



## Why should you choose Filament?

There is a bewildering array of options open to authors to get their books printed and sold. Increasingly, many authors choose the freedom of doing everything themselves and often, because of a lack of knowledge of the marketplace, restrict the routes to market that are available to them, pay more than they need to, and often don't achieve their full potential as a result.

There are many small publishing houses that offer a 'Self-Publishing' service, but many will require the author to sign over their rights and then only offer them a limited routes to market, and little genuine post-publication support.

Then there are the South American River Pirates who, like Voldemort cannot be named, and who are increasingly trying to entice authors to put their titles exclusively in their hands and abdicate everything to them. Putting all one's egg into one basket has never been seen as sensible in any field, but if you want to generate a proper income from your books, having only once source of royalties, especially as it is the least profitable route to market, is not a recipe for making money. With some 32 million books on their systems, and despite their clever algorithms, it is still a lottery as to whether your book gets found. Successful authors need to be far more in control of their future and not be restricted as to where they can promote their books.

The reality is that, for a book to achieve its full potential, authors need all routes to market, but especially the ones that generate the most return. Sales made by the author from

- their own website
- email marketing
- public speaking events
- trainings and workshops
- affiliate marketing
- joint ventures
- strategic partnerships
- blogging and social media
- YouTube
- book signings and promotions

should generate a profit of around 70%. Sales through the book trade will only give a return of nearer 10%. However, you need to be able to get your own book stock at a price that allows these margins. You certainly don't get that buying books from the USA and having them shipped to the UK!

Our philosophy at Filament is that it is not just what we can do for you and with you, but it is what you will become as a result of working with us. We help our authors to become fluent with all the social media and communication tools they will need to position themselves in the marketplace, to grow a following and to position themselves as a go-to expert in their field. We also link you with other authors on the same journey that you can learn from.



You will be working with a publisher on a one-to-one basis, and not just part of an anonymous production line. We will create a bespoke programme tailored to your specific needs.

## Publishing choices

With Filament, we offer Partnership Publishing, a concept we have been developing for some years to fill a need in the marketplace. This is where the author and the publisher both play to their own strengths and achieve something together that neither can achieve on their own.

With Partnership Publishing;

- the author is in charge of their project - the publisher is there for help and advice
- the author manages their project using a cloud-based project management system and can be as 'hands-on' (or not) as they choose
- the author has direct contact with all the specialists on their project team - such as the editor, layout artist, cover designer, proofreader, PR expert, web designer, videographer etc
- the author chooses those tasks they are the best person to do, and outsources the rest
- all rights remain the property of the author - no rights get signed away. The author licences the publisher to manage rights on their behalf
- you have a choice of business models - one size does not fit all
- you receive training to enable you to be self-sufficient in all the skills and processes you will need to be a successful 'Author-preneur'
- Countdown to Launch programme - covering the build-up to publication day
- Post-Publication - media and PR, supply chain management, fulfilment and distribution, and ongoing training and support

For authors that only want to outsource one or more processes, we offer a 'pick and mix' menu of services to choose from on a Pay-as-You-Go basis.

By packaging a number of services together, it is possible to offer economies of scale. We can quote for a bespoke package with your selection from the menu of services.

Alternatively, you can select from the ready-made packages, based on what the majority of our authors ask for.



## Package One - The 'Full Works'

A complete turnkey solution

1. Interview with a Publishing Expert to identify author's preferences, allocation of tasks, Identifying market niche, objectives of the project, business model, marketing plan, costs, budget and terms
2. Identifying author's training needs for social media, list building, website management, email marketing, creating blogs, YouTube marketing, audio recording, article marketing etc
3. Setting up your personal Author Project Management System
4. Identifying your project team and adding them to the system
5. Allocating tasks and setting project milestones
6. Your personal editor to work with to provide you with an objective assessment of your manuscript and help you ensure your manuscript is the best it can be.
7. Professional proofreading from a qualified member of the Society for Editors and Proofreaders
8. Book design and layout – bringing your book to life on the page and addition production value
9. Cover concept to support your market offering, design development to reflect the author's brand and preferences. Creating print-ready artwork
10. Printer price comparison service, print management and quality control
11. Issuing ISBN numbers for each print and electronic versions of the book
12. Uploading all metadata, book categories, keywords and full entries to all book trade databases
13. Creating and uploading metadata, BIC book categories and database entries
14. Creating and circulating press releases to targeted media list
15. Setting up supply chain and distribution
16. Audited royalties
17. Creating an author website
18. Filming an author interview for YouTube
19. Providing a venue for a London book launch at the Institute of Directors
20. 20 copies of the book for review / media purposes

Total for the Full Works Package £3,500. (Zero rated for VAT) Payable in three instalments

**Package Two** - As above without author website and filming a YouTube interview £2,500

All the above services are available individually from our Menu of Services on a pay-as-you-go basis and are subject to our Terms of Business as published on [www.filamentpublishing.com](http://www.filamentpublishing.com)

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