts they receive are published.

### Self-publishers

If your book is not published in the traditional way, you can self-publish or you can even decide to follow this route from the start with the following advantages:

- You do not have to convince anyone that your book needs to be published;
- The copyright and distribution rights remain in your hands;
- You remain involved in all 7 steps of the publishing process;

- Your book can be printed within weeks of writing and completion of editing.
- Please read the success story of the well-known author SJA de Villiers who wrote and self-published “Kook en Geniet”:  
[af.wikipedia.org/wiki/Kook\\_en\\_Geniet](http://af.wikipedia.org/wiki/Kook_en_Geniet)

**Groep 7** has developed a unique system for the preparation and printing of quality books for the **self-publisher** without the necessity of a huge capital outlay. The added advantage is that everything is done under one roof, enabling us to manage time and quality.

This also means that the author has the choice to do some of the preparation of the book, and we can provide advice. Alternatively staff at **Groep 7** can do it professionally at minimal cost. Thereafter the author may order books recurrently as needed and can even make changes or corrections before a re-print.

So much has been written about **Self-Publishing!** Just key in the words “Self-Publishing” on the search engine (Google) and you will have all the information at your fingertips! In a nutshell it means that the author is involved in every step to produce a book and place it on the shelf of a bookshop.

**Step 1.** Writing.

**Step 2.** Editing.

**Step 3.** Typographical Layout (Page Layout).

**Step 4.** Book Cover Design.

**Step 5.** Printing and Binding.

**Step 6.** Marketing.

**Step 7.** Distribution and E-books.

# Step 1 – Writing

## The Art of Writing

Books are what self-publishing is all about. Although some writers have the talent and gist of writing, value can be added to books by understanding and applying the finer art of writing. Have a look, amongst others, at the following websites for various writing courses and writing tips:

[www.writersbureau.com](http://www.writersbureau.com);  
[www.thereadingtub.com](http://www.thereadingtub.com);  
[www.sawriterscollege.co.za](http://www.sawriterscollege.co.za);

## Setup

The book will probably be written in Microsoft Word which will make editing easier. The following is a guideline for the sequence of the book. However the self-publisher can still decide to do it their own way.

## Page One – Title Page

The title of the book and author's name appears here.

## Page Two – General Information

- The word “Copyright” and/or the copyright symbol © accompanied by the publisher's address and contact details appear here.
- Thereafter the ISBN, date (month and year) of the first print and the date of any re-print. This confirms that the copyright of the book is the property of the author. (Groep 7 can register the ISBN-number on behalf of authors and cost is 1 book plus R50).
- It is a good idea to acknowledge who the people are that did the editing, translation, typographic layout and cover design, and in the case of photos, where it was taken and by whom.
- Lastly the printers name and address.

The following is an example that may be used to describe copyright:

*“All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the publisher.”*

**Important:** Please be informed on the copyright & permissions guidelines for use of text from South African Language Bibles. For more information email [copyright@biblesociety.co.za](mailto:copyright@biblesociety.co.za).

**General Statement** *The BIBLE text of the Afrikaans, Northern Sotho, Southern Sotho, Tswana, Southern Ndebele, Swati, Xhosa, Zulu, Tsonga and Venda Bibles and New Testaments may be quoted in any form (written, visual, electronic or audio) up to and inclusive of five hundred (500) verses without written permission, providing the verses quoted do not amount to 50% of a complete book of the Bible nor do the verses account for twenty-five percent (25%) or more of the total text of the work in which they are quoted. This permission is contingent upon an appropriate copyright acknowledgment - (see below). One copy of any product offered for sale, marked "copyright copy", must be sent free of charge to the Bible Society of South Africa, for attention: Copyright Manager.*

**Groep 7** has already registered more than 800 ISBN's on behalf of authors. We can do the administration or you can request and register a number directly:

The National Library of South Africa,  
Website: <http://www.nlsa.ac.za>

### **Page Three – Dedication**

Special information is printed on this page, e.g. if the book is dedicated to a person who provided the inspiration that lead to writing of the book.

### **Page Four – Acknowledgement**

This page is used to acknowledge anybody who helped, contributed, motivated and/or supported you in the process of writing your book.

**Page Five – Contents****Page Six – Foreword**

The foreword or introduction may be written to give background information on how this book came to be published. The foreword can also be a piece written by another person (usually famous) who has already read your book.

**Body of Book – Introduction and Chapters**

The body of the book follows the Foreword. Usually the Introduction and each chapter will appear on the right-hand page, which is an uneven page number.

**Last page – Bibliography and/or about the author.**

## Step 2 – Editing

This step can be very time consuming and therefore costly. However it is very important for a reader to enjoy the book and to think highly of the content. Additionally, value can be added to the book when the editing is done by a professional if necessary. This process can be expensive, therefore take the time to find the right person. Family and friends who have knowledge can make a considerable contribution in assisting with the editing of books and making suggestions. Feel free to contact **Groep 7** who can direct you to professionals; alternatively find the right person for your book by visiting the following web page:

[www.safrea.co.za](http://www.safrea.co.za);

[www.editors.org.za](http://www.editors.org.za);

[www.editorsguldsa.org](http://www.editorsguldsa.org).

The professionals **Groep 7** refer you to, follow these procedures:

- Basic evaluation of your book is done for R350;
- A quotation, taking into account the total quantity of words and the type of editing needed, will be e-mailed to you. The following is an indication of cost:
  - Correction of spelling mistakes, typing errors and punctuation (R5.50 per page if we do the layout) ;
  - In addition to the above, correction in grammar and construction of sentences (14-18 cents per word);
  - Special quotations will be given for training material where more input is required as editor;
- With acceptance of the quotation, a section of a chapter will be edited and suggested changes will be pointed out;
- Editing is done with “*track changes*”. Thus the choice still remains with the author whether he/she wants to accept the suggested changes or not. The author does not need to fear that

his/her book will be rewritten! This also gives the author the opportunity to see whether he/she and the editor will be happy to work together;

- At this stage the quote will be re-confirmed and chapters, one-by-one, will be sent in “*track changes*” format to the author for acceptance, and/or alternative suggestions. Payment will be made as the work progresses, e.g. chapter-by-chapter, or 25%, 50%, 75% and 100%, depending on what the author and editor agree on.

## Translation

Should an author have the need to reach another market (i.e. language – Afrikaans, English or African languages) the book can be forwarded in Word format to an independent translator for translation. **Groep 7** can recommend a translator.

The procedure is basically the same as the editing process:

- A few pages of the first chapter are translated and the author can get the “feel” of the translator’s work;
- A quotation is calculated. Authors can expect translation costs from R0.28 per word – depending on the quality of the language used and the difficulty of the book;
- The translator sends the completed chapters as work progresses back to the author;
- The translator is paid as the work progresses, e.g. chapter-by-chapter, or 25%, 50%, 75% and 100%, depending on what the author and translator agree on.

## Step 3 – Typographic Layout (Page Layout)

The page layout and cover design can be done by:

- Professional staff at **Groep 7**;
- The author;
- Any graphic artist of the author's choice.

The professional team at **Groep 7** does the typographic layout in the world renowned professional program **Adobe InDesign**. This is also the first step toward publishing an e-book, when the InDesign file is converted to *E-Pub* which is then converted into a secure e-book.

The type of printing process which will be used can also determine how the page layout will be done. Estimated costs for page layout in **Adobe InDesign** are:

- A5 books with script only - R9.50 per page.
- A4 books with script only - R15.50 per page.
- Books with sketches, photos and diagrams - R25-R45 per page.
- Books with index as well - R45-R65 per page.
- Exception: A5 books finishing only in *MS Word* – R5.50 per page.

The typographic layout of the first chapter is done to obtain advice and recommendations from the author, and once the author approves it, we will complete the layout of the whole book.

Graphic artists at **Groep 7** do professional typographic layout. However this does not exclude the author (or friend!) from doing the design and forwarding it to us in Pdf (*portable document format*) and there will be no charge for page layout. A proof book is printed by **Groep 7** (printing cost plus R114) and the author needs to accept it before we start printing the book order. .

If you, or a graphic designer of your choice, would like to do the page design, the following guidelines can be followed for a neat page layout:

- The pages in an A5 book are 148,5mm wide and 210mm long with 15 - 20mm margins – the space between the contents and four edges of the page;
- An A4 page is 210mm wide and 297mm long with the same margins;
- Fonts generally used are “Serif” which means the font has a head- and foot piece which makes reading easier. “Sans serif” therefore means without the head- and foot pieces and can be used for headings. Thus consider fonts like:
  - Century Schoolbook,
  - Baskerville,
  - Garamond, or
  - Goudy Old Style.
- Numbering of pages preceding the first chapter is normally done in Roman numerals, and then Chapter 1 starts on Page 1. Uneven numbers are on the right hand side. If a book consists of 100 pages, it means that 50 sheets are printed on both sides, and numbered, for example, as follows: Roman numerals i-iv and the remaining pages of the book will be numbered 1-96.

## Step 4 – Book Cover Design

The cover of a book is always very important because it will be the deciding factor whether a reader will pick it up in order to investigate it further, or not.

The graphic artists at **Groep 7** use Photoshop or CorelDraw and have the knowledge to design your dream cover. The cost for design is normally between R450 and R650 depending on time spent. In addition, it may be necessary to obtain copyrighted photos or graphic stock where the artist has given us the consent to purchase and use these (R250).

Authors are more than welcome to design their own book cover and forward it to us in print quality Pdf (*portable document format*), without incurring costs for the cover design. Please ensure that you have copyright on all photos, clipart etc.

### The following can be used as guidelines:

- The front, spine and back are designed in a single document;
- The size for an A5 size book is: A4 plus spine, plus 3mm “bleed”. (*A5 book with 100 pages, the spine is 6mm and the document will then be 216mm x 309mm*);
- The size for an A4 size book is: A3 plus spine, plus 3mm “bleed”. (*A4 book with 200 pages, the spine is 12mm and the document will then be 303mm x 438mm*);
- An important guideline to ensure it is visually pleasing is to place all text and photos 15 - 20mm from all edges;
- Please design in CMYK, short for “**Cyan, Magenta, Yellow and Key Black**”;
- After binding, the book is trimmed 3mm on 3 sides.

## Step 5 – Printing and Binding

Digital printing has developed really well during the last few years and it is hence cost effective to print and bind 1 – 1 000 books per order. The suggestion is therefore to print books on a continuous basis as needed, even at 10 books per order!

Larger orders (>1 000) is printed lithographically which means that the unit cost is reduced; however the capital outlay may be expensive

### Cover Page

The cover page is printed in full colour or black on 250 - 300g/m<sup>2</sup> coated paper and laminated in gloss or matt for protection.

### Contents

Books can be printed in black, or full colour, or a combination of black and full colour to save costs where a book does not have full colour photos on every page.

When a combination of black and colour printing is used, it is important to do the book layout accordingly to save printing costs. One sheet (printed on both sides) will either be printed with a black laser printer or a colour printer; thereafter it will be collated to complete the book. This means that if a sheet is printed in colour on one side and black on the other, both pages will be considered as having been printed in colour.

### Binding Methods

- **Perfect bind** (> 80 pages):

This is the process normally used in the industry. It is bound with hot glue onto the spine of the cover page and gives the book a square spine.

- **Staple (<100 pages):**  
A4 books are printed on A3 paper, folded and stapled with 2 staples in the fold onto the cover page. Using the same method A5 books are printed on A4 paper, folded and stapled. The advantage is that the book lies flat when it is opened.
- **Wire binding:**  
Any amount of pages can be bound in this way and the pages can open completely. It is ideal for study material and manuals.
- **Hard cover books:**  
The book is bound and cut separately. The hard cover is covered with the full color cover page, and the book is then bound into the hard cover. The cost per unit remains the same regardless of the amount of books. For A5 books it is R95 and A4 books R125 in addition to the printing costs.

### Printing costs:

Basic specifications with full colour 300g cover laminated, contents laser printed in black on 80g bond and “perfect binded”. A proof book is printed (printing cost plus R114) and the author needs to accept it before we start printing the book order

Proof book and unit cost (Example)

- A5 books with 150 pages R34.50
- A4 books with 150 pages R51.15

Printing costs on orders after proof book has been approved:

- 1-10 books Price of proof book
- 50 books - 5.0% discount 100 books - 7.5% discount
- 250 books - 12.5% discount 500 books - 15.0% discount
- 750 books - 17.5% discount 1 000 books - 20% discount

**Please send the specifications of your book for the quotation on the printing costs.**

## Step 6 – Marketing

The self-publisher does the marketing for their books and e-books and the following are some ways that are done very successfully by some of our authors:

- At tertiary institutions, schools and pre-primary schools where the need already exists;
- At orphanages or similar institutions with large data bases;
- Agreements with bookshops, Amazon and Kobo;
- Marketing via email, Facebook and other communication channels where the target market has already been identified;
- Seminars and workshops.

Groep 7 Drukkers can assist and offer quotations on any of the following:

- Availability (see agreement)
  - Groep 7 online bookshop;
  - E-book on Kobo.com;
  - Bookshops in South Africa and Namibia requesting the books. (Registered supplier of Exclusive Books, Bargain Books, Protea, PNA);
- Exposure on Groep 7 website;
- Development of authors own website;
- Posters (printed and electronic format) for book launches;
- Developing a marketing plan.

## Step 7 – Distribution and E-books

**Groep 7** can take care of the packaging, distribution and administration on behalf of authors using the 4 options listed below. An agreement needs to be completed for each book.

Reconciliation of sales is done every 3 months (February, May, August and November), the net income calculated and paid to authors.

### 1. Orders by authors (printed books)

Authors supply the list of names and addresses where books need to be sent. **Groep 7** prints and sent the books and the author is invoiced for the printing and courier.

### 2. Online Bookshop (printed books)

Books are made available on Groep 7's bookshop ([www.groep7-selfpublish-book.co.za](http://www.groep7-selfpublish-book.co.za)) at a once-off price of R125 (GST included)

- Author determines the selling.
- Buyers order and pay online and Groep 7 print and dispatch the book.

*Calculation of the net income for the author is as follows:*

- Selling price less
  - 20% (14% VAT that Groep 7 pay to SARS and 6% Payfast costs (credit card))
  - printing cost of book

### 3. Bookshops (printed books)

When bookshops enquire to buy author's book:

- Authors determine the selling price
- Groep 7 print and sent books, invoice the bookshop and manage the administration.

*Calculation of the net income for the author is as follows:*

- Selling price less
  - 50% which the bookshop charges
  - 14% VAT that Groep 7 pay to SARS
  - printing cost of book.

#### 4. Electronic books (E-Books)

- **Groep 7** offers a quote for each individual book to get it ready to convert to E-book format.
- **Groep 7** places the book on the Kobo website ([www.kobo.com](http://www.kobo.com)).
- The “link” is sent to the author who can market and expand worldwide sales.
- The “link” is also placed on Groep7’s website bookshop.
- The author determines the selling price and receives 50% thereof.

## Example of total costs

- The author is the publisher of the book and the copyright and all documents remain the property of the author.
- Authors have the choice to do the preparation of books and we will gladly offer advice.
- Groep 7 offer professional services at affordable prices.
- The costs of preparation are determined by the quantity words and pages of the book and following some examples.
- Prices include VAT but exclude courier costs.

### Example 1 – total cost R3 745

1. Writing – a book of 40 000 words and A5 books of 160 pages.
2. Editing – by author
3. Typographical Layout (Page Layout) - supply print ready pdf
4. Book Cover Design - supply print ready pdf
5. Printing and Binding:
  - a. Once off (document print ready and backup) R 114
  - b. Proof book and unit cost R 38
  - c. 50 Books (refer discount structure) R1 805
  - d. ISBN registration R 88
6. Marketing:
  - a. Placing on Groep 7 online bookshop R 125
  - b. Exposure on Groep 7 website R 125
  - c. Posters (R6.00 per A3)
7. Distribution and e-books:
  - a. E-book on Kobo.com R1 450
  - b. Distribution (see agreement).

**Example 1 – total cost R6 345**

- |  |        |
|--|--------|
| 1. Writing – a book of 40 000 words and A5 books of 160 pages.     |        |
| 2. Editing - Evaluation  | R 350  |
| 3. Page layout – professional in <i>Indesign</i> and proof reading | R2 400 |
| 4. Book Cover Design – professional in <i>Photoshop</i>            | R 550  |
| 5. Printing and Binding:   |        |
| a. Once off (document print ready and backup)                      | R 114  |
| b. Proof book and unit cost  | R 38   |
| c. 50 Books (refer discount structure)                             | R1 805 |
| d. ISBN registration   | R 88   |
| 6. Marketing:  |        |
| a. Placing on Groep 7 online bookshop                              | R 125  |
| b. Exposure on Groep 7 website                                     | R 125  |
| c. Posters (R6.00 per A3)  |        |
| 7. Distribution and e-books:                                       |        |
| a. E-book on Kobo.com  | R 750  |
| b. Distributions (see agreement).                                  |        |

**Example 1 – total cost R11 715**

- |  |        |
|--|--------|
| 1. Writing – a book of 40 000 words and A5 books of 160 pages. |        |
| 2. Editing:  |        |
| a. Evaluation  | R 350  |
| b. Editing (40 000 x 15 cents)                                 | R6 000 |
| 3. Typographical Layout – professional in <i>Indesign</i>      | R1 520 |
| 4. Book Cover Design – professional in <i>Photoshop</i>        | R 550  |
| a. Purchase of 1 photo   | R 250  |
| 5. Printing and Binding:                                       |        |
| a. Once off (document print ready and backup)                  | R 114  |
| b. Proof book and unit cost                                    | R 38   |
| c. 50 Books (refer discount structure)                         | R1 805 |
| d. ISBN registration   | R 88   |
| 6. Marketing:  |        |
| a. Placing on Groep 7 online bookshop                          | R 125  |
| b. Exposure on Groep 7 website                                 | R 125  |
| c. Posters (R6.00 per A3)                                      |        |
| 7. Distribution and e-books:                                   |        |
| a. E-book on Kobo.com  | R 750  |
| b. Distributions (see agreement)                               |        |

## Summary

**Groep 7** assists with the preparation and printing of cost-effective quality books for the self-publisher. This affords the author the opportunity to do their own preparation. The author is welcome, at any time, to make use of the advice and professional services that **Groep 7** offer. The copyright and all documents remain the property of the author.

- **Editing**
  - Independent editors, with costs from 12 cent per word.
- **Typographic layout**
  - Done professionally in InDesign from R9.50 per page.
  - We can advise and client provides a *press quality Pdf*.
- **Cover Design**
  - Professional design from R450.
  - We can advise and client provides a *press quality Pdf*.
- **ISBN Number**
  - Administration and registration cost is 1 book plus R50e.
- **Printing**
  - Groep 7 has a printing department and the benefit is quality and time management. A proof book is printed and approved before we execute an order.
- **Distribution and marketing**

The self-publisher does their own marketing but Groep 7 Drukkers can assist on any of the following:

- Availability (see agreement)
  - Groep 7 online bookshop;
  - E-book on Kobo.com;
  - Bookshops in South Africa and Namibia requesting the books. (Registered supplier of Exclusive Books, Bargain Books, Protea, PNA);
  - Exposure on Groep 7 website;
  - Development of authors own website;
- Posters (printed and electronic format) for book launches;
- Developing a marketing plan.

