



Publishing Services for an Individual book.

Weekly coaching sessions are conducted for the timeline of the book project.

The timeline is dependent on the author, but can typically be three months for the development of the first draft of the manuscript and up to another three months on the marketing strategy for the book as a business card.

If the author has already started to write or has a first draft for review, it is still necessary to go back to the “goals’ of the book before a manuscript review.

- 1. Development/strategy meeting with the publisher.** Before you even start writing, you need to understand the goals and audience of your book concept and the timeline to create the manuscript. Most people will start writing and then figure out the next steps, we want to help you with the structure, purpose, flow and development of the content before you even start writing. This is usually done in the first 2-3 coaching sessions and you will have a clear understanding of who your reader is and how you are helping them with the content of your book.
- 2. Story development sessions.** The first few meetings is to plan the strategy for your book and develop a chapter plan. We do this with author interviews to pull out the story, or story development sessions if that is preferred. We review any existing writing, or content that may exist already (such as blogs, website content, articles, speeches etc). We then create a timeline based on the chapter plan (for the first draft an example is 500 words per day, one chapter per week, eight weeks for the first draft completion).
- 3. Structural and Developmental Editing.**

Unlike many publishing houses, Influence Publishing holds your hand every step of the way in the actual development of the content.

Developmental editing is done as you create the first draft. When the first rough draft of the manuscript is being created, we assess the overall organization, structure, and content of the material to determine its suitability for the intended audience, medium, market, and purpose. We can do this on a weekly basis as you create the content and review your progress at our weekly meetings. For most authors, each chapter written brings more clarity and a better understanding of the goals and audience for the book. How quickly we do this is decided in the first meeting.

Structural editing is looking at the big picture. It is evaluating a manuscript and analyzing how well its constituent parts contribute to the central message or narrative. The structural editor goes macro and asks, 'Does this work as a book?' "*Structural editing (sometimes called developmental editing or substantive editing) is the most complex and time-consuming stage of the editorial process... Robert Doran ©*

For those that come to us with their first draft already written, we will review these areas and then make our recommendations what is required to move forward.

- Theme: Is your theme/topic/subject clearly defined or is it lost among marginal issues?
- Exposition: Are your arguments clear and cogent? Are they professionally researched and properly supported? Do they have a clear relationship with your topic?
- Content: Are all the necessary topics sufficiently dealt with? Are the chapters weighted correctly? Is there superfluous content?
- Organization: Is the information organized logically? Are tables and illustrations used appropriately? How many levels of subheads do you need and how should they be arranged? Is there a more creative way to present the structure for impact?
- Tone: Is the tone appropriate for the audience? Do you need to eliminate jargon? Is the text accessible?
- Pace: Are there passages that are bogged down in detail? Do you spend too long on detail irrelevant to the main thesis? Are there areas that need further exposition lest they be skipped over? (excerpted from Robert Doran)

Highlighting potential citation and quotation copyright infringement and/or libel challenges. Recommendation if further editing or proof-reading services are required.

4. Content Editing A full content or technical edit includes flow, sentence structure, spelling, grammar, and punctuation edits. You will work directly with the assigned editor on suggested rewrites and edits. This process can take up to 6 weeks with two, three, four or more editing rounds. This is a specialized area of editing by an expert in language and the technical side of writing. It is a completely different skill-set to developmental and structural editing and you will see quite different feedback to that which you received at the developmental stage.

5. Proof Reading A professional proofreader is a different skill set than the content editor. By the time the content editor has tracked changes as they go back and forth, it is likely

that new errors might be introduced such as spacing issues or missing words. The proof reader is a new set of eyes on the manuscript and is essential to ensure accuracy and to set instructions for the typesetter.

6. Pre-production review with the publisher. Now we have the signed off manuscript, it is time to create the book. A review will include feedback on final word count, chapter layout, size and format of book (if exercises, charts, illustrations are used), genre suitability and competitive analysis of books similar on the market. There are many options and considerations on the topic of the final “look” of your book.

7. Metadata/Marketing Meeting with the Publisher. MetaData is all the elements of the book that helps your book get found. It is the “packaging” of the book that helps the reader and the book seller to understand what your book is about. It is not just the cover design but the choice of title, sub-title, headline for the back cover, synopsis, author bio, testimonials and the use of key words in all these elements. People do judge a book by the cover and the book cover design concept takes into account many elements to reflect your branding. We can also work with your own marketing/brand staff to ensure your branding is reflected. The MetaData meeting includes:

- Strength, Weakness, Opportunity and Threats personalized session for Book concept, purpose, and brand. Who is on the market and what gap do you fill? Price point, page count and book design comparative analysis. Overview how these fits into your business and brand.
- Title pages brief including testimonials, preface/prologue/intro/foreword, Dedication, Acknowledgments, Postscript/Afterword, Sales Page, Author portrait, Appendix/Index
- Interior Design layout personalized for each book including brief and discussion on typesetting preferences, font, heading style, illustrations and charts/diagrams, worksheets, journal notes, spacing, chapter layout, table of contents etc.
- Amazon and bookstore Book Search Optimization and BISACC Codes. Your book needs to be categorized in the right way for book wholesalers, retailers, online stores, libraries and Universities/colleges. If you book is not placed in the worldwide distribution system with the right coding, it will not be found.
- Amazon Best Seller Strategy Amazon categories and keywords. Amazon has it’s own unique categories different to the industry standard, so it is necessary to select categories closest.

8. Book Launch and Marketing Strategy Meeting with the publisher. Your book needs a launch strategy as it relates to your brand and business and all marketing elements need to be in place to help the success of the book. Review of website, social media, and your other content offerings such as any possible online programs, blog and speaking opportunities to sell the book. In the developmental stage we would have included a strategy to seed your other offerings in the book. We advise and recommend other business strategies to create multiple income streams from the book such as sponsorships, events, collaborations etc.

9. TEDx Application pitch guide and topic focus. From the content of the book, we discuss the viability of a TEDx talk based on the topic that addresses the values of TED. We help you with the research of the available venues and locations and their themes open for applications. We help you with the application process to apply for multiple locations with a talk title that is compelling and stands out. This will provide excellent credibility if you want a speaker profile.

10. Launch Event planning. We recommend all books are launched as Amazon Best Sellers to optimize SEO opportunities for your book, since Amazon is the largest search engine for books and content (not only readers but journalists, speaking agencies etc. and SEO only searches the Best Seller's on Amazon, so if you are not a Best Seller, your book will never turn up in a search. Other opportunities for launch include brainstorming ideas such as collaborative events with other authors and other JV opportunities. Strategies are discussed to understand the best media for you to approach and press release templates are supplied. We optimize our network to spread the word about your book.

Social media campaign strategies are discussed, including finding target readers via #tags, groups, and trending topics. Finding influencers via keyword search software and resources. We coordinate the Amazon Best Seller virtual launch event hosted on your Facebook event page. We share the event with the Influence network, Authors of Influence network (200 authors with Influence and big networks). We optimize the reach on social media with Bestseller status reports and images on campaign day and celebrate Amazon Best Seller success on all social media platforms. Featured Author interview on the Influence Publishing Inc. Home Page and shared to networks.

Lifetime membership to private author Facebook group with collaborative opportunities and networking and ongoing marketing resources with over 200 like-minded authors of Influence. Ongoing resource for questions and marketing advice for book marketing.

Summary of Publishing Services:

- Electronic Galley Proof for Advanced reading copy
- ISBN registration for Canadians with library and archives, and registration guidance for USA and for other countries as required.
- Paperback Format (Hard cover only on request) Black and white or Colour on request.
- E-Book Format set-up Distribution Services
- Digital Formatting and Distribution set up for print
- Set up Book listing and Worldwide Book Distribution with the world's largest book distributor (print and e-book) – over 30,000 book retailers, distributors, wholesalers and online.
- Book Listing and author page with your own unique URL on the Influence Publishing Inc. website (including artwork) and assist with set up for Canadian and USA book ordering and fulfillment direct from your website. Coach you through the options for worldwide ordering.

- Set up Book ordering direct from printer at print cost
- Custom Layout Technician using InDesign Professional Book Publishing Standards
- Personalized Book Cover Design and artwork and/or review and complete
- Personalized Interior Page Layout and typeset to professional publishing standards
- 20 Image Insertions (black and white photos, charts or text boxes) More images and colour images on request.
- Artwork upload for worldwide print and distribution (POD and offset if required)

Marketing and Personalized Author Support

- One-on-One Author Support from the publisher and the Influence Publishing team
- Cover Copy and Metadata brief and sign off including synopsis and author bio, testimonial request letters and outreach strategy.
- Strength, Weakness, Opportunity and Threats personalized session for your business/brand strategy. Title and subtitle choice, Price point, page count and book design. Review of all other marketing platforms such as website, social media etc.
- Amazon and Book store Book Search Optimization categories BISSAC codes
- Amazon Best Seller Strategy categories
- Private Facebook membership at Authors of Influence group
- Collaborative marketing discussions with other published authors

Includes technical editing for grammar, sentence structure, language, word choice etc. Includes Proofreading. There are no additional costs for ISBN registration for Canadian authors. US authors must order their own ISBN numbers via Bowker as this is privatized in the USA and we are not permitted to do this. Current costs are \$250 US for up to 10 ISBN numbers. This is recommended as the ISBN registration confirms the intellectual property and rights under the author name and address.

The set-up fee for worldwide distribution must be set up with the author credit card in order that royalties are paid directly to the author; this additional fee is \$49US. This allows the author to order copies of their book directly from the printer at print cost (Considerably lower than wholesale price). Other additional costs will be incurred if the author wants to take advantage of extended E-book distribution to 70 sites (recommended). E-book distribution to Amazon kindle is included in the agreement costs but a different service is required for extended distribution at 60c per page. (approx \$120 USD)

Multiple books in a series require the same amount of work, therefore no discounts will be offered for multiple books.

Full project price including all services as noted in this agreement is \$9,995 USD.

I agree to the terms of service as detailed above. These prices are only valid for 30 days. Final publication date must be no later than 2 years from sign date. All pricing is based on full payment before services commence. Installments are available up to six months with 5% interest charged, please ask for details.

Author Name:

Signature:

Date:

Appendix A - Professional Editorial Standards (Editors Canada)

Standards for Structural Editing. Structural editing is assessing and shaping material to improve its organization and content. The following is assessed by the publisher:

Assessment

1. Assess the overall organization and content of the material to determine its suitability for the intended audience, medium, market, and purpose. Organization
2. Reorganize material to achieve a coherent structure and sequence, a logical progression of ideas, and a narrative or expository flow and shape appropriate to the audience, medium, and purpose, keeping in mind that the medium often determines organization (e.g., the inverted pyramid structure of a news story, the chapter arrangement of a book, the linked structure of a website). If necessary, create a new outline or site map and either follow it or recommend it be followed.
3. If necessary, recommend headings and navigation aids to clarify or highlight organization of material.
4. Recommend or implement the most effective positioning of auxiliary textual material (e.g., sidebars and pull quotes).
5. Determine and either indicate or implement the most effective positioning of all visual elements.
6. Revise, cut, or expand material, or suggest such changes, to meet length requirements.

7. Identify and either recommend or make appropriate deletions (e.g., to remove repetitive, irrelevant, or otherwise superfluous material) and additions (e.g., to fill gaps in content or strengthen transitions between sections) in both text and visual elements.
8. Recognize and either query or resolve instances of questionable accuracy, inadequate research, imbalanced content, and lack of focus.
9. Recognize and recast material that would be better presented in another form (e.g., numbers and text as a table, descriptive material as a diagram or infographic, a long series of points as a list, a lengthy digression as an appendix).
10. Communicate clearly and diplomatically with the author or project supervisor to confirm structure, request clarification of content, and propose or negotiate broad editorial changes

Appendix B - Marketing

Marketing Support is provided via our private Facebook group. Every new author gets access to the previous marketing resources that have been listed in the past year and the ability to discuss strategies with other published authors by Influence Publishing. This resource is exclusive to authors who are authors of Influence publishing and is available for a lifetime.

Book marketing resources available to Influence authors on request: Facebook marketing for books – Business pages, groups, leads, traffic, sales, ads and contests. 70 pages how to instruction.

Libraries – How to sell and market to Libraries – 37 pages how to instructions.

Speaking opportunities – Guidelines how to submit a speaker proposal including TEDX applications. How to pitch holiday gift guides (magazines etc.) Authors resources links – bloggers, reviewers, tags, keywords etc. Pitch letters to bookstores, libraries etc. Keeping your book alive tips

Press release template for events Book launch planning guide Vancouver event listing guide Monthly author resource via Private Facebook group; Authors of Influence. This private Facebook is a life-time membership to connect and collaborate with other Authors published by Influence. With over 200 authors in the group we share our resources. Marilyn Wilson is the Manager of the group and she updates the authors with a regular email with all the resources shared in the last month. All new authors get the back list information – some examples are shown below:

Monthly author resource back lists – 89 book marketing tips, buzz club, hub pages, Canva, writer's nation tips, social media hashtags, MailChimp, Instagram, gramblr, iTunes podcasts, linked in, social media applications, how to set up Amazon Author Central, Good reads,

Instagram tips, media interview guide, press kits and press release templates, Women Speaker and ESpeaker, Speaker sheets, website traffic tips, Live streaming, Payment options, Iread book tours and more!