



# Kravitz&Sons

PRACTICAL GUIDE  
FOR AUTHORS

We Believe in the Power of Your Story  
— Let's Bring It to Life Together

**EDITION 2026**



SEND YOUR  
MANUSCRIPT



SEND YOUR  
MANUSCRIPT



# AUTHORS TESTIMONIAL

## Scarlett Claybaugh ★★★★★

I've had a very positive experience with Kravitz&Sons. Not only did they willingly reach out to me, but they were exceedingly patient with me throughout the three-month publishing process. I also enjoyed interacting with them via email and giving them constructive feedback which they were kind enough to adjust to my requests. They also pitched my second book for the Frankfurt Book Fair in 2025 this year. The best surprise and the greatest honor in my life. They invested half for that project as I paid my share. A group effort worthy of trust and success.



## Laurence Aucella ★★★★★

Hazel played a significant role in the construction and success of my book, "A Journey through time". She was very prompt and helpful in this process of refining this book. Hazel was always available when I needed her. God bless her.

Sincerely in Christ,  
Laurence Aucella



## Ross Gallen ★★★★★

I worked with Hazel Porter at Kravitz and Sons. I have previously had three novels published at other companies and have extensive experience working with other editors. Hazel Porter is far and away the best person I have worked with. She is intelligent, knowledgeable, and responsive. More could not be asked of any person. I recommend her without reservation.





# KRAVITZ & SONS AUTHORS







Guadalajara  
International  
Book Fair®



# ACHIEVEMENTS HIGHLIGHTS



 **FRANKFURTER  
BUCHMESSE**

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# WELCOME AUTHORS

Every author's journey begins with a choice—how their story will enter the world.

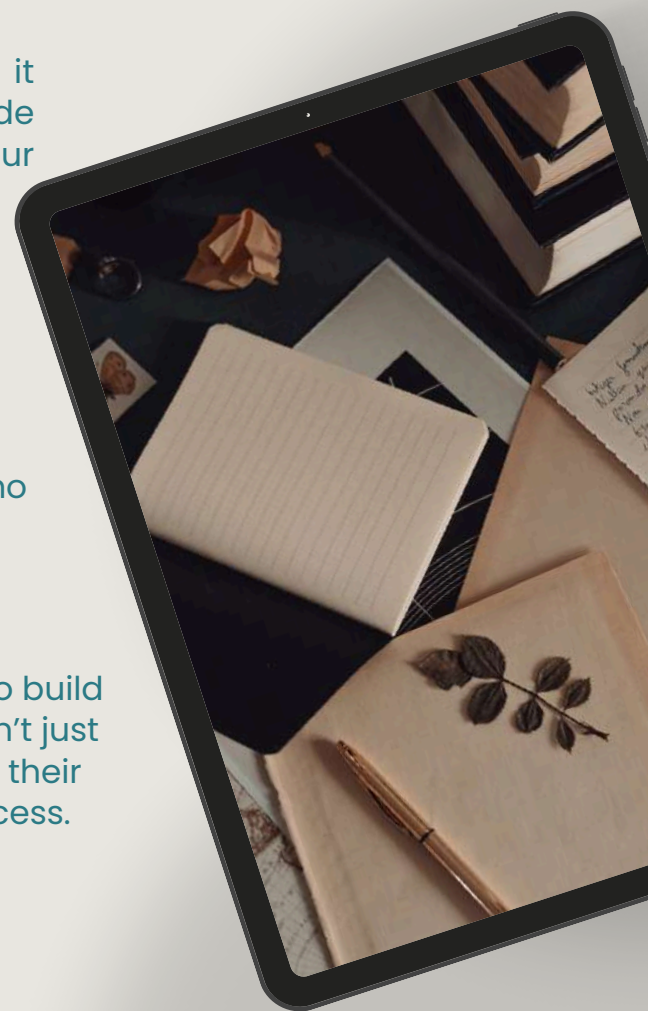
Publishing usually takes one of two paths—traditional or self-publishing. Traditional publishing places production, distribution, and rights in the hands of a publisher, with royalties and sometimes an advance. It works for some, but often comes with long timelines and limited creative control.

Self-publishing puts the power back where it belongs—with you. You keep full rights, guide every creative decision, and decide how your book reaches readers. Your story stays yours.

## The Path to Self-Publishing

The best part? You don't have to do it alone. Kravitz and Sons connects authors with experienced editors, writers, and designers who handle the heavy lifting while you stay in control.

With self-publishing, you gain higher royalty potential, creative freedom, and the chance to build your author brand. At Kravitz and Sons, we don't just publish books—we help market them, support their growth, and set authors up for long-term success.



# PART I

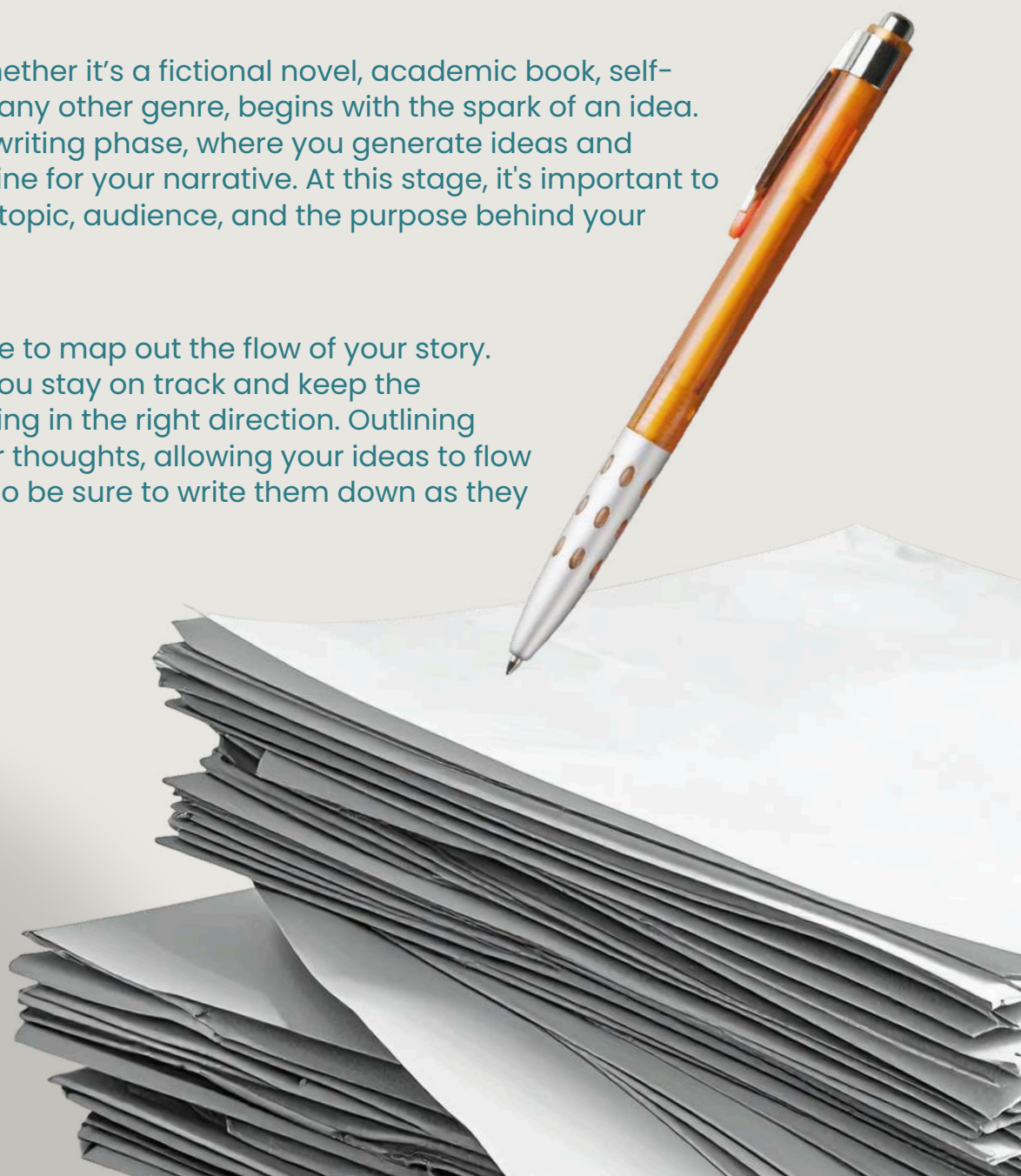
## EMBARK THE JOURNEY

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To publish a book, you first need a manuscript. A manuscript is a written composition or document that is prepared for publication. It will be your key to achieving your dreams. However, creating it is not a simple task. While writing may appear easy, there are many factors to consider before you begin.

Every story, whether it's a fictional novel, academic book, self-help guide, or any other genre, begins with the spark of an idea. This is the prewriting phase, where you generate ideas and create an outline for your narrative. At this stage, it's important to consider your topic, audience, and the purpose behind your writing.

Draft an outline to map out the flow of your story. This will help you stay on track and keep the narrative moving in the right direction. Outlining organizes your thoughts, allowing your ideas to flow more easily—so be sure to write them down as they come.







# TAKE ACTION

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Begin by transforming your ideas into a rough draft—write freely without worrying about grammar or editing. Focus on getting your thoughts down, using this stage to identify strengths, weaknesses, and gaps in your narrative.

Once the draft is complete, move on to revision. Make major adjustments to plot and characters, cutting unnecessary parts to enhance the story. Ask yourself if it resonates with your audience and flows smoothly.

The final step is editing, which may require multiple passes to catch repetitive phrases, errors, and punctuation issues. You can edit yourself or hire a professional, but thorough editing is essential for a polished final draft.



# PART II

## SHARE YOUR STORY

### Turn Your Dream into Reality

Writing can be a challenging journey, filled with highs and lows, and a range of emotions. But if it's your passion, your dream, or what brings you joy, why not pursue it? Writers have various goals when they set out to write—some seek to inspire or help, others aim to entertain, and some simply want the satisfaction of seeing their manuscript become a published book. This is your chance to make that dream come true. At Kravitz and Sons, we offer high-quality support and services to help you along the way.

### Seek Expert Advice

Before diving into the publishing process, it's essential to have someone to consult, someone who can provide valuable feedback. Kravitz and Sons, our professional and reliable team is ready to answer your questions. They can offer insights on what's best for your book and how to make it even better. Our experienced consultants and fulfillment officers are committed to delivering the highest quality service, ensuring that your book gets the attention it deserves.



## Learn the Process

Once you've discussed your goals with an advisor and finalized the agreement, the next step is to send us your manuscript for evaluation so we can move forward in the publishing process.

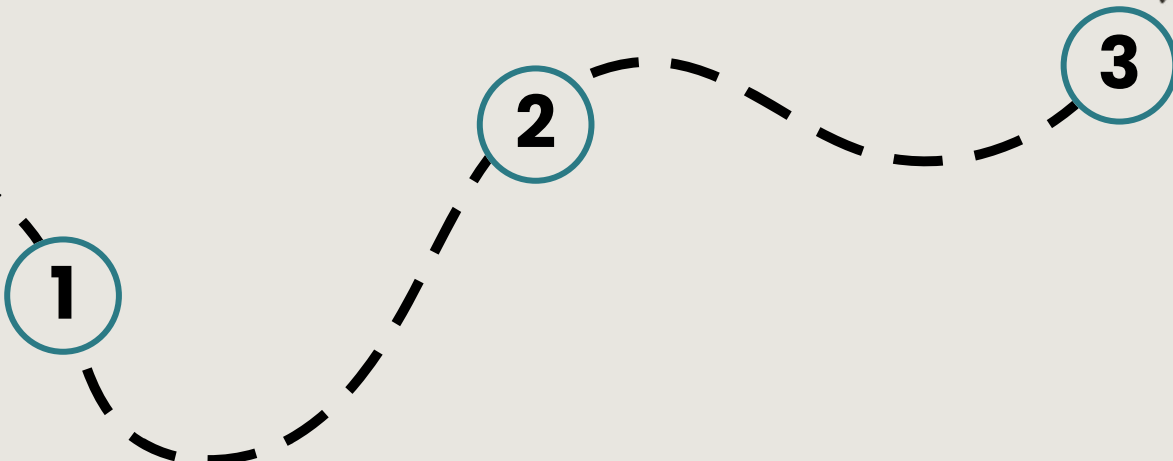
After submission, your manuscript will go through the necessary stages to become a published book, with additional services available to enhance your narrative.

Authors often ask when their book will be published. While we can estimate the time needed for each step, the revision phase and final approvals vary based on your preferences.

Throughout the process, our fulfillment team will send files and documents for your review and approval before production.

Some authors respond quickly, while others may take more time.

Reviewing any changes to your manuscript or illustrations can also require careful consideration, so there's no need to rush. By responding promptly to each stage, you can help keep your publishing timeline on track.





# KNOW THE TIMELINE

## Publishing Process



## Illustration Services



## Editorial Services



### Editorial Services 4–6 Months

Elevate your book's content and structure with our comprehensive editing services. Our professional editors carefully review each manuscript and provide clear, tailored revision suggestions to strengthen both substance and style. Across all genres, our editorial approach focuses on clarity, consistency, and reader engagement, helping refine your work into a polished, publication-ready book.



### Illustration Services 1–2 Months

At Kravitz & Sons, our book illustration services help bring stories to life through thoughtful, custom artwork. While especially suited for children's books, our illustration packages are available across all genres and offer both simple and three-dimensional visual options. Our illustrators and graphic designers work closely with authors to create visuals that reflect the tone, characters, and essence of each story.



### Editorial Services 3–4 Months

Many assume publishing a book requires a long and drawn-out process. At Kravitz & Sons, we streamline each stage to help authors move from manuscript to finished book efficiently. With a professional team and a clear workflow, we deliver within the agreed timeframe. Close collaboration between author and team ensures a smooth process and a strong final result.



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# Publishing

PACKAGES





# BLACK AND WHITE PACKAGE

The path to self-publishing can be challenging, with costs and requirements posing significant obstacles, especially for new authors. However, experienced self-published authors often have a clearer understanding of the process. For those looking to print their work, our Black & White publishing service offers affordable packages, ideal for books, poetry collections, memoirs, essays, and other simple textbooks.

## Legacy

The **Legacy Bundle** provides everything needed to create timeless black-and-white works, with professional typesetting, formatting, cover design, and worldwide distribution, ensuring your book reaches major online retailers and bookstores.

## Heritage

The **Heritage Bundle** celebrates tradition in elegant black-and-white print, featuring expert typesetting, a custom cover design reflecting your work's cultural essence, and wide distribution through leading retailers and bookstores.

## Eternal

The **Eternal Bundle** is crafted for authors aiming for lasting impact. This package offers refined typesetting, formatting, and cover design in classic black and white, with global distribution to reach readers worldwide.



## Timeless

The **Timeless Bundle** is ideal for creating vibrant, lasting stories, with high-quality color printing, expert typesetting, and custom cover design. Perfect for children's books and cookbooks, it ensures global reach for visually captivating works.

## Dreamworks

The **Dreamworks Bundle** is tailored for imaginative writers, combining expert formatting, engaging visuals, and collaborative cover design to bring vibrant ideas to life and captivate readers worldwide. Perfect for authors who want to share colorful, immersive worlds.

## Triumph

The **Triumph Bundle** is crafted to help writers make an impact. Ideal for autobiographies and motivational novels, it features vivid illustrations, professional formatting, an inspiring cover, and wide distribution through major retailers—leaving a lasting legacy of achievement.

# COLORED PACKAGE

Print your book customized using our full-color package. The spirit and the mind are both captured by color. Get all the benefits of a beautiful full-color volume and thrive in any industry you wish to explore, from children's books to photography, travel, and cookbooks. Take advantage of a large range of services that are expertly blended to produce a full-color masterpiece.



# CHILDREN'S BOOK PACKAGE

Children's books play a vital role in building vocabulary and language skills while sparking imagination. Authors should focus on using engaging text and illustrations to bring stories to life. Adding an element of fun is a proven way to succeed in this genre.

## Bright Beginnings

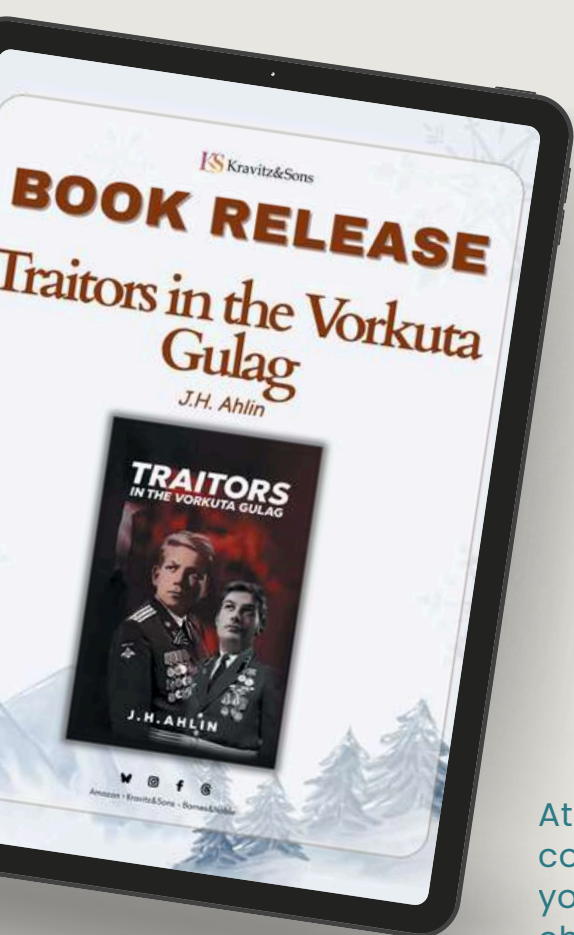
The **Bright Beginnings Bundle** is ideal for young authors, offering vibrant illustrations, an eye-catching cover, and expert guidance to craft joyful children's books. With global distribution in stores and online, it brings your dream of authorship to life.

## Joyful Journey

The **Joyful Journey Bundle** transforms your imaginative stories into magical children's books. With vibrant covers and expert support, your book will captivate young readers. Reach audiences worldwide through bookstores and online, and bring your author dreams to life!

## Cherished Memories

The **Cherished Memories Bundle** helps storytellers craft heartwarming books filled with unforgettable moments, family adventures, and lasting friendships. With cozy covers and beautiful illustrations, your book becomes a treasured keepsake. Available online and in stores, it turns precious memories into a timeless legacy.



## Final Approval and Book Release

At this stage, the publishing process is nearly complete, awaiting only your final approval. Once you review and approve the manuscript and any changes, we'll proceed with launching your book.

Kravitz and Sons has established partnerships with libraries and top retailers to distribute your book to readers. Our collaborators include Amazon, Barnes & Noble, and Walmart, ensuring broad exposure and accessibility for your work.

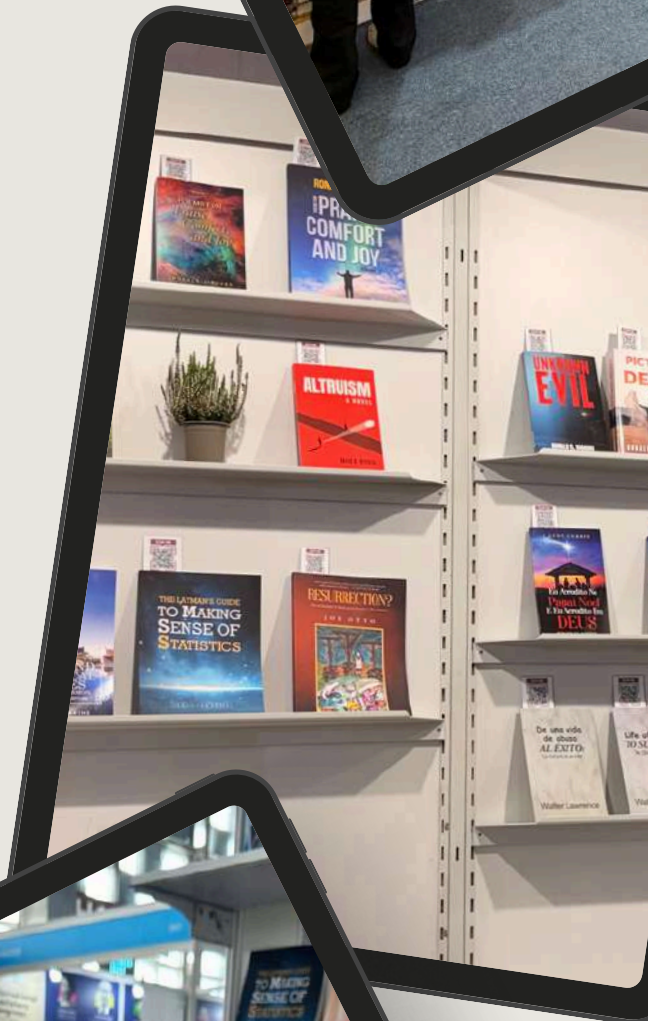




# Connecting Your Book with the Right Audience

Self-publishing offers authors clear advantages, including greater visibility in bookstores and libraries, higher royalty potential, faster publication timelines, and full creative control. More importantly, it allows authors to take ownership of their work and decide how their story is presented to readers.

With hundreds of thousands of self-published books released each year, independent authors continue to stand out through originality and authentic voices. In today's digitally connected landscape, reaching readers is more accessible than ever. With a focused marketing strategy and effective use of social media, authors can build genuine connections, expand their audience, and give their books the visibility they deserve.







# Marketing

## CAMPAIGN

Investing in a marketing campaign is essential to giving your book the visibility it deserves. In a market filled with new releases every day, quality alone isn't enough to reach readers. A strategic campaign helps your book stand out, positions it in front of the right audience, and builds awareness that turns interest into action.

More than promotion, marketing is a long-term investment in your book's success. With a clear plan, consistent messaging, and targeted outreach, your campaign works to sustain momentum before and after launch. When done right, it doesn't just sell a book—it builds your author presence, strengthens reader trust, and creates opportunities for continued growth.



# INTERVIEWS



AUTHOR INTERVIEWS PROVIDE A PERSONAL PLATFORM TO SHARE YOUR STORY, CREATIVE PROCESS, AND INSIGHTS, HELPING READERS CONNECT WITH YOU BEYOND THE BOOK.

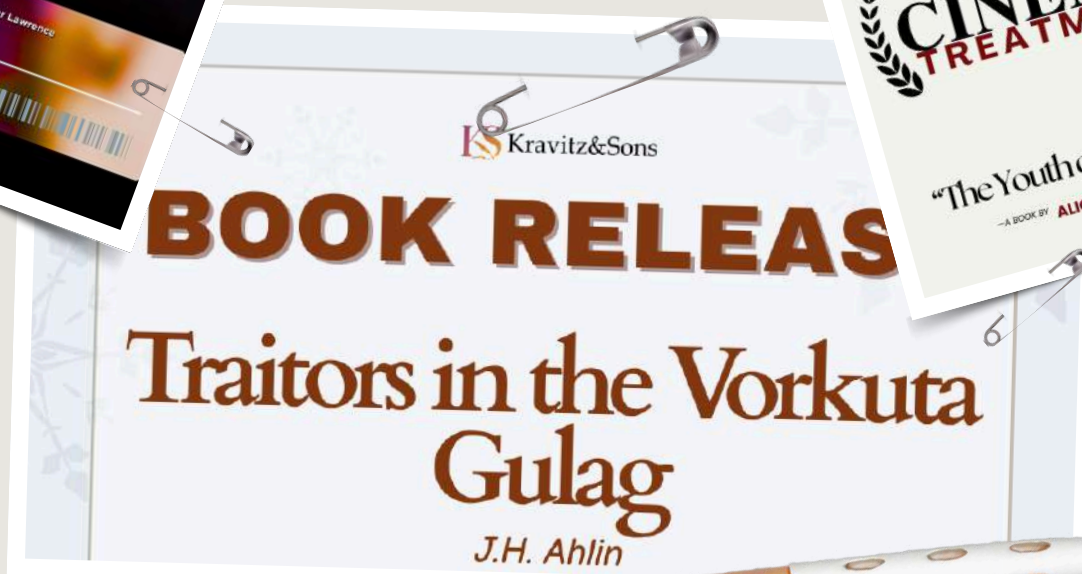


# BOOK EVENTS



BOOK EVENTS CREATE OPPORTUNITIES TO ENGAGE DIRECTLY WITH READERS THROUGH LAUNCHES, SIGNINGS, AND READINGS, BUILDING VISIBILITY AND LASTING INTEREST.

# BOOK EXPOSURE



BOOK EXPOSURE SERVICES INCREASE YOUR BOOK'S VISIBILITY ACROSS RELEVANT PLATFORMS, ENSURING IT REACHES THE RIGHT AUDIENCE AT THE RIGHT TIME.



# BOOK REVIEWS



BOOK EXPOSURE SERVICES INCREASE YOUR BOOK'S VISIBILITY ACROSS RELEVANT PLATFORMS, ENSURING IT REACHES THE RIGHT AUDIENCE AT THE RIGHT TIME.



# CONTACTS

Thank you for taking the time to explore our publishing guide.

Now that you're familiar with the options, you're ready to begin your publishing journey. Choose the path that fits your goals and resources best, and remember—our author consultants are here to help you with any questions along the way.

You may reach us through the following details:



(844) 841-3242



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