

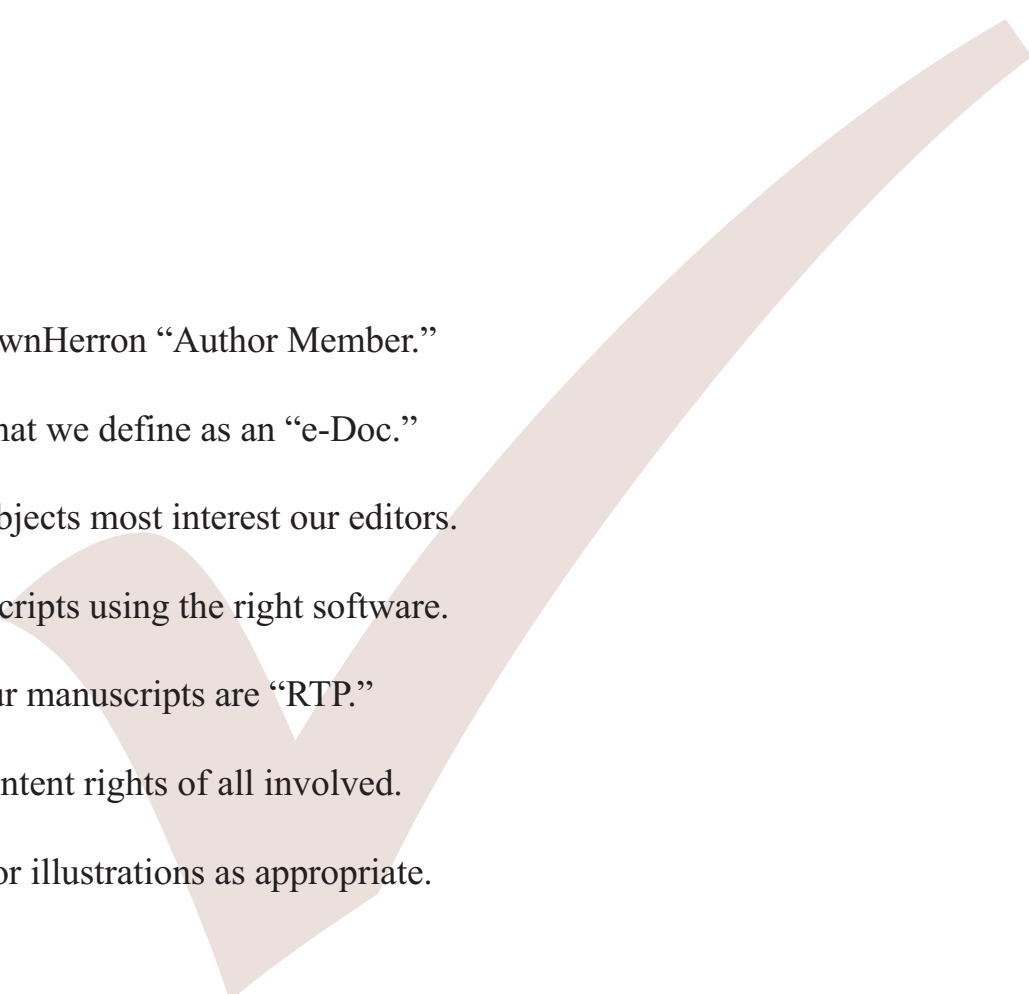
**Step-by-Step**

docs

**How To Prepare Dynamo e-Docs The BrownHerron Way**



# **Before submitting your e-Docs for publication, review these key steps in the BrownHerron process.**

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- ① Become a BrownHerron “Author Member.”
  - ② Understand what we define as an “e-Doc.”
  - ③ Learn what subjects most interest our editors.
  - ④ Submit manuscripts using the right software.
  - ⑤ Make sure your manuscripts are “RTP.”
  - ⑥ Respect the content rights of all involved.
  - ⑦ Add graphics or illustrations as appropriate.

*This document will tell you more about these seven steps. For other questions, please e-mail: [info@brownherron.com](mailto:info@brownherron.com).*

**There are seven key steps to follow in publishing with us.**

**First, learn about our mission and become one of our Author Members.**

- ◆ Our publishing enterprise was founded by more than a dozen authors, editors, journalists, and other publishing professionals.
- ◆ We're in business to provide leading-edge thinking on management and leadership by publishing low-cost electronic documents that are quickly and easily available to readers in 190 countries.
- ◆ Our e-Docs are called BH SmartDocs™ and are sold exclusively on Amazon.com ([www.amazon.com/BrownHerron](http://www.amazon.com/BrownHerron)).
- ◆ Authors we work with have reviewed and signed our “Memorandum of Agreement” ([www.brownherron.com/bh\\_memodoc.pdf](http://www.brownherron.com/bh_memodoc.pdf)).
- ◆ While a nominal membership fee is required to enable us to operate our Intellectual Alliance of authors, BrownHerron is emphatically *not* a “vanity press.” Our members are authors with proven talent who have agreed to submit documents for review to our editorial board of founders and other Author Members.

***We are member-driven; and our e-Docs are sold exclusively by Amazon.com, the online leader in selling works by authors.***

## **Second, tie your e-Doc publishing plans to our e-Doc concept. Learn what an e-Doc is — and isn't.**

- ◆ **e-Docs are not e-Books.** An e-Book is a full-length book (65,000+ words) converted to an electronic format that often requires special, proprietary hardware or software for reading.
- ◆ e-Docs deliver new ideas faster, more economically, and more globally than any other form of publishing. They are short and can be read with the universally available (and free) Adobe® Acrobat® reader. This “PDF” technology allows writers and publishers to format documents and have them download uniformly regardless of the reader’s location or computer platform — *and* at low cost. To learn more about e-Docs, go to [www.adobe.com/acrobatreader](http://www.adobe.com/acrobatreader) or [www.amazon.com/edocuments](http://www.amazon.com/edocuments).
- ◆ BrownHerron e-Docs should be no longer than 20 pages (5,000 words). We recommend dividing longer documents into shorter, related e-Docs that can be marketed and read independently *or* collectively.

***e-Docs excel in three ways. They allow an author’s ideas to zoom around the world on a 24/7 basis. They can be put to use immediately. They are inexpensive.***



**Third, think about the  
21st Century.**

***Then, start writing.***

- ◆ Our editors seek e-Docs that address the challenges of the moment, the rigors of our times.
- ◆ A new e-Doc on how to manage by objectives or how to build a team — something that has been addressed by hundreds of writers thousands of times before — does not fit our editorial agenda unless the manuscript treats the subject in a unique way, one that defines current trends or sets future standards.
- ◆ We are interested in the future and how it will affect individuals, organizations, and society.
- ◆ While the future of business is of universal interest, we are also interested in the future of government, education, science, and the arts. Our authors think forward and think widely.

*Charles Kettering, the pioneer engineer, once observed, “My interest is in the future because I am going to spend the rest of my life there.” We seek writers with that kind of attitude.*

## **Fourth, use software that allows us to collaborate electronically.**

- ◆ Our editors do *not* consider e-Docs that have already been translated into Adobe® Acrobat® PDF format.
- ◆ We only accept documents submitted in a current version of Microsoft Word®.
- ◆ After an author's document has been reviewed and lightly edited, if required, we then convert the document to PDF format.
- ◆ We send the author a copy of the e-Doc we post online.
- ◆ No document ever undergoes major editorial changes without the author's involvement.

*It's important that the same software be used by both the author and publisher; it speeds the production of e-Docs and makes it easier to introduce an author's ideas into the marketplace — faster.*

## **Fifth, observe our minimal (but critical) manuscript style guidelines.**

- ◆ We seek e-Docs that are RTP: Ready To Publish.
- ◆ RTP e-Docs meet four stringent criteria; manuscripts must:
  - Be readable and understandable
  - Be no longer than 5,000 words
  - Have body text written in 14-point Times New Roman font
  - Use the Arial font for any headlines or subheads
- ◆ Our editors do not ghost-write e-Docs for authors, nor do we massage or rewrite poorly structured or under-prepared text.
- ◆ We will allow an author to revise a rejected e-Doc one time.
- ◆ Is there any other standard for determining if an e-Doc is Ready To Publish? *Yes.* If, after meeting these criteria, an author feels that his or her document could be handed directly to a group of professional managers or advanced college students, it is probably RTP.

***Our guidelines for a Ready To Publish manuscript are minimal yet stringent. Our editors only work with authors on an RTP basis.***

## **Sixth, before you submit your document to us, make sure you have full rights to all text and graphics.**

- ◆ As long as an author owns full, complete, and legal copyright to the material he or she wants to publish as an e-Doc, our editors will consider it for publication. This could even include excerpts from not-yet-published books. Once published by BrownHerron, our authors retain full copyright to their e-Docs.
- ◆ Many authors often write about the same subject multiple times, in multiple formats. An e-Doc is one expression of an author's idea in a unique format. The author must verify that he or she has full rights to any material offered to BrownHerron for publication as an e-Doc.
- ◆ Allegations of plagiarism in an author's e-Doc are considered a most serious offense. If such allegations are substantiated, BrownHerron will cancel an author's membership and remove all of the author's e-Docs from the BrownHerron catalog.

***BrownHerron only publishes e-Docs of integrity.***



## **Lastly, consider adding graphic illustrations. We will add a title page, price the document, write catalog copy, and post it.**

- ◆ It is not required that you illustrate your e-Doc; however, well-placed graphics and illustrations can help convey an author's point.
- ◆ Many commercially sold manuals and books are available that will help authors place art within their Microsoft Word® document.
- ◆ Our editors will add a cover page to your RTP e-Doc, one that readily identifies it as part of our BH SmartDoc™ product line.
- ◆ We will also set a price for the e-Doc and post it for sale online.
- ◆ Royalties are paid to authors per the guidelines in our Memorandum of Agreement.
- ◆ To see what a document looks like using our style guidelines and well-utilized graphics, download a free BrownHerron e-Doc: [www.brownherron.com/bh\\_freedoc.pdf](http://www.brownherron.com/bh_freedoc.pdf).

*Pictures are often worth a thousand words. Ditto: graphs, charts, and eye-catching art.*

**e-Docs can transport an author's ideas around the globe quickly, precisely, and economically — bringing new readers and new opportunities. We look forward to publishing YOUR e-Docs!**

