

A man with a beard and glasses is sitting at a desk, writing in a notebook. He is wearing a plaid shirt. In front of him is a black mug and a stack of books. The background is bright and out of focus.

# Xlibris

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## GUIDE TO BLACK & WHITE PUBLISHING SERVICES

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Thank you for inquiring about publishing your book with Xlibris. Whether it's a memoir, a collection of short stories, or the greatest novel ever written, we understand that each book tells a different story, and every author has his or her own reason for wanting to publish. We should know. We ourselves are writers too.

Xlibris started more than two decades ago when supported self-publishing was virtually unknown in the publishing world. Now book reviewers are increasingly writing about these niche-published works, and hundreds of authors who have gone down the supported self-publishing route have been picked up by major houses. Brand-name authors with out-of-print titles are also turning to this new technology to keep their works in print. Best-selling fantasy author Piers Anthony, for example, currently has seventeen of his backlist titles in print through Xlibris.

Until very recently, two-thirds of all newly published titles came from major publishing houses. That has all changed over the past few years. Print-on-demand specialists such as Xlibris have revolutionized the industry. Bowker has reported self-published titles rising 59 percent in 2012 from the previous year. This is a staggering fourfold increase over 2007. We are more convinced that as creative autonomy becomes more accessible to writers, there is no better time to become an author than now.

There is an old proverb that says, "A journey of a thousand miles starts with a single step." For writers embarking on their maiden self-publishing adventures, those first steps can look like giant leaps. Our goal is to make your publishing experience as effortless and enjoyable as possible. We wish you the best of luck in all your endeavors.

The Xlibris Team

# THE POWER TO PUBLISH

## PUBLICATION IS A RIGHT, NOT A PRIVILEGE.

In the past, authors believed that they should never have to pay to publish their work. But the face of publishing has changed. It is becoming increasingly difficult to get noticed by traditional publishing houses, and as a result, many compelling stories have been left untold.

The self-publishing industry has revolutionized the world of publishing and has opened up a whole new array of options for writers. You no longer have to wait to be recognized by a publisher or an agent to see your work in print. You now have the power to become a published author with a professionally finished book available to your readers, regardless of who they are, where they are from, and even when they decide to order.

Publication is no longer just for the select few. It is now an exciting goal that everyone can attain. Self-publishing has placed the power to publish in your hands.





# WHY SELF-PUBLISH?

Gone are the days when self-publishing was virtually synonymous with self-defeating. Many larger book publishers now scour the shelves and the Internet for self-published books that fit their publishing program. Many amazing authors have chosen to self-publish at some point in their careers: Rudyard Kipling, Ernest Hemingway, Margaret Atwood, Stephen King, Carl Sandburg, James Redfield, Mark Twain, and Walt Whitman, just to name a few. You would do well to be among this honored group.

## SIX GOOD REASONS TO SELF-PUBLISH

### 1. TIME

Traditional publishing takes too long; most work on an eighteen-month production cycle. Choose to self-publish and your book could be ready for the market within three to four months.

### 2. YOUR BOOK—THE WAY YOU WANT IT

Your book is a reflection of you. When you self-publish, you have complete control on the direction of your book. The decisions are exclusively yours and not limited by third parties with intentions and interests different from your own.

### 3. YOU RETAIN ALL RIGHTS

As a self-published author, you own all rights to your book. If you work with a traditional publishing house, they will own the rights. If they lose interest in your book, you will not be able to print additional copies unless you purchase those rights back.

### 4. TESTING THE MARKET

Because your book may fill a niche that has not been met, you can test the market through supported self-publishing. Find out how well your book will sell and how successful it will be.

### 5. A LIMITED MARKET

Your book may appeal to a limited market and therefore may not be of interest to a large publishing house.

### 6. LEGACY

Each of us has a unique life story to tell, complete with ordinary incidents, moments of brilliance, tragedy, and humor. Your book is an expression of yourself and a great legacy to leave behind.

ALL GOOD REASONS! Whatever your reasons for self-publishing, Xlibris shares your vision and makes sure you enjoy the publishing process.







# ABOUT XLIBRIS

Xlibris is one of the pioneers of the supported self-publishing services industry and still leads the way today. Over the years, we are proud to have published more than 86,000 titles to date.

One of our founding principles, dating back to when we were newly incorporated and making books out of a basement office, is that the authors should have control over their work. This principle still stands today as we help hundreds of authors every month publish their work in the manner and form that they envision.

Giving authors control is why we don't take rights and why we're nonexclusive. This means that you can publish with us and still be able to offer your work to publishers and agents. If you are one of the fortunate few, you can immediately go with your new publisher. Xlibris is here to provide supported self-publishing services that help you succeed as a writer.



# WHY XLIBRIS?

Xlibris has been leading the way in the supported self-publishing industry for more than two decades now. With Xlibris' solid experience and expertise, you can count on dependable, long-term, author-centered services.

With Xlibris, it's all about you, the author. Enjoy these benefits when you choose to publish with Xlibris:

- You retain all the rights to your book.
- You have complete control over the book design.
- You can publish quickly.
- You have paperback, hardback, and electronic availability options.
- You can distribute your book online.
- You can target your niche market.
- You gain access to your audience.
- You earn royalties on every sale.
- Your book will never go out of print.





# WHAT'S YOUR STORY?

Each writer has his or her own story behind the story. Xlibris authors hail from all walks of life and have unique tales to tell about the road they traveled to publishing success. No matter what your path is, Xlibris can help you along the way.

## Seeing the World in Stories and Poetry

For J. D. Mallinson, writing is not only a creative expression but also a learning experience. The retired educator feels that his poetry composition is "an attempt to understand the nature of things, in all their varied and fascinating forms."

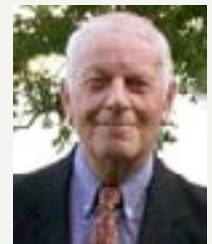
He spent most of his career life teaching, but the love of writing has always been with him. J. D. followed his heart and has so far written four poetry collections, serial fiction novels, as well as travel journals inspired by his travels in Europe.

During his teaching profession, he was contributing poems to literary magazines such as English and Contemporary Review. This eventually landed him a publication grant from Northwest Arts and brought him to publish more of his works with the University of Salzburg Press (Austria), Envoi Poets Publications, and the National Poetry Foundation. His writing got off to a flying start when he won second prize in a poetry competition by the British Broadcasting Corporation, which subsequently broadcast many of his poems on its "Write Now" program. His poems have also been included in 9 major anthologies.

J.D.'s decision to self-publish through Xlibris is arguably the highlight of his writing career thus far. His Xlibris-published books include two detective fiction novels and his acclaimed poetry collection, *The Sycamore Seed*. The latter bagged the gold medal in the General Poetry category of the 2013 Readers' Favorite Awards. Touted as the "fastest growing book review and award contest site on the Internet," the annual worldwide competition hailed the book as "the song of nature and land as well as the beating hearts that live within" referring to J.D.'s flair for description that further resonates the musical quality of any good poetry.

Xlibris has evidently provided him satisfactory supported self-publishing service as he has already published three books through us.

"I was very pleased with the high-quality finished product and add-on services. I also liked the control I had over content and cover design. I appreciate that my first Xlibris novel is still selling copies nine years after publication."



J.D. MALLINSON





## Keeping Familial Ties through Her Story

In today's digital age, many of us keep in touch via text messaging or online chatting. Author Jeanette Voyzey, however, came up with a more clever way.

To build a bond with her granddaughter who lives in Australia, Jeanette wrote a journal for her, which she was later persuaded to turn into book form. She self-published her debut autobiography through Xlibris. No means of electronic communication can outdo a literary legacy.

Jeanette is just one of a large group of authors whose sense of achievement springs not so much from recognition but from the lasting impact on one person who she is unable to see as much as she would like. Jeanette wanted to share her work with others, so her memoir *Ice Cream on Thursdays* was launched at her local library to much acclaim and good reviews from friends and strangers alike.

Moreover, she is grateful to Xlibris for helping her realize her writing dream.

"I would like to take this opportunity to thank Xlibris for the professional help and guidance during the writing and publishing process . . . I am so pleased I eventually achieved my lifetime ambition to put my early life in to print as I continue to strive to expand my readership in as many ways as possible."



JEANETTE VOYZEY

## Reaping the Rewards from Her Memoir

Little did Betty Collier know that writing about an almost unheard-of disease would bode well for her as a wife, a mother, a friend, and an author. In 2013, Betty wrote and self-published her memoir, *SHOWgrins*, through Xlibris. It sheds light on Sjögren's syndrome, a disease affecting the glands that produce tears and saliva. The book narrates how she has endured symptoms of the incurable disease, along with other five women. To her surprise, she never really had the disease, but she decided to write about it anyway to raise awareness. In the same year, the book won gold medal in the Inspirational Category of the Readers' Favorite Awards.

Betty believes she is a gold medal winner "in more ways than one" for learning from the inspirational stories of resilient women. Consequently, the book has also served to inspire others who may not have Sjögren's but have the need for some words of encouragement. "What I now realize is that perhaps I needed to write the book for myself, even though I discovered I don't have Sjögren's. What I do have is the same as millions of others, and that is the uncertainty of life, which can be quite challenging and overwhelming at times . . . I was able to overcome obstacles and crossroads in my life that I didn't even realize I had."

She also commends Xlibris' professional supported self-publishing service.

"I'm so thankful that I chose Xlibris to publish my third book. After a great deal of online research and trying two other self-publishing companies with my first two books, I can honestly say Xlibris was THE BEST. My book became a Gold Medal Award-Winning Book, and I don't think that would have been possible without the expertise and editing services provided by Xlibris. I could not have asked for anything better, and the final product exceeded my expectations. I will definitely use Xlibris for my fourth book that I am currently writing!"



BETTY COLLIER



# THE XLIBRIS EXPERIENCE

Publishing a book can be a daunting prospect. At Xlibris, it's all about you, the author. We try to make your publishing adventure as easy as possible by being with you in every step of the publishing process. We realize that your success is our success and view the publication process as a collaborative effort. This ensures that you publish your book according to your needs and the way you envisioned it.

## SETTING YOUR PUBLISHING GOALS

To determine your publishing goals, try asking yourself these questions:

- What is the vision I have for my book? Commercial success? Personal satisfaction? Professional recognition?
- Do I have any specific requirements or strict formatting instructions?
- Could my manuscript benefit from editorial services?
- What is the best way to market and promote my work?
- Who would be interested in buying my book?
- How many copies do I hope to sell?

With the goals you establish from answering these questions, you can better customize your publishing experience and choose the Xlibris services that best fit your vision of success.

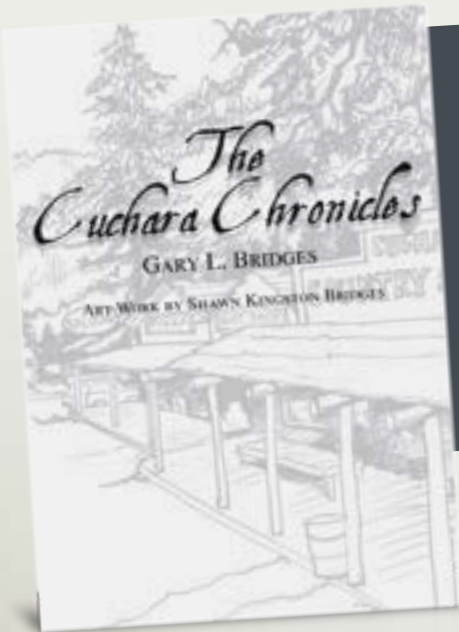




# GETTING STARTED

Now that you know more about Xlibris and the supported self-publishing alternative, there is nothing to stop you from taking the first step down the road to realizing your publishing dreams.

The extensive range of products and services that we offer is outlined in the rest of this guide. Our publishing consultants can answer any questions you may have and are available for free consultation from 9:00 a.m. to 9:00 p.m. Eastern Time, Monday through Friday. Call **844-714-8691** to speak with your publishing consultant today, or email us at **[publishtoday@xlibris.com](mailto:publishtoday@xlibris.com)**.



Xlibris provided me with the timely and professional assistance I needed to get my first novel published. The entire process went without a hitch. I recommend any new or continuing author to use their services.

**Gary L. Bridge.**  
*The Cuchara Chronicles*



# BLACK & WHITE PUBLISHING SERVICES\*



## BASIC

Basic is a cost-effective package that can turn your manuscript into a quality paperback book.



## PREMIUM

Premium is the perfect choice for authors who want to deliver a fully customized, first-class book to a vast marketplace.



## PROFESSIONAL

Professional allows you even more sophisticated design choices and includes a hardback edition.



## EXECUTIVE

Executive provides full customization, additional marketing services, and a veritable buffet of publishing options that is sure to whet your writer's appetite.



## CUSTOM

Custom provides you with a complete set of tools to create the exact book you envision.



## PLATINUM

Platinum is for the author who only wants the best. Enjoy an incomparable assortment of publishing and marketing services that will cater to your every need.

\*Full details found on the following pages.  
For prices, please visit [www.xlibris.com](http://www.xlibris.com).







# BASIC

This economical package provides multiple options and includes all the elements required to turn your manuscript into a quality paperback book. Your book will be listed on the industry's leading distribution network and will be available for order in our network of online retail outlets worldwide including Amazon.com, BarnesandNoble.com, and the Xlibris online bookstore.

Basic includes the following features:

## DESIGN AND IMAGE FEATURES:

- Choice of eight book cover templates
- Choice of five interior templates
- Allotment of author-supplied cover images and author photo

## PRODUCTION FEATURES:

- Availability of your book in paperback format
- Availability of your book in e-book format
- Ability to track book production through our website
- Electronic galley
- 1 round of alterations & corrections service (up to 25 corrections)

## POST-PUBLICATION FEATURES:

- **\$25 credit on your first book order**
- Barnes and Noble Read Instantly
- Amazon Look Inside
- Google Books Preview
- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)
- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments

## MARKETING SERVICES:

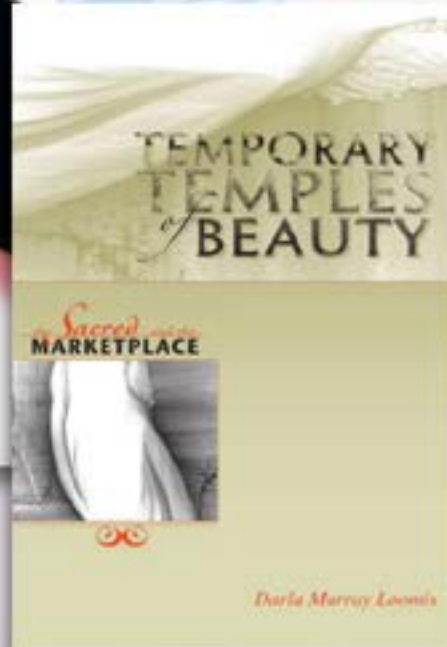
- **Print-ready marketing kit (easy-to-print electronic files of your business cards, bookmarks and postcards)**

# Give Her Your Dessert



A Group of Cautionary Tales  
for Unwary Males & Those Equally  
Foolish, Like Me

## Robert W. Wofford



I just wanted to take a moment and let  
you know how happy and satisfied I am  
with the work you have done in making  
my dream a reality.

**Darla Murray Loomis,**  
*Temporary Temples of Beauty*





# PROFESSIONAL

Professional combines our most popular publishing features into a more robust package. It includes all the services of Basic plus more design options, hardback availability, U.S. Copyright, and Library of Congress registration. Authors using Professional may customize elements of the interior templates to create an interior that is truly unique.

Professional includes the following features:

## DESIGN AND IMAGE FEATURES:

- Choice of eighteen book cover templates
- Choice of nine interior templates
- Ability to customize certain elements of the interior templates
- Allotment of author-supplied cover images and author photo
- 25 allotted interior graphics and tables

## PRODUCTION FEATURES:

- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Ability to track book production through our website
- Electronic galley
- 1 round of alterations & corrections service (up to 25 corrections)

## POST-PUBLICATION FEATURES:

- **\$50 credit on your first book order**
- Barnes and Noble Read Instantly
- Amazon Look Inside
- Google Books Preview
- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)

- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments
- U.S. Copyright registration
- Library of Congress registration

## MARKETING SERVICES:

- 50 business cards
- 50 bookmarks
- 50 postcards
- 5 posters

\*For prices, please visit [www.xlibris.com](http://www.xlibris.com). Additional fee applies when shipping marketing materials to a mailing address outside of the United States.



#### WHY ARE WE DIFFERENT?

We provide an e-proof following an initial cover design, initial interior design, and after every subsequent set of corrections. We do not move ahead until we have your approval.





# CUSTOM

Custom breaks through the boundaries of Basic and Professional and presents an ideal package for the author who has a clear artistic vision of the way his or her book should be presented. As a Custom author, you communicate your ideas directly to our team of designers to create something truly exceptional. Enjoy all of the services offered in Professional plus more marketing materials and added features.

**Custom includes the following features:**

## **DESIGN AND IMAGE FEATURES:**

- Customization of cover and interior
- Consultation with cover and interior designer
- Allotment of author-supplied cover images and author photo
- 40 allotted interior graphics and tables

## **PRODUCTION FEATURES:**

- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Ability to track book production through our website
- Electronic galley
- 1 round of alterations & corrections service (up to 25 corrections)

## **POST-PUBLICATION FEATURES:**

- **\$100 credit on your first book order**
- Barnes and Noble Read Instantly
- Amazon Look Inside
- Google Books Preview
- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)

- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments
- U.S. Copyright registration
- Library of Congress registration
- Bookstore Returnability Program—12 months

## **MARKETING SERVICES:**

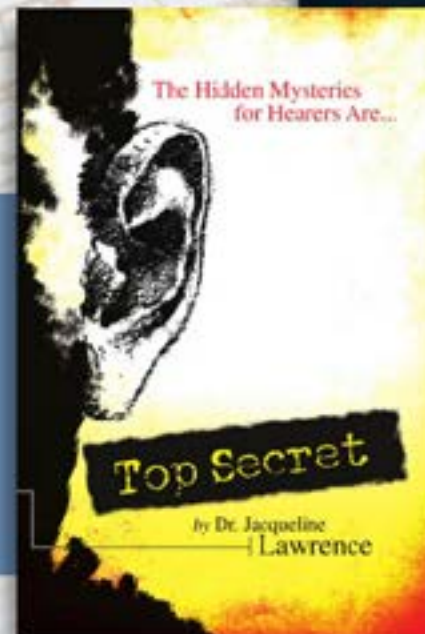
- 50 business cards
- 50 bookmarks
- 50 postcards
- 5 posters
- Personalized Web Design—Starter

\*For prices, please visit [www.xlibris.com](http://www.xlibris.com). Additional fee applies when shipping marketing materials to a mailing address outside of the United States.



"I just wanted to say thank you for your awesome expertise. You called me this morning and talked with me on the telephone about the vision I had for my cover for all of five minutes; then, in less than two hours, after checking my email, I found a most awesome cover. You are a genius."

**Dr. Jacqueline Lawrence,**  
*Top Secret*







# PREMIUM

Premium service. Premium value. This package provides all the elements of Custom, plus everything you need to create a best seller. It is the perfect choice for authors who want to deliver a fully customized, first-class book to a vast marketplace. In today's competitive publishing environment, Premium provides authors with the tools they need to design, customize, distribute, and market their books.

**Premium includes the following features:**

## **DESIGN AND IMAGE FEATURES:**

- Customization of cover and interior
- Consultation with cover and interior designer
- Allotment of author-supplied cover images and author photo
- Unlimited number of allotted interior graphics and tables

## **PRODUCTION FEATURES:**

- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations—Footnotes & Endnotes
- Ability to track book production through our website
- Electronic & paper galley
- 2 rounds of alterations & corrections service

## **POST-PUBLICATION FEATURES:**

- \$200 credit on your first book order
- Ten (10) Digital BookStub™ Cards\*
- Barnes and Noble Read Instantly
- Amazon Look Inside

- Google Books Preview
- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)
- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments
- U.S. Copyright registration
- Library of Congress registration
- Set Your Own Price Program
- Bookstore Returnability Program—**24 months**

## **MARKETING SERVICES:**

- 50 business cards
- 50 bookmarks
- 50 postcards
- 5 posters
- Personalized Web Design—Starter
- Listing on *BookMad* (under Xlibris books)
- Press Release Campaign Essential—100 media outlets

\*For prices, please visit [www.xlibris.com](http://www.xlibris.com). Additional fee applies when shipping marketing materials to a mailing address outside of the United States.



### **Why Are We Different?**

Retain complete control of your work. We are nonexclusive, which means you can self-publish with us and still offer your work to agents and publishers.





# EXECUTIVE

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Executive includes the following features:

## DESIGN AND IMAGE FEATURES:

- Allotment of author-supplied cover images and author photo
- Customization of cover and interior
- Consultation with cover and interior designer
- Unlimited number of interior graphics and tables
- Cover Design Service—Basic

## PRODUCTION FEATURES:

- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations—Footnotes & Endnotes
- Ability to track book production through our website
- Electronic & paper galley
- 2 rounds of alterations & corrections service

## POST-PUBLICATION FEATURES:

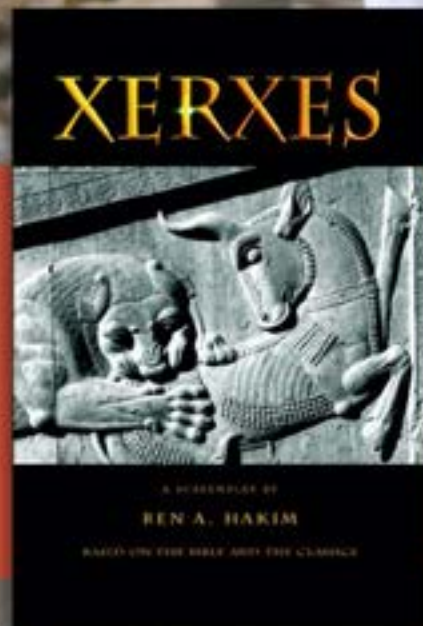
- \$400 credit on your first book order
- Twenty (20) Digital BookStub™ Cards\*
- Barnes and Noble Read Instantly
- Amazon Look Inside

- Google Books Preview
- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)
- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments
- U.S. Copyright registration
- Library of Congress registration
- Set Your Own Price Program
- Bookstore Returnability Program—24 months
- 100% Royalty Program—3 years

## MARKETING SERVICES:

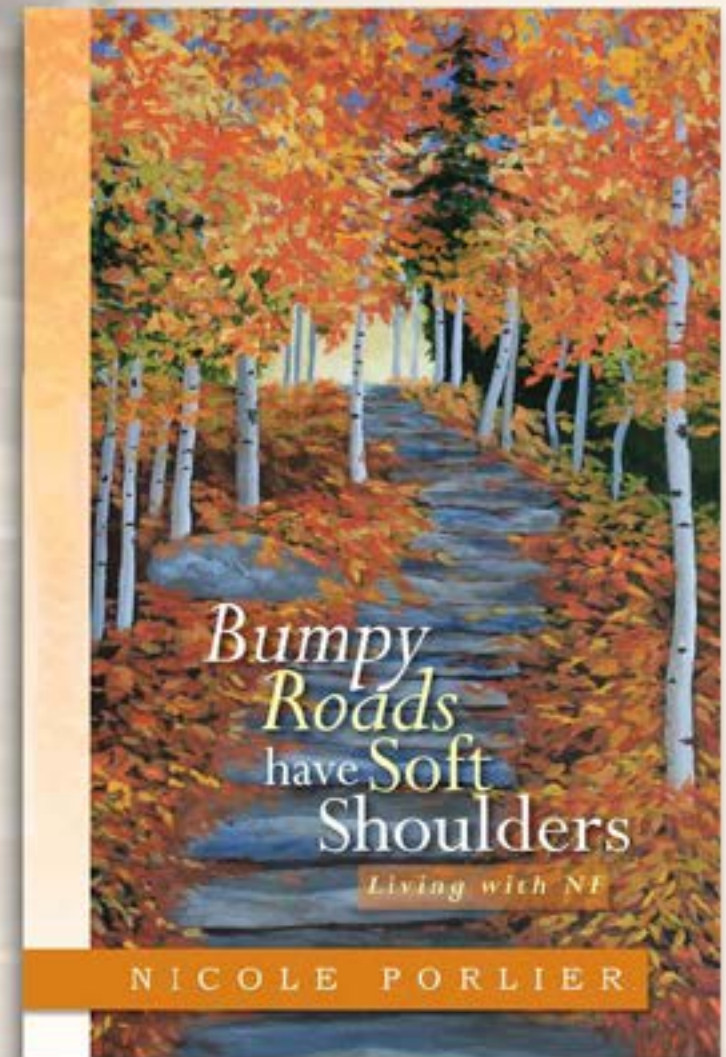
- 300 business cards
- 50 bookmarks
- 50 postcards
- 5 posters
- Personalized Web Design—Regular
- Half-page feature on *BookMad*
- Press Release Campaign Essential—500 media outlets
- Social Media Setup Guide
- Book Video without Voice-Over

\*For prices, please visit [www.xlibris.com](http://www.xlibris.com). Additional fee applies when shipping marketing materials to a mailing address outside of the United States.



The publishing process, which I believed would be so difficult, has been a pleasure, thanks to the Xlibris crew. Though a writer, I still must say, words cannot express how grateful I am to be in the hands of such professionals.

**Ren A. Hakim,**  
*Xerxes*



Book Cover by Nadine Marshall of Vancouver, BC  
[www.nadineswork.com](http://www.nadineswork.com)





# PLATINUM

Platinum offers an exclusive world of publishing privileges and benefits. You'll enjoy true 24/7, ultrapersonalized service, the ability to set your own price and royalties, and an incomparable assortment of marketing options. This is a luxury service that delivers unprecedented opportunities, including a book video, a Social Media Setup Guide, bookstore returnability, and maximum online exposure.

Platinum includes the following features:

## DESIGN AND IMAGE FEATURES:

- Allotment of author-supplied cover images and author photo
- Customization of cover and interior
- Consultation with cover and interior designer
- Unlimited number of allotted interior graphics and tables
- Cover Design Service—Advanced

## PRODUCTION FEATURES:

- Availability of your book in paperback format
- Availability of your book in hardback format
- Availability of your book in e-book format
- Data Entry Service
- Copyediting Service
- Indexing Service
- Citations—Footnotes & Endnotes
- Ability to track book production through our website
- Electronic galley
- 2 rounds of alterations & corrections service

## POST-PUBLICATION FEATURES:

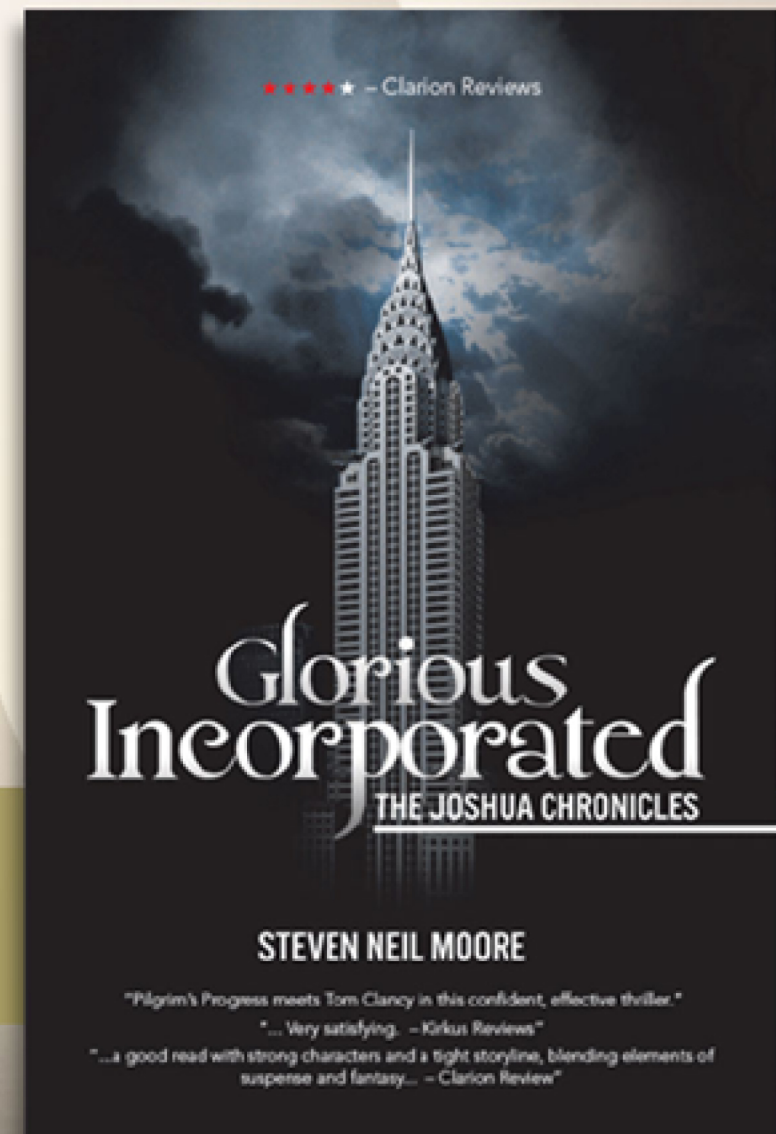
- Twenty-five (25) Digital BookStub™ Cards\*
- Barnes and Noble Read Instantly
- Amazon Look Inside
- Google Books Preview
- \$800 credit on your first book order

- Registration with Books In Print® database
- Assignment of International Standard Book Number (ISBN)
- Worldwide Online Book Distribution
- Book and author webpages in the Xlibris online bookstore
- Online book sales and royalty accounting
- Quarterly royalty payments
- U.S. Copyright registration
- Library of Congress registration
- Set Your Own Price Program
- Bookstore Returnability Program—36 months
- 100% Royalty Program—3 years

## MARKETING SERVICES:

- 300 business cards
- 300 bookmarks
- 300 postcards
- 30 posters
- Personalized Web Design—Advanced
- Full-page feature on *BookMad*
- Press Release Campaign Essential—500 media outlets
- Press Release Campaign Boost – 500 media outlets
- Social Media Setup Guide
- Book Video with Voice-Over 1000 clicks
- Google Search Engine Marketing—
- Book Exhibition Show (National, International, or NTS)

\*For prices, please visit [www.xlibris.com](http://www.xlibris.com). Additional fee applies when shipping marketing materials to a mailing address outside of the United States.





# SPECIALTY PUBLISHING PACKAGES

Xlibris Specialty Publishing Packages are designed specifically for writers who are after a book publishing service specific to their genres. Here at Xlibris, we understand that each kind of book has unique needs, and we want to make sure that your book publishing experience best fits what you have envisioned for your book. Customize your book with Xlibris Specialty Publishing Packages.



## POETRY PUBLISHING

With full control over the text layout, a custom cover design, and a wealth of interior images, the Xlibris Poetry Publishing Packages give you free creative rein while providing full support throughout the entire production process.



## SCI-FI BOOK PUBLISHING

Take your book into another dimension with the Xlibris Sci-Fi Book Publishing packages. Whether you have one book, two books, or an entire series to publish, you enjoy all the features needed to publish and distribute your epic tale, plus targeted marketing services for science fiction readers.



## TITLE PITCH PUBLISHING

Seeing your book displayed at libraries and bookstores is one of the joys of being a published author. The Xlibris Title Pitch Publishing package can help you secure that coveted spot in libraries or bookstore shelves.



## CHRISTIAN PUBLISHING

Spread your written word with publishing packages that help you reach out to fellow believers. Choose between two great packages, Novice and Superior, and have the opportunity to reach out to the Christian world and beyond.



## ROMANCE PUBLISHING

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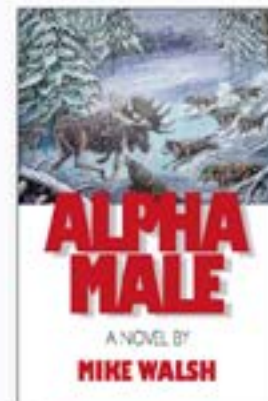
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A decorative vertical bar on the left side of the page, featuring a stack of white cards with black numbers 2 through 8. The cards are slightly offset, creating a layered effect. The background of the bar is a mix of blue, purple, and pink.

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## CITATIONS (CHAPTERS ENDNOTES & FOOTNOTES)

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Newswire  
Press Release Campaign  
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### WHY ARE WE DIFFERENT?

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Marketing Starter Kit

Marketing Pro Kit

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