

HARDMAGIC

WEB & BOOK PUBLISHING COMPANY

INTERN JOB DESCRIPTION

Your internship with Hardmagic is an excellent opportunity to learn all the different aspects that go into publishing a book. Here, you will not just sit on the periphery of the publishing world pushing paper; you will learn about book layout and design, editing, marketing, communicating with the press and web design. All these aspects work together to help sell books, and this is our ultimate goal.

The internship runs between three to six months and is unpaid. We meet in an online chat on Mondays and Wednesdays from 10-2 (Pacific time), but most of the work is done individually and by constant contact through e-mail. The book projects we work on are challenging; you will be asked to do things you do not feel qualified for, but you'll be amazed at how much you actually can do. The internship really works on getting you prepared for the publishing industry.

One of the most basic aspects of working in the publishing world is learning about different companies and what they do in the production of a book. This includes printers (large and small), catalogs, retailers (such as Amazon) and ISBN numbers. These are the tools publishers and writers need to get their book published, and Matt Hackney, the owner of Hardmagic Web and Book Publishing, teaches you all the different tips needed to deal effectively with these companies.

Another aspect is book design and layout. You will learn what occurs between the manuscript and the printer - how the book is formatted, how to create a coherent and appropriate style, and how to use Microsoft Word or Book Design Wizard to make your life easier. You will also use editing skills to learn what it's like to edit a book for both content and style. Thinking on your feet is a necessity, and you will learn that you are capable of much more than you thought!

You will also learn how to effectively market a new book, including writing press releases, copywriting, author bylines, and even some graphic design. Matt will teach you

how to get a book circulating for free – instead of paying for ads. The hands-on experience that you'll get at Hardmagic gives you a foot in the door over someone who has simply found a paper-pushing internship at a large publishing house.

Matt also owns MOVFitness, a health and fitness company, so you will also learn how to boost one company through the publishing of books and trainers manuals with another. You will work a lot on different cookbooks and weight loss manuals, designing the layout and style, in order to boost interest in the fitness company. So we also work with trainers, nutritionists, various authorities in the health and fitness industry, and graphic designers to actually create a book from simple posts on the MOVFitness site.

In addition to the publishing side, the internship also involves some web design. Although not the focus, Matt teaches you how to use Wordpress, a blog service that makes it easy to create and design websites, even for someone not well versed in computer technology. Websites created for upcoming books boost interest in them, get people invested in the information, and provide free advertisement. They also serve to establish the company as a credible publisher - people can actually see what we are working on. It gets our names out there and serves as an easy way to start marketing the books. Creativity and confidence in your ideas definitely helps!

Altogether, you will learn all the steps to getting a book published, plus what it takes to style and market a book. In addition, you will be working directly with different clients and authors, contacting different companies through email and telephone, and maybe even publishing something of your own – Matt's goal for every intern is to be published by the end of the internship. Although unpaid, the internship is rewarding, with the possibility for different perks, and it definitely adds a lot to your resume!