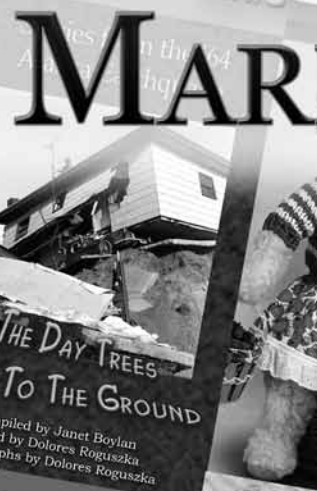
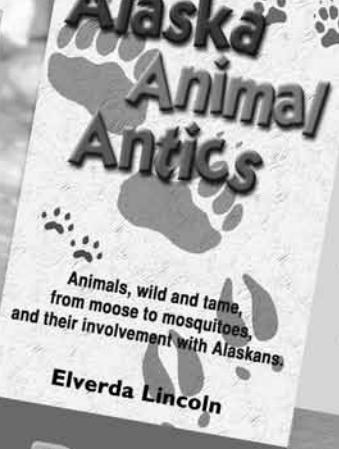


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Although this booklet describes how we bring your book to market, we also work with writers who do not intend to sell their books, but are publishing for self, family, friends, or business purposes. We can publish your book if you don't intend to sell your book, or if you only want a few copies printed—even only one copy.

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The Subsidy program seems best for authors who want to be involved in production and marketing their book and whose work has regional or national sales and distributing possibilities.

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This plan seems to be best for authors who don't want to be involved in production and marketing of their book, or whose budget doesn't allow either the Diamond Publishing or Ruby Publishing Programs.

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About Publication Consultants

Publication Consultants is an Alaska company with offices in Alaska. We know and understand Alaska and Alaskans. We've been in Alaska more than five decades. We specialize in working with Alaska writers. We're here where we can give

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Owners and operators of Publication Consultants published *Alaska Outdoors* magazine, produced Alaska Outdoors television show, Alaska outdoor recreation videos, and hosted the Outdoor Show television program and Alaska Outdoor Radio Magazine. In addition to *Alaska Outdoors* magazine, we have been published in *Fishing and Hunting News*, *Trailer Life*, *Chevrolet Outdoors*, *Alaska*, *Sport Fishing*, and *This People* magazine. We have authored three books, *Angler's Guide to Alaska*, and *Hiker's Guide to Alaska*, *One Last Cast*, and have published more than 300 books.

Publication Consultants has published works of poetry, history, fiction, drama, religious, and juvenile literature as well as scholarly works, theses, essays, textbooks, workbooks, collections, memoirs, Alaskana, Americana, biographies, autobiographies, family histories, directories, brochures, and catalogs.

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1. You entrust us with your manuscript and tell us what kind of book you have in mind, how many copies you want, any other information you think will be helpful, and which one of our five publishing programs you think will work best for you.

2. We carefully examine your manuscript and give our suggestions and/or an alternate plan and give you a contract outlining the best proposal, along with your exact costs. We give you a decision about publishing your book within 10 days of receipt of your manuscript. If you are not satisfied for any reason, we'll help you make adjustments or promptly return your manuscript.

3. With your signed contract, if it's not included with your manuscript, we need the following information to obtain your copyright:

a. Title of book and subtitle, if any.

b. Author's name, as it will appear on the title page.

c. Author's full, legal name, birthplace, citizenship, and legal residence.

d. Name of person or organization to whom copyright shall be issued.

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b. We design your book's cover, title page, and chapter headings; select type style and size paper quality, weight, and brightness, and handle other necessary details to manufacture your book.

c. If your book is hardbound, we select color and grade of cloth and specify color stamping for your cover.

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9. You receive a copy of both proofs and make necessary corrections. This is not the time to re-

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10. We make the final corrections and return your book to the printer for manufacture.

11. The printer manufactures your book and ships it per instructions. Shipment is most often made by truck, with a few advance copies by air. The books are placed in cartons and cartons are banded on a skid for protection.

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Sarkis Atamian—The Bears of Manley

In 1999, I met with Evan Swensen. After meeting him, I concluded that he was a man whom I could trust with my baby. Evan has helped me to touch the lives of many families across the USA and around the world in a very positive way. If you're looking for a publishing company that is headed by a man of integrity who is ethical and fair in his business practices, then Evan Swensen is your man and Publication Consultants is your company. There's no need to look anywhere else to publish your book. You can relax. You have found a home and family with Evan Swensen and Publication Consultants.

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I have worked with Evan Swensen and Publication Consultants on all of my books, each of them under completely different circumstances--the first through my then employer and the others by myself. In all cases, Evan has been kind, patient, and more than helpful in getting me through the process. He restored my confidence when I was flailing and he provided direction where his voice of experience could best guide me. He is open to both ideas and suggestion, and works in a true collaboration with his authors. Beyond that, he is honest and reliable.

I don't think a person could find a better person to help them produce a book that imparts a more polished and professional effect. Evan and Publication Consultants are the best choice for authors who really want a quality product and I could not give them a higher recommendation as both people and as professionals.

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We feel so fortunate that we hooked up with Publication Consultants instead of some other company that may or may not have treated us so well.

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I am glad to have my book published with Publication Consultants. I frequently recommend you to other would-be authors and they always ask me why. I summarize my feelings by saying, "Evan is honest."

Dan Maclean, author of Paddling the Yukon

Without Evan Swensen and the staff of Publication Consultants of Anchorage, *The Last Phoenix* would not have been published. The author is grateful for their incomparable professionalism.

Carl Douglass—The Last Phoenix

Evan Swensen, not only helped me create *Alaska on the Fly*, but without whom there would not have been the experiences to write it. I will be indebted to him always.

Dan Heiner—Alaska on the Fly

I sent Evan Swensen a manuscript I believed in. Luckily so did he. Remaining approachable through the entire bookmaking process, he took the manuscript and helped turn it into a finished, marketable work. I'll always appreciate Evan's professional attitude and his willingness to guide a greenhorn like me.

Mark Otte—Pray for Justice

Publication Consultants and Evan Swensen have the professionalism to quickly bring a book to market. They handle all the problems while keeping the author in the loop, helping with proofreading and editing. Their expertise makes for a smooth transition to a finished book.

Tom Willard—Demons of Stony River

I appreciate the expertise and encouragement I received from Publication Consultants to get *Udder Confusion* published. They're tops on my list for professional editing and integrity.

Elverda Lincoln—Udder Confusion

Publication Consultants made the editing and publishing phase of writing my book both painless and rewarding. Evan Swensen helped make my rough and raw manuscript a readable, professional work. He edited and instructed, always in a constructive and cooperative way. He provided guidance in every stage. Without Publication Consultants, my manuscript would still be lying on the shelf, gathering dust.

Ron Walden—Cinch Knot

A special thanks is due my friend and publisher, Evan Swensen. His efforts have been of great worth to the coming forth of this work. Without his believing in the value of *Following the Light of Christ into His Presence*, it would still be just a manuscript.

John Pontius—Following the Light of Christ into His Presence

Publication Consultants has been a godsend to the *Adventures of Dusty Sourdough*. The professionalism of Evan Swensen and his staff are unequalled. As a writer I believe there isn't a better, more honest publisher anywhere. I recommend Publications Consultants to new, as well as to veteran writers.

Glen Guy—Adventures of Dusty Sourdough

As a first-time author I found Publication Consultants to be extremely helpful in getting me through the maze of the publishing game. Evan Swensen did an excellent job of transforming my photos and text into a readable and visually pleasing book. His patience and willingness to work with authors is to be commended.

Joseph Kurtak—Mine in the Sky

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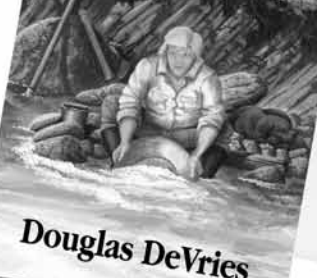


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