

## Your Book Your Story Your Legacy

Building a profitable business around your knowledge



*for*

Business Leaders, Public Speakers, Entrepreneurs  
and Thought Leaders

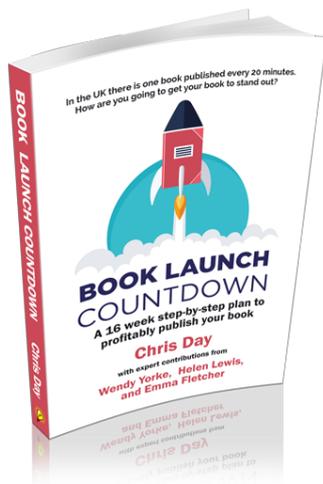
A flexible subscription-based publishing and PR service to take your book from concept to completion, one simple step at a time and then go on to build a business around it.



Filament Publishing celebrates 21 years of international publishing. Based in London, we work with authors in all genres from around the world.

Filament books go on sale through the book trade and online retailers worldwide in both printed and electronic formats. We print and distribute in 15 locations in the USA, plus Australia, China, South Korea, South Africa, Brazil, Canada, Moscow, UK and across Europe.

Filament have a long-established team of specialists which include ghost writers, developmental editors, proof readers, graphic artists, web designers, PR and marketing experts. Also, through our Events Division, we stage and film conferences and events worldwide.



Filament was born in 1999 out of the existing gap in the market for speakers, entrepreneurs and professionals seeking to be recognised as go-to experts in their particular field by becoming an author of a definitive book.

Your book is an investment in yourself, your brand and your business. It will raise your profile in a way that nothing else can; position you as an expert and the go-to person in your marketplace and grow your business.

We offer;

1. **Traditional Publishing** – for authors with a high public and media profile, where we would cover all, or part of the production costs. The author would supply a completed manuscript.
2. **Ghost writing** – where the author needs help to write and develop their manuscript
3. **Partnership Publishing** – The author and the publisher play to their respective strengths and achieve something together that neither could on their own. There is an author contribution for partnership publishing. In all other respects, it is the same as Traditional Publishing.
4. **Talent Management and Representation** for authors who are also professional speakers.
5. **PR, Personal Branding and Marketing** – raising your profile, building your influence.



## Do you qualify for Traditional Publishing?

Traditional Publishing is where the publisher accepts a manuscript for publishing and pays all of the editorial, origination, printing and distribution costs. This is a large up-front investment in an author and done in anticipation of a significant return on that investment.

Filament is a traditional publisher, and we are always looking for authors who have sufficient standing in the marketplace to make our investment in them, a profitable opportunity for us both.

Firstly, we would need to be satisfied that the manuscript meets our editorial guidelines and that there is market and a demand for the contents. All manuscripts we receive go through our Submissions Department for evaluation and are presented for discussion at our monthly Editorial Meeting where the decision to publish would be made.

For us to take that decision and take on the risk, we would look for authors who come to us with;

- A high quality manuscript with a high probability of significant sales
- The author had a robust track record of sales through traditional bookshops
- A significant following on social media channels
- Back of room sales at public speaking and training events
- Regular exposure in newspapers, magazine and broadcast media
- An existing business in knowledge marketing
- The projected level of the author's own sales would also be a factor

Authors who meet these criteria would be considered for full or partial traditional publishing.

However, there are many authors who have an excellent manuscript, clarity on their route to market and their target reader and a potentially profitable project, but which would not qualify for Traditional Publishing. For them we would offer Partnership Publishing, which delivers the same thing, but with an author contribution. However, the hybrid model is not Self-Publishing as you are published worldwide by an established publishing house and under a respected imprint of 21 years standing.

## Distribution Channels for your Book

There are three main routes to market for your book;

- Author Self-Distribution – via your website, events, speaking and digital marketing
- Amazon and using Kindle Direct Publishing promotional tools
- Global Book Trade distribution using an ISBN



## Author Self-Distribution Service

- A planning and strategy session with an Author Business Coach to help get clarity on your book, your outcomes, marketplace and business model.
  - Use of our cloud-based Author Project System and data storage
  - Your dedicated Project Manager to help you step-by-step
  - A professional evaluation of your manuscript from an editor to assess structure, content, style and grammar, in a Reader's Report.
  - Access to our team of art directors, designers, editors and proof-readers on a pay-as-you-go basis. Only pay for what you need.
  - Menu of editorial and creative services for you to choose from at additional cost
  - Take advantage of our extensive buying power for high quality, low-cost printing
  - Marketing Advice Helpline – on email, phone or Zoom.
  - Your book will have the imprint of an international publisher – you are not self-published
  - Support to help you to set up your own Author's Amazon Account.
  - Uploading your book files, full cover spread, book metadata, categories, keywords, short and long form description, author biography, table of contents and synopsis.
- 
- **Author Self-Distribution Package - £1,500**

### PLUS SELECTED ADD ONS

- Book layout Service - based on the number of words. Based on a 'Simple Layout'  
Up to 45,000 words £350: Up to 60,000 £450 ; Up to 75,000 £550  
Complex pages add £5 per complex page
- Proof Reading – Allow £450 depending on length of manuscript
- Full cover design and creating full spread artwork £250
- OR Creating print-ready cover artwork from artwork supplied £100. Proof reading from £200, (for 30,000 word) Cost depends on the length of the manuscript.
- Converting your book to EPUB format for Kindle - £150
- Book2Look widget – Floating 'Look Inside promotional pages'



## **Book Trade Distribution, PR and Book Marketing Package**

AuthorMax is an ADD ON service and is in addition to the Author Self-Distribution Service.

- Author Business Coaching programme
- Supplying ISBN numbers for each version and edition of the book
- Setting up supply chain and worldwide distribution. Your book will be printed and fulfilled in all major continents
- Print management and Quality Control
- Uploading a full and enhanced searchable entry on the global ISBN database
- Create and distribute an Advance Notification Sheet for book buyers
- Creation of bespoke media list of relevant journalists and channels
- Creation and distribution of press releases to promote the book launch
- Setting up and hosting a Zoom Book Launch event and creating an Eventbrite ticket booking system
- Add the new title to the monthly 'Book Trade New Titles' global mailing
- Book Launch Countdown weekly pre-launch checklist
- Book2Look floating "Look inside pages" widget for book marketing

**AuthorMax is priced at £1,500 (plus the Self-Distribution package at £1,500)**

**Total - £3,000 (Publishing is Zero rated for VAT purposes)**

### **Every new book is a start-up business**

With every new business you need a vision, a plan and a business model. You also need to know the investment you need to make, and the return you get on that investment. You need to plan for profitability right from the start. Our Author Business Coaching programme give you clarity on the process, the marketplace and the practical steps you will need to take to achieve your goal. You can't afford to leave anything to chance.



## Extended Book Promotion and PR Campaign

Launching your book is just the start of your publishing journey. It is what happens after the book is launched that counts. The next twelve weeks after launch are the most critical. This is time to

- build momentum on social media
- Use your Book2Look widget embedded into a book cover image on all your emails
- increase the frequency of your blogs and newsletters
- look for opportunities to do guest blogging
- seek out press and radio interviews in your local area
- organise book signing events
- leverage all of your personal connections and get them to read and review your book
- create added value knowledge gifts to reward people who buy direct from your website
- Leverage Amazon KDP promotional tools
- Use article marketing on LinkedIn to raise your profile
- Understand your 'perfect reader' avatar and target the website and media where they congregate.

Good book marketing is not just the job of only the author or the publisher, it can only be effective when they work together in a planned and strategic way. We will;-

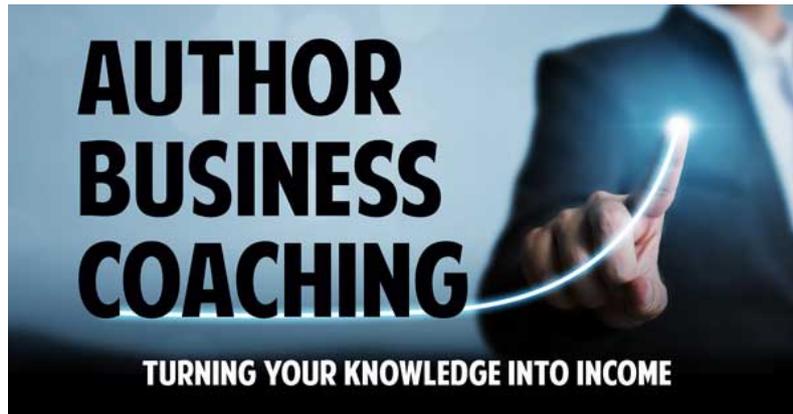
- Hold an Initial marketing strategy call on Zoom to create a plan
- Conduct a Digital audit to make sure everything is in place
- Identify key contacts in target media and channels and create an email list
- Craft topical content to attract press and radio interviews
- Getting your book on Net Galley and Goodreads
- Set up online Zoom events to promote you and your book
- Weekly marketing call to catch up call to keep you on track and to share ideas
- Magazine and feature writer's release
- Set up a podcast and broadcast to the world. Be recognised as the expert

For just £125 per week based on a 12-week campaign (£500 per month) our creative, editorial and marketing team will work directly with you every week with practical help, access to contacts and specialists, graphics and copywriting services. (based on two hours of hands-on effort per week)

**Your author support team 020 8688 2598**

Filament Publishing Ltd  
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Email: [info@filamentpublishing.com](mailto:info@filamentpublishing.com) Website:  
Members of The Independent Publishers Guild



## What is an Author Business Coach?

**“Every new book is a start-up business and needs to be viewed as such if it is to realise its potential” Chris Day – author Business Coach**

Getting your book published, no matter how you achieve that, is not enough on its own to guarantee success. There is one new book published every 20 minutes in the UK. which works out to 184,000 every year – and that doesn't include ebooks and those that are self-published. Not every book is going to fulfil its potential and make money for its author. If you want your book to be one of the ones that does, then the time to plan for that is now, not after you have written it.

An Author Business Coach is interested in much more than helping you to create a great manuscript and to help you with the mechanics of publishing. They are there to help to give you clarity on all of the elements needed to make it a commercial success and create a robust business around your words

An Author business Coach will

- Help you understand why you are writing your book and the outcomes you want both for you and also your reader.
- Provide validation of your concept and content. Will it work in the marketplace?
- Identify your most profitable routes to market. Where will you make the most money?
- What is your business model and will it deliver the results you want?
- What do you need to do to set up an author business?
- What tools and process will you need to manage it?
- Understand your Income and Expenditure – and profit!

- Help you to create your Personal Branding
- Essential Business and Financial Tools
- Be a sounding board as you develop your material
- How many ways are there to repurpose and monetise your content
- Which is the best way of getting published?
- Which Social media channels will produce the best results?
- What are the most cost-effective ways of marketing your offering
- What do you need to unlock lucrative speaking opportunities?
- How to make yourself media-friendly
- Help you to create a project timeline and set milestones
- Give advice on building a following and fanbase

### **Author Business Coaching is available through Filament**

- One-2-One Zoom calls – £100 per month (up to two hours coaching) on Zoom over a number of pre-booked sessions
- Open Webinars – £25 per online session
- Group Workshops – £25 per live zoom event

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