

# ■ BOOKNEWS

We provide the ultimate in quality, services  
and competitive rates

Damianos Publishing &  
Lisa Thompson Graphic Design

## THE DAMIANOS PUBLISHING DIFFERENCE



DamianosPublishing.com  
508.872.4880

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- BookSmart Workshops
- How We Differ/About Us
- Marketing Your Book
- Our Books
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59 Fountain Street  
4th Floor East, #10  
Framingham, MA 01702

### Have you always wanted to publish a book?

**W**e offer book design, printing, project management, national distribution and marketing to get your book out there! Whether you want to print a book for personal use or sell to the world, we offer stellar service, real people to talk to and great rates. Bring us a book in the beginning stages or ready to go!

#### Our a-la-carte services include:

- > Book design
- > eBooks – Formatted for Amazon, Kindle, Apple and Kobo
- > Editing/proofing
- > Project management
- > Marketing
- > National distribution
- > Photography
- > Printing
- > Publishing
- > Copyright registration

**O**ur complimentary workshops help authors get started. Call us or check our website for the next free workshop date.

#### **BOOKSMART: A Publishing Workshop**

Have you written a book you dream of publishing? Join publisher Lynne Damianos and book designer Lisa Thompson for a complimentary workshop that will answer many of your questions about creating your book and getting it published.

We'll provide our expert overview of the publishing process, from creative and cost considerations to marketing ideas and the keys to successful book sales.

#### **BOOKSMART: Plan - Write - Publish Workshop**

If you want to write a book to share a strategy or special talent, or be known as a thought leader or an expert in your field, writing a book will help you accomplish your goal. This workshop will help you move from ideas to print.



# OUR BOOKS

Books we have published and testimonials from our authors

Damianos Publishing & Lisa Thompson Graphic Design

## *The Bancroft Building and Its People: 100 Years of History*

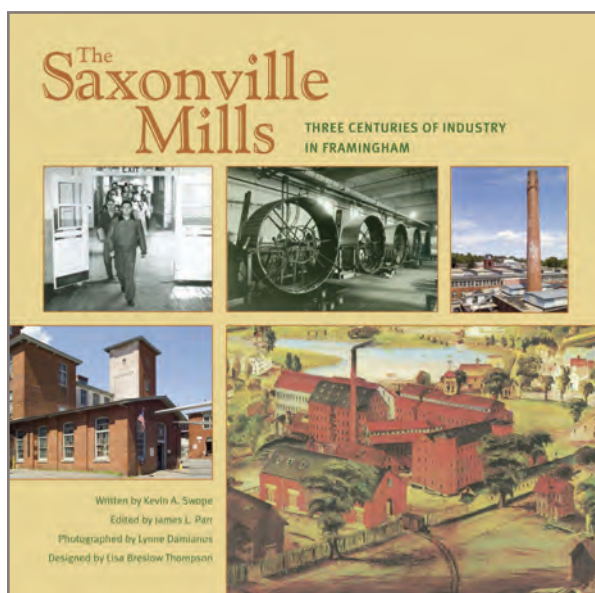
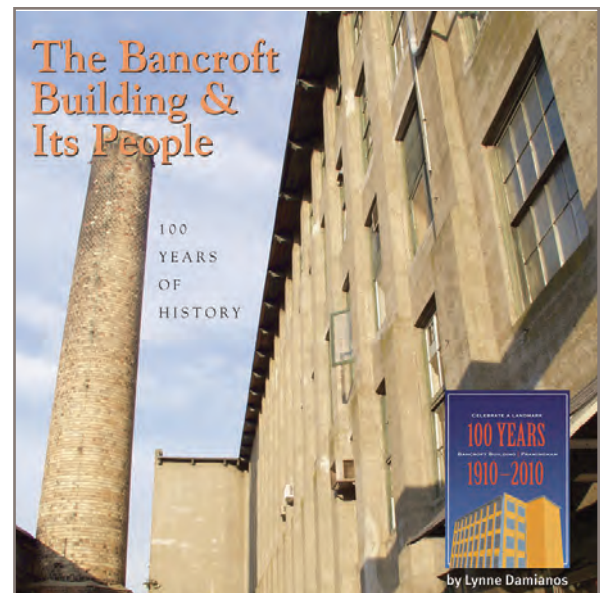
Lynne Damianos, Author/Photographer  
Lisa Breslow Thompson, Designer

This book celebrates the building's history and its residents, including artists that call Fountain Street Studios their business, creative escape or artistic community. The former automobile and apparel factory has been transformed into a creative community that many are proud to call home. It includes environmental portraits and stories about the building from 72 artists, business owners and staff.

Paperback, 8.5" square, 164 pages, 198 color photographs  
\$29.95 (sale price)  
ISBN 9780578056869  
Available from Damianos Publishing

*"We are fortunate to have this wonderful illustration of industry at the Bancroft building over the past 100 years. It is an important view of a piece of Framingham's rich commercial history and subsequent adaptation to art-related enterprises."*

ANNE R. MURPHY, EXECUTIVE DIRECTOR, FRAMINGHAM HISTORY CENTER



## *The Saxonville Mills: Three Centuries of Industry in Framingham*

Kevin A. Swope, Author  
Lynne Damianos, Photographer  
James L. Parr, Editor  
Lisa Breslow Thompson, Designer

A compelling history of the mills from the 17th century through the 20th century, with a colorful and fascinating section devoted to the current tenants of the nine buildings that make up the Saxonville Mill Industrial Park of 2012. The history of the mills has been carefully researched and wonderfully written by Framingham History Center Board Member Kevin Swope, and is packed with hundreds of historical photographs. Award winning photographer Lynne Damianos has explored the mill complex from deep underground to high above the streets of Saxonville to capture unique images of these historic buildings.

Paperback, 8.5" square, 206 pages, 300 B/W and color photographs, \$29.95  
ISBN 9780578102979

Available from Damianos Publishing, Friends of Saxonville, Framingham History Center, Framed in Time, Robinson's Hardware, Wild Ruby Galleria, Bearly Read Books and the Wayside Inn

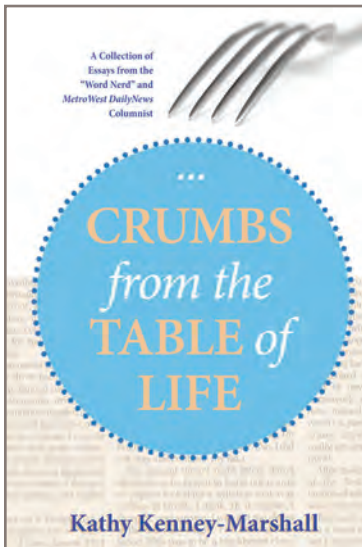
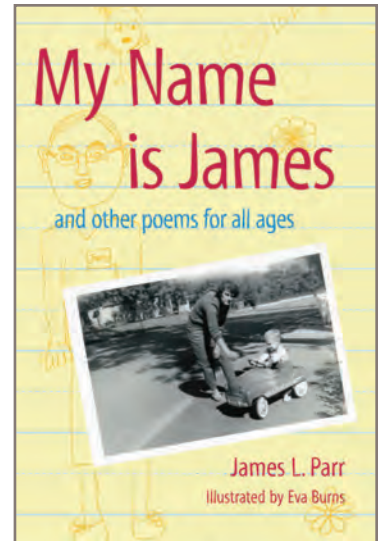
## My Name is James and other poems for all ages

James L. Parr, Author/Eva Burns, Illustrator  
Lisa Breslow Thompson, Designer

A collection of witty and whimsical rhymes on a variety of topics from animals to school to growing up to the mundane activities of life/illustrated with line drawings and doodles.

Paperback, 6×9," 72 pages, 33 B/W illustrations, \$16.95, ISBN 9780988229501  
Available from Damianos Publishing or Silver Street Media

*"My collection of poems had been sitting in notebooks for over 10 years, and in just a few months Damianos Publishing had it proofed, designed, printed and in the hands of eager readers. The whole process from start to finish was easy and fun; Lynne and Lisa are professionals with a wealth of knowledge and creativity!"* JAMES L. PARR



## Crumbs from the Table of Life

Kathy Kenney-Marshall, Author  
Lisa Breslow Thompson, Designer

Teacher, mother, and columnist Kathy Kenney-Marshall shares humorous and often insightful views about parenthood, teaching, and descriptions of every day life. In essay form, Kathy views the mundane, the annoying, and the absurd in ways that make you laugh, cry, or at least nod your head in agreement. Life is like a roller coaster and these essays will take you along on a ride through lives that we all live but in a way that makes you realize that in the end, almost everything can be laughed at if we look at it through a different lens.

Paperback, 6×9," 168 pages, \$19.95, ISBN 9780988229518  
Available from Damianos Publishing or Silver Street Media

*"I've often thought of self publishing, but wasn't up to all of the details that go along with it; finding a printer with the right price, finding a layout designer with MY design interests, promoting and selling, etc. Working with Lynne and Lisa was definitely the right decision for me. With their vision and expertise, I was able to do what I was good at – writing! They made it easy for me to navigate through the process because they did all of the difficult work for me. From start to finish, they were there organizing, keeping a schedule that worked*

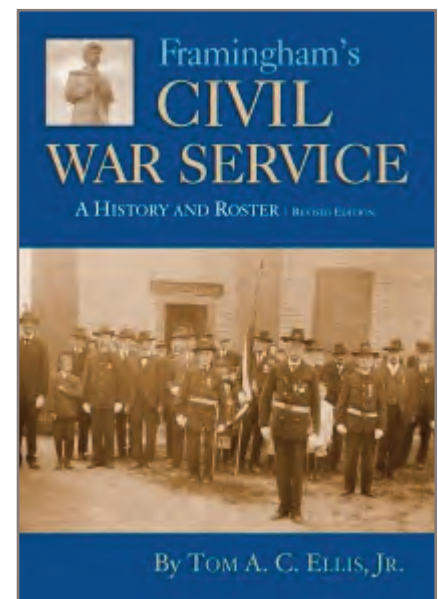
*for me, and promoting my book so that I could concentrate on the writing and rewriting that I enjoy. I have a great finished product that I'm proud of and they continue to provide support wherever I need it. The book signing at Damianos was a complete success and my book is now available through Amazon, Barnes & Noble, Silver Street Webstore, along with being on the shelves at a few smaller book stores. In a market that is hard to break into, this was the way to go for me. I highly recommend working with Lynne and Lisa to take your writing from a manuscript to a published and sold book!"* KATHY KENNEY-MARSHALL

## Framingham's Civil War Service

A Civil War History and Roster, Revised Edition  
Tom A.C. Ellis, Jr., Author  
Jonathan K. Cohen, Editor  
Lisa Breslow Thompson, Cover Designer

Ellis concisely details, with relevant illustrations and a comprehensive index, the plight of the town of Framingham during the national cataclysm during the Civil War. He records when Framingham created a militia, long before Fort Sumter was attacked and when the town called its first meeting in 1861 to organize a War Committee of nine citizens. Ellis explains the stroke of luck Framingham experienced when Governor Andrew disbanded the militia to many different regiments the governor was organizing. The result was that no one company from Framingham was decimated in a single battle. Ellis details how Framingham men served in over 77% of Military Units created by the Commonwealth and were active in over 85% of the major battles of the Civil War. This Civil War history and roster includes a biographic sketch of all 530 men that served, as well as cemetery records.

Hardcover, 7×10," 370 pages, \$39.95, ISBN 9780988229525  
Available from Silver Street Media





# ■ BOOKMARKET

Marketing and promoting to  
get your book out there!

Damianos Publishing &  
Lisa Thompson Graphic Design

## Effective ways to market your book

We will coach you or you can engage us to market for you.

- > Press releases
- > Speaking engagements
- > Book signing events
- > Facebook page
- > Website
- > Amazon.com
- > Silver Street Media Webstore

## Make your mark

Bookmarks are effective and low cost marketing tools!

The following are examples of custom bookmark designs  
Lisa has created for our authors to market and  
promote their books.



# CHECKLIST

Helpful topics to keep in mind  
while writing and planning your book

Damianos Publishing &  
Lisa Thompson Graphic Design

To assist our authors with many of the decisions involved with their books, we've created the following checklist:

## Book Design Checklist

### Cover options

- Hard Cover (glossy or matte)  Dust Jacket
- Paperback  French Flaps

### Size

Book size: \_\_\_\_\_  
(5x8" up to 12x12")

Breaking point between small and large book:  
(8 x 10"+ is considered a large book)

### Paper stock

- 60 lb cream or white uncoated for B/W
- 80 lb white coated for color/graphics or heavy ink coverage and rich blacks

### eBook

- now  later

### Customization

- Title ideas \_\_\_\_\_
- Text only  Text with illustrations
- Text with photos
- Illustrations/photos (needed or provided?)
- Design references submitted by client
- Cover design
- Intended audience \_\_\_\_\_
- Color preferences \_\_\_\_\_
- Title page, Acknowledgements, Table of Contents (TOC), Chapter Heads, Author Bios, Index
- Word Count: \_\_\_\_\_  
(avg. 425 words per 6x9" page)
- Do you have quotes/testimonials for back cover?
- Do you need an author's photo?
- Do you need photo retouching or scanning?

## Production Checklist

### Before submitting manuscript

- Your final manuscript has been professionally copy edited and proofread prior to submission (Ask for a referral if needed)

- Check your manuscript for:

- Only one space after periods and punctuation
- All tabs and unnecessary formatting removed
- Table of contents prepared
- Index (where applicable) prepared
- Photo credits (where applicable) prepared
- Smart quotes turned on

- Final manuscript to be submitted as single Word document, (.doc, not .docx) with all content in proper sequential order. Include PDF for eBook
- Photo requirements: 300 ppi at print size (color) 600 ppi (B/W), 35K JPGS for eBooks

### Submitting manuscript and graphics

- Manuscript and graphics may be transmitted via email (up to 12 MB), YouSendIt.com (no charge up to 50 MB) or Flash drive.

## Requested Production Deadline:

\_\_\_\_\_

### Marketing

- Do you need promotional materials, such as bookmarks, flyers, website or blog design?

# ■ HOW WE DIFFER

**Who are we?** | Damianos Publishing & Lisa Thompson Graphic Design  
**How we differ from other publishers**



### Lynne Damianos – Damianos Publishing

After Lynne's first publishing endeavor in fifth grade, she was the editor and photographer of her award-winning high school yearbook. Upon receiving her BS in Photography from RIT, Lynne continued her editorial work as editor of the CIPNE Journal, a professional trade publication for photographers.

As Lynne pursued her other passion via Damianos Photography, she continued to be called upon as a resource for a variety of publications. She eventually published her first book, *The Bancroft Building and Its People*, which led to *The Saxonville Mills*, where she teamed up with historical researcher and author Kevin A. Swope and editor James L. Parr.

With her project management skills, Lynne realized she'd be a great resource for authors looking to publish their own book. She has aligned Damianos Publishing with in-house designer Lisa Thompson and a world-class book printer/distributor with over a century of experience to provide the ultimate in quality, services and competitive rates for her clients.



### Lisa Breslow Thompson – Lisa Thompson Graphic Design

Lisa has 30+ years of design and art directing experience, managing all aspects of the creative process, from concept to completion. Whether working with non-profits, small business owners or large corporations, Lisa adheres to the simple design aesthetic that "less is more." She is expert at cutting through the clutter to produce clean and clear communication where both form and function are of equal importance. Lisa can create a brand new identity for your business, or polish up your existing materials to make them shine. She has extensive experience with book design, corporate identity and logo design, as well as a variety of promotional and marketing materials.

	DAMIANOS	ON-LINE	TRADITIONAL
A-la-carte services	■	■	
You own the rights to your book	■	■	
You don't need a literary agent	■	■	
Real people to talk to	■		■
You can sell wholesale	■	■	
Aligned with second largest POD (print on demand) printer in country	■		
Print only services (130+ books)	■		■
POD with national distribution to Amazon, Barnes & Noble and webstore	■		
You may order as few as one book or many	■	■	
Higher royalty rates	■		
Variety of choices in book sizes	■		■
In-house designer	■		■
Competitive rates	■		
Quick turnaround time	■	■	