

Velez Advisors Press

Book Advisory Services

Overview Guide

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A Structured, Professional Path from Idea to Self-Published Book

Velez Advisors Press offers a premium advisory service for authors who want to publish independently — without giving up their rights, their imprint, or control of their accounts. You keep full ownership. We guide the process.

This service is built from real, hands-on experience: the complete journey of developing a manuscript, designing a professional book, navigating Amazon KDP, IngramSpark, and Google Play Books by reviewing proofs, and launching a title under a dedicated publishing brand.

If you want clarity, structure, and expert guidance through the publishing maze, this is your path.

What We Help You Do

1. Develop a Professional Manuscript

- Chapter structure and flow
- Editing cycles and revision planning
- Research integration
- Tone, audience, and positioning

2. Design a Print-Ready Interior

- Trim size selection
- Margin, gutter, and bleed specifications
- Typography hierarchy and readability standards
- Kindle vs. print formatting
- Layout tools and templates

3. Create a Professional Cover

- Concept development Only - we are not graphic designers – but can assist with simple ideas only and/or refer over to other professional contractors.
- We can assist with Book title recommendations which often drive the cover design ideas.
- KDP & IngramSpark template usage

4. Navigate KDP & IngramSpark

- Account setup
- ISBN strategy
- File preparation
- Proof cycles
- Distribution timelines
- Metadata consistency

5. Build Your Author Brand

- Integration with **Velez Advisors Press publishing brand (optional)**
- Or help create your own publishing brand with your ISBN numbers

Why Choose Velez Advisors Press

You Keep Everything

- Your imprint
- Your ISBNs
- Your publishing accounts
- Your rights
- Your royalties

This is **not** a publishing company. This is **professional book advisor services** from someone who has done it — end-to-end.

You Avoid Costly Mistakes

Most first-time authors lose weeks — or months — to avoidable errors. This service eliminates that uncertainty.

- interior layout
- Adobe workflows
- KDP and IngramSpark requirements
- proofing and revisions

You Gain a Partner in the Process

You're not alone. You have a structured advisor who knows the path.

Publishing Roadmap

A complete plan with timelines, templates, and checklists.

Full Advisory

Hands-on guidance through every step of the publishing process.

A Better Way to Publish Independently

If you want to publish professionally — without giving up control — **Velez Advisors Press** provides the clarity, structure, and expertise to make it happen.