



Our Expectations of you, the author,  
and your expectations of us, your publisher

### **As your publisher, you can expect us to**

1. Help, support and encourage you for the lifetime of your book – we do not vanish into the ether once it is published!
2. To create a comprehensive entry for your book on all book trade databases to enable your book to be easily found and purchased around the world.
3. To set up a global supply chain for your book, to enable it to be printed and distributed locally in all continents.
4. To send out advance information to the book buyers of the chains and the independent book stores.
5. To create a bespoke list of relevant media contacts in press, magazine, radio and TV channels to promote you and your book launch.
6. To continue to circulate your press releases for the lifetime of the book.
7. To gather in royalties on your behalf from all sales channels worldwide and to provide you with a statement of sales and payment at least twice a year.
8. To provide you with regular book marketing advice and to provide feedback on your marketing activities. Just book a regular Zoom call to enable us to help you!
9. To provide you with a fulfilment service to dispatch books on your behalf from your own online sales
10. To provide a central contact point for press enquiries.
11. To add your book to Amazon including a Kindle version and a fully searchable data entry.
12. TO provide you with access to our technical experts to help advise you on the mechanics of book production

## Our Expectations of you, the author

1. To have clarity on your target market and your 'perfect reader' to enable your book to be effectively marketed. We can help you with this if you require.
2. To become proficient and active on the main social media platforms, to build a following and raise your profile – And to ask for help if you need it!
3. To have a professional-looking author website in your name – to enable people to search for you and buy your books and services. Help available if needed
4. Download the free version of Grammarly and use it to check your manuscript before submitting it.
5. Ensure that you copy us in with your posts, blogs, releases and articles so that we can share them through our channels and reach more people for you.
6. Research your subject online to look for guest blogging opportunities
7. Identify local media close to you, and also specialist media that you would like to be interviewed in or written about. We will research them and add them to our media lists
8. Research speaking opportunities with local clubs, societies and organisations. These give you the chance to fine-tune your speaking skills and work up to larger audiences. We have speaker coaches available to help you if required.
9. Set up your email marketing platform – such a MailChimp to enable you to build a list and to send out topical newsletters to your followers.
10. Make a list of those people in your marketplace who you can approach for reviews of your book.
11. Make the most of the places you can sell your book where you are the retailer not somebody else like amazon. The books you sell direct on your website will be you most profitable sales. Don't give money away!
12. Finally – we expect you to stay closely in touch throughout the lifetime of your book, to enable us to play to our strengths and support your marketing efforts. If you don't, you deprive us of that opportunity.



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