



International Publishing to the Book Trade - £5,999

What you get

- Creation of a high-quality paperback edition of your book (with the additional option of creating a limited-edition hardback version for an extra cost)
- Creation of eBook versions of your book (Kindle, Nook, Apple iBooks, etc)
- A professional evaluation of your manuscript from an editor to assess structure, content, style and grammar, in a Reader's Report
- Proofreading and making corrections (based on a manuscript of 60,000 words)
- Book SEO – keywords, categories, full ISBN database entry, specification, territories and supply chain, short and long form description, synopsis, author biography etc. Upload to all book distribution databases worldwide
- Book Trade Promotion Package - including creating and distributing Advance Information Sheet. Promotional mailing to the book buyers of the book chains and independent bookshops. Entry in monthly global new titles trade mailing list
- Book Launch Press Release to bespoke list of journalists
- Creation of a promotional book widget for reviewers and journalists
- Book Launch at AuthorCraft event at The Institute of Directors, Pall Mall, London
- Launching the book to the book trade global supply chain to make it available locally in all continents
- Making the book available on Amazon and all other on-line book retailers
- Providing a pack and dispatch service to service website sales
- Use of our cloud-based Author Project System and data storage
- Your dedicated Project Manager
- Title published with the imprint of a long-established international publishing house, Filament Publishing, demonstrating that you are not self-published.
- There is no VAT on book publishing
- Books supplied to author for their own sales, at wholesale price

International Publishing package £5,999 payable in three monthly stages of £2,000 each

Call Filament Publishing and ask about "International Publishing" – 0208 688 2598

info@filamentpublishing.com

Submissions Process

Before being accepted for publishing, all manuscripts need to go to our Submissions Editor, Olivia Eisinger, for evaluation. As part of this process, a Reader's Report may be requested from an independent, professional editor. A professional, objective look at your manuscript, offering constructive criticism and analysis. The Reader's Report helps clarify your writing path, offers advice on where to position the book in the marketplace, and how to target readers and niche readerships.

NOTE: Actual cost may vary dependent on the genre and length of manuscript. Estimate between £150 - £250. Your Reader's Report will determine the level of editing and proofreading required, if needed. This will be quoted for separately.

Creating your Book Manuscript – Ghost-writing Services

Speak your Story at the Speed of Thought. We interview you, record your words, transcribe them, edit and polish them to create a book manuscript that is uniquely you. Interviews can be in person, on the phone or via a Zoom conference call. You will be interviewed by a professional journalist, experienced editor or book coach. This is by far the fastest way to create your book. Budget from £6,000 (depending on genre and the number of words required)

Author Business Coaching – Clarity and Planning Sessions

Get clarity on your vision for the book, what it needs to do for you, your target market and your ideal reader. Create a business model for the book, set milestones for the project and identify the routes to market, distribution channels and marketing strategy. Based on two one-hour sessions, either face to face, over the phone or on the Zoom conference platform PLUS unlimited email Q&A and follow-up phone call.

Author Business Coaching Package - £600

Author Website

An author website is essential for you to be found and for you to sell your books direct to your followers. Books sold direct will make you up to seven times more than books sold through a retailer. Once built, you will have full access to edit and update your site and to add pages at no additional cost. VAT at the current rate is added to this item.

- A custom-designed site built on a Wordpress engine with the latest Divi theme.
- Includes hosting for one year (thereafter £75 p.a.) and registering domain name.
- Designing a unique look to reflect your brand and business.
- Building pages for Home – About – News / Blog – Press/Media – Shopping Cart – Contact us – Privacy Policy – Terms of Business.
- Synchronising MailChimp and PayPal accounts.
- Adding supplied videos, logos and photos.

From £750 plus VAT

Social Media and Online Marketing Support

Social Media

- Community Management (monthly) & Posting
- Social Media Strategy, Branding & Tone
- Social Media Advertising and Marketing

Emails

- Building, Editing & Re-Structuring
- Planning & Strategy (in-line with trends)
- Email list building (GDPR compliant)

Content Creation

- Custom branded imagery (websites, emails, social media)
- Videos, GIFs, Animations
- Copywriting & Blogs

All work on a three-month minimum contract basis; from £450 per month

Author Brand Awareness Campaign and PR

Specialist PR is delivered by our partner, Helen Lewis of Literally PR.

Every book requires good PR to ensure a successful launch. Depending on the needs, genre or marketplace of a book, an extended PR campaign may be recommended and will be quoted for.

Creating and distributing Advance Information Sheets for distribution to book buyers in the chains and independents. Creating a 3D book cover image for the author's email signature, website and newsletters.

Creating bespoke list of journalists, publications, radio and television stations. Sending out press releases and news stories. Promoting the new titles to all our mailing lists.

Standard book PR campaign over four weeks; £1,500

Co-ordinated approach

Achieving success is a team effort - a combination of your team and our team working together. Through our cloud-based Project Management System, you can remain in charge of your project wherever you are in the world. Your team and ours will communicate through the system to ensure that everyone involved knows what is happening at each stage and that we all work together to achieve the end result.

Book Launch Countdown

We have a tried and tested formula which covers each of the 20 weeks prior to the launch date. Each week it provides a checklist for all the activities which require to be done that week. It is supported by the Tasks List - which allocates tasks to individuals and monitors their completion, and also the Milestones feature that ensures everything remains on track. The system keeps everyone informed and ensures that nothing is missed.

Back Office Services / Speaker Support

We offer a special concierge service to support our clients wherever they are speaking or performing worldwide. This includes arranging for local delivery of book stock; arranging for promotional print or graphics; organising event staging; and being there at the end of the phone to help with unexpected challenges.

Media Bolt-On Package

Video interview with a professional journalist to film to broadcast standard, in one location, with full location light and sound rig, to produce;

- Video clip for author website
- Promotional book video for YouTube
- Audio interview transcribe into a Word document for use in press releases, newsletters or the author's website
- Audio track repurposed for a Podcast
- Filming of author presentation.

Filming and editing package £1,500 plus VAT



Your author support team 020 8688 2598

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Company Number 3715385

Members of The Independent Publishers Guild



Children's Books

We are pleased to announce the appointment of Brenda Dempsey as our Education and Children's Books specialist. Before becoming an author, trainer and inspirational public speaker, Brenda had a distinguished career as a teacher in the UK for over 25 years. She has extensive knowledge of the importance of writing books to appeal to particular age groups, and ensuring that the vocabulary, structure and content are age-appropriate. She will be working with our children's authors to help them really engage with their audience, and to make their books a commercial success.

New Children's Book Packages

Children's books for Key Stage 1, ages 5 to 7. Small book up to 50 pages

- Assessment of manuscript by education expert to ensure the vocabulary, structure and content is age-appropriate
- Publishing, marketing and promotional services
- ISBN and database entry, setting up supply chain and distribution
- Book layout (up to 50 pages) from artwork supplied
- Full cover spread artwork and barcode from artwork supplied
- Promotional Book2Look "Look Inside Pages" for social media
- Press release distributed to local and regional media
- Copies to British Library and Agency for Legal Deposit Libraries – includes Cambridge University Library, Bodleian Library Oxford University

£1,999 - payment £500 on commencement then two payments of £500 and a final payment of £499. Full payment within 12 weeks.

The cost of book printing is **in addition** to this and is dependent on the book specification and the quantity ordered.

Author Mentorship - Working with a dedicated author mentor to take you step-by-step through the origination, production and distribution process and help you to turn your book into a profitable business. Four weekly sessions face to face (at our London events); or on phone, Skype or Zoom; £400

Children's books for Key Stage 2, ages 8 to 10. Medium book up to 150 pages

- Assessment of manuscript by education expert (Reader's Report) to ensure the vocabulary, sentence structure and content is age-appropriate, and returned to author for such adjustments to be made as necessary
- We expect our authors to provide us with a fully proofread and polished manuscript ready for publication. free from spelling and grammatical errors. Where this is not the case, we will highlight improvements required for the author to make. At that stage, should the author need editorial support, we will quote separately for this service
- All illustrations and artwork supplied by the author to our specification. The author is responsible for supplying all illustrations for their book; however, we have excellent illustrators in our team who would be happy to quote separately for images in the book
- Publishing, marketing and promotional services
- ISBN and database entry, setting up supply chain and distribution
- Book layout (up to 150 pages)
- Full cover spread artwork and barcode
- Promotional Book2Look "Look Inside Pages" for social media
- Press release distributed to local and regional media
- Copies to British Library and Agency for Legal Deposit Libraries – includes Cambridge University Library, Bodleian Library Oxford University

The book layout and proofreading costs are dependent upon the number of words in the manuscript. This is reflected in the overall costs.

£2,250 - payment of £750 on commencement then three payments of £500. Full payment within 12 weeks

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Children's books for Key Stage 2, ages 9 to 11. Large book 151 pages +

- Assessment of manuscript by education expert (Reader's Report) to ensure the vocabulary, sentence structure and content is age-appropriate, and returned to author for such adjustments to be made as necessary
- We expect our authors to provide us with a fully proofread and polished manuscript ready for publication, free from spelling and grammatical errors. Where this is not the case, we will highlight improvements required for the author to make. At that stage, should the author need editorial support, we will quote separately for this service
- Publishing, marketing and promotional services
- ISBN and database entry, setting up supply chain and distribution
- Book layout (up to 250 pages)
- All illustrations and artwork supplied by the author to our specification. The author is responsible for supplying all illustrations for their book; however, we have excellent illustrators in our team who would be happy to quote separately for images in the book
- Full cover spread artwork and barcode
- Promotional Book2Look "Look Inside Pages" for social media
- Press release distributed to local and regional media
- Copies to British Library and Agency for Legal Deposit Libraries – includes Cambridge University Library, Bodleian Library Oxford University

The book layout and proofreading costs are dependent upon the number of words in the manuscript. This is reflected in the overall costs.

£2,750 - payment £650 on commencement then three payments of £700. Full payment within 12 weeks.

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AuthorCraft @

The Professional Network for Authors

The Institute of Directors

Every 4th Tuesday except August and December



AuthorCraft is the professional network for authors, where authors at all stages of their journey share their knowledge and experience to help others achieve success with their writing.

Our objective is to help you to know enough about every stage of the creative, editorial, origination, production, marketing and distribution processes so that you can make informed decisions about your business model and routes to market.

You have access to the knowledge and experience of our AuthorCraft experts at events.

AuthorCraft Member2Member Services provide a range of solutions for every aspect of the publishing process. You can save money – and support fellow members who provide these services.

For more information visit www.authorcraft.co.uk