

2016 PUBLISHING GUIDE FOR BUSINESS AUTHORS

EVERYTHING YOU NEED TO KNOW ABOUT
PUBLISHING YOUR BUSINESS
BOOK WITH BOOKSTAND PUBLISHING




**Bookstand
Publishing**
www.BookstandPublishing.com

2016 PUBLISHING GUIDE FOR BUSINESS AUTHORS

EVERYTHING YOU NEED TO KNOW
ABOUT PUBLISHING YOUR BUSINESS
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BOOKSTAND PUBLISHING

305 Vineyard Town Center, Suite 302

Morgan Hill, CA 95037

<http://bookstandpublishing.com>

Call Us Toll Free at

866-793-9365

or call

408-852-1832

M - F 8:30 am to 5:30 pm PST

Email Questions:

andy@bookstandpublishing.com

Transfer Large Files:

<http://bookstand.wetransfer.com>

Create a Custom Quote:

- [Classic Publishing Package](#)
- [Custom Publishing Package](#)

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HOW SELF PUBLISHING A BOOK CAN HELP YOUR BUSINESS

Let's face it.

Getting customers isn't as easy as it used to be. New businesses are born daily, and the competition is getting tougher every day.

The cost to acquire a new customer is getting more expensive, and traditional advertising is getting less and less effective.

If you look like everyone else, and advertise like everyone else, you're going to struggle. To succeed you need to stand out from the competition.

The solution is to position yourself as an expert, authority, and celebrity in your market, giving you an advantage over everyone else.

A successful book is the key to positioning yourself as an expert in your field.

A book:

- Gives you instant credibility
- Differentiates you from the competition
- Helps you generate leads
- Is remembered a lot longer than a business card
- Helps you provide added value to your clients

- Gives you an additional revenue stream

In addition, a Best Selling Book, which you can get with our Executive Best Seller Package, **will make you an industry celebrity.**

Speaking engagements, talk show and radio show appearances, and publicity are much more likely to happen if you have a Bestselling book.

Think about these benefits:

- You won't have to compete on price.
- Clients will trust you rather than your competitors.
- You'll get more referrals.
- Demand for you will increase overnight — demand for your time, your services, and your expertise.

HOW TO PUBLISH YOUR BUSINESS BOOK

Simply send us your Microsoft Word manuscript and we will work with you to publish a professionally designed book both in print and ebook editions.

We will make your book available for sale world-wide, print and fulfill orders for you, and pay you royalties on your sales.

We will also help you market and promote the book.

When we receive your manuscript, we will review the manuscript and get back to you with recommendations and a written quote. If you like the quote, we can get started with a 50% deposit on the publishing package. The balance will be due after you receive and approve your first printed proof.

How to Submit a Manuscript

Before you submit your manuscript, please review the following checklist:

- The book is in a word processing file.
- The book is ONE file.
- The book is done in Microsoft Word. If the book is in any other software program it can be converted, but please contact us BEFORE you proceed.
- Your book has been edited by someone besides yourself. If you prefer, Bookstand Publishing can edit the book for you, at an additional charge of \$0.02 a Word.
- The book is set in single pages, not columns or two-page layouts.
- The cover artwork is separate from the book file.
- The cover artwork is a TIFF or JPEG file of high resolution (i.e., a minimum of 300 dpi).

This is everything we require.

When your book is ready, you can e-mail us at **andy@bookstandpublishing.com**, transfer it to us via our WeTransfer page

at <https://bookstand.wetransfer.com>, or call us to make the necessary arrangements at **1-866-793-9365**.

How to Choose a Cover

We will design a cover for you from any single image you provide.

The image must be 300 dpi in resolution, and in JPEG or TIFF format.

If you are looking for a photo for your cover, you should consider choosing a photo from **iStock** (<http://istockphoto.com>), which has a selection of more than 6,000,000 images to choose from. You can buy the picture yourself and email it to us; or, if you prefer, you can tell us the image's file number and we will purchase it for you and charge it (images are either \$12 or \$33) to your account. All "Creative" iStock images come with permission to use the image up to 55,000 times on a book cover.

We recommend that you submit an image to us and let our graphic artists design a cover using the image in the way they think looks best. We will submit the finished cover to you electronically for your approval, and we can change it if you don't like it.

If you have a very specific vision for your cover, you may want to consider a Custom Cover. With a custom cover, we have a graphic artist draw a cover

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for you, or put together a collage of different images to give you exactly what you need. A Custom Cover comes with the Executive Best Seller Package or may be purchased separately for \$349.

The Publishing Process

When you submit your manuscript, the following occurs:

1. Review

We will review it and confirm your publishing package, trim size, interior, and desired retail price.

2. Deposit

If you haven't already made a deposit, we will request a 50% deposit on the package, with the balance due after you receive your first printed proof.

3. Book Interior Proof

We will format your book interior into a professionally designed book, and send you an electronic proof of the book for your review and approval. We will give you two rounds of corrections for free.

4. Cover Proof

After you approve your book interior, we will prepare and send you an electronic proof of your cover (front, spine, and back cover) for your review and approval. We will give you two rounds of corrections for free.

5. Printed Proof

After you approve your cover, we will send you a printed proof of your book via UPS.

6. Book Gets Published

Once you approve the printed proof, we will request the balance due on your account; send you the remaining quantity of books specified in your publishing package; post your book up on the distribution channels (e.g., Amazon.com and Barnesandnoble.com, and the Bookstand Publishing website); and begin selling books for you on a print-on-demand basis.

At this time, we will also begin implementing any marketing services that come with your publishing package.

Book Trim Sizes

The following trim sizes will work with most Business Books:

Available Trim Sizes

- 4.37" x 7" (paperback only)
This is a pocket paperback book size, and is typically used for short how-to reference guides.
- 5.5" x 8.5", 6" x 9" (paperback and hardcover)
These are the most traditional business book sizes.
- 8.5" x 11" (paperback and hardcover)
This size is typically used for textbooks or large reference manuals.

Available Interiors

- Black-and-White Interior. This is the most common type of interior for a business book.
- Black and White Interior with Photos. This is used if you have a lot of figures, charts or photos, with a lot of grayscale.
- Color Interior. This is used for travel guides or to showcase products.

Binding

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- Paperback binding is perfect-bound (flat spine).
- Hardcover binding is either laminate cover (cover image is embedded in the hardcover) or dust jacket (where a paper dust jacket is put over a cloth-bound book).

8.5" x 11" hardcover books must be done with a laminate binding.

Ebooks

Bookstand Publishing's standard publishing packages come with:

- A Kindle Edition of your book available on Amazon.com.
- A Nook Edition of your book available on Barnesandnoble.com.
- An Epub version of your book (for the Apple iPad) available on iTunes.com.

Book Distribution

Within two weeks of your final approval of your book (i.e., your printed proof), your paperback and/or hardcover book will be available in the Amazon Powered Bookstand Publishing Bookstore (InTheBookstand.com), as well through most major online bookstores within two weeks. These online bookstores include:

- Amazon.com, US, UK, DE, JP
- Barnesandnoble.com

Your book will also be available through Ingram, the largest book wholesaler in the United States with more than 25,000 bookstore vendors. In addition, your book will be registered with Bowkers Books In Print, which will enable your book to be special-ordered through most “brick-and-mortar” bookstores such as Borders and Barnes and Noble.

Your Ebooks will be also be available within two weeks of approval of your printed proof. The Kindle edition will be available on Amazon, the Nook Edition will be available on Barnesandnoble.com, and the Epub Edition for the Apple iPad will be available on iTunes.com

Order Fulfillment and Royalties

Orders will be fulfilled for you on a print-on-demand basis, which means that when an order comes in we will print up a copy of the book, ship it to the customer, and pay you a royalty. We will set up an Online Author Account for you where you can track your sales and your royalties earned.

You may also purchase copies for your own use (e.g., for book signings, seminar sales, gifts, etc.) at significantly discounted author wholesale rates.

Bookstand Publishing pays author royalties based on the retail (cover) price that is assigned to your book.

Here is our royalty schedule:

- 70% royalties on all Kindle sales
- 50% royalties on all other eBook sales
- 30% on Paperback or Hardcover sales through our Amazon powered IntheBookstand.com bookstore.
- 10% on print book sales through all other retail channels including direct sales on Amazon, and Barnesandnoble.com

Royalty checks are paid four times a year. Royalties are paid when cumulative royalties earned total or exceed \$25.

PUBLISHING PACKAGES

Classic Publishing Package — \$499



The Classic service offers paperback and ebook editions with worldwide distribution, Classic Book Interior and a Select Custom Cover. You can add on additional Editing and Marketing Services as needed.

A **Classic Publishing Package** provides all the following:

Interior Book Design and Layout

- One-on-One Author Support
- Classic Book Interior Design

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- Electronic Book Interior Proof with 2 Rounds of Corrections
- Select Custom Cover from One Provided Image
- Author Photo on Back Cover
- Electronic Cover Proof with 2 Rounds of Corrections
- Printed Paperback Proof

Paperback and Ebook Editions

- 6 Complimentary Paperback Copies (Including 1 Printed Proof)
- Kindle Ebook Edition Available on Amazon
- Nook Ebook Edition Available on Barnesandnoble.com
- Epub Edition (for Apple iPad) Available on iTunes.com

Distribution and Order Fulfillment Service

- Worldwide Distribution
- Registrations with Online Booksellers through Ingram and Baker & Taylor
- ISBN Assignment
- Registration with Books In Print Database
- Orders Fulfilled for You on a Print on Demand Basis

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- Generous Royalties
- Set Your Own Retail Price
- Author Volume Discounts

In addition, for additional fees you can add editing, graphic, and marketing services.

Custom Publishing Package — \$699



The Custom service offers paperback, hardcover and ebook editions with worldwide distribution, Classic Book Interior, and a Select Custom Cover. You can add on additional Editing and Marketing Services as needed.

The **Custom Publishing Package** provides all the following:

Interior Book Design and Layout

- One-on-One Author Support
- Classic Book Interior Design
- Electronic Book Interior Proof with 2 Rounds of Corrections

2016 PUBLISHING GUIDE FOR BUSINESS AUTHORS

- Select Custom Cover from One Provided Image
- Hardcover can have a Laminate Hardcover or Dustjacket
- Author Photo on Back Cover
- Electronic Cover Proof with 2 Rounds of Corrections
- Printed Paperback Proof

Hardcover, Paperback and Ebook Editions

- 1 Complimentary Hardcover Copy
- 6 Complimentary Paperback Copies (Including 1 Printed Proof)
- Kindle Ebook Edition Available on Amazon
- Nook Ebook Edition Available on Barnesandnoble.com
- Epub Edition (for Apple iPad) Available on iTunes.com

Distribution and Order Fulfillment Service

- Worldwide Distribution
- Registrations with Online Booksellers through Ingram and Baker & Taylor
- ISBN Assignments
- Registration with Books In Print Database

2016 PUBLISHING GUIDE FOR BUSINESS AUTHORS

- Orders Fulfilled for You on a Print on Demand Basis
- Generous Royalties
- Set Your Own Retail Price
- Author Volume Discounts

In addition, for additional fees you can add editing, graphic, and marketing services.

The Executive Best Seller Publishing Package — \$4,999



The Executive Best Seller Publishing Package has been developed for professional coaches, speakers and consultants who want to publish a book and use it to establish for themselves an “authority reputation” as an expert.

At launch, the services included in this package will ensure that your Amazon Kindle edition is a #1 Best-Seller in at least one relevant Amazon business category (to be chosen by Bookstand Publishing but approved by you); and we will create an article about your Best-Selling book, and have it posted on major network affiliate sites

including Fox, NBC, CBS, and ABC. We will also promote you to radio, TV, and other media contacts as an expert who will make an excellent guest and resource.

Please note that manuscripts must be professionally edited and pre-approved for this package.

The Executive Best Seller Publishing Package provides all the following:

Executive Publishing Services

Interior Book Design and Layout

- One-on-One Author Support
- Classic Book Interior Design
- Electronic Book Interior Proof with 2 Rounds of Corrections
- Executive Custom Cover. Our artists will create a cover for you.
- Author Photo on Back Cover
- Electronic Cover Proof with 2 Rounds of Corrections
- Printed Paperback Proof

Hardcover, Paperback, and Ebook Editions

- 25 Complimentary Paperback Copies
- 10 Complimentary Hardcover Copies

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- Additional Paperback and Hardcover Copies Available at the Discounted Author Rate
- Kindle Ebook Edition Available on Amazon
- Nook Ebook Edition Available on Barnesandnoble.com
- Epub Edition (for Apple iPad) Available on iTunes.com

Distribution and Order Fulfillment Service

- Worldwide Distribution
- Registrations with Online Booksellers through Ingram and Baker & Taylor
- ISBN Assignment
- Registration with Books In Print Database
- Orders Fulfilled for You on a Print on Demand Basis
- Enhanced Royalties
- Set Your Own Retail Price
- Discounted Author Rate

Registration Services

Electronic Copyright Registration

Bookstand Publishing will complete the appropriate online form required by the United States Copyright Office (USCO) and submit the form for you.

Library of Congress Registration

Bookstand Publishing will complete the appropriate form required by the United States Library of Congress, and upon your book's publication will send one copy of the book to the Library of Congress. The Library of Congress number will be printed inside of the book.

Executive Marketing Services

Marketing Materials

Word-of-mouth marketing is key to building book sales. Whether it's passing out business cards to colleagues and friends, or sending postcards about your book to prospects, our Marketing Materials are a great first step to promoting your book.

- ***Postcards (100)*** – The postcards are 4" x 6" with a full-color front with your cover art and ordering information on the back.
- ***Bookmarks (100)*** – The bookmarks are 2" x 6" with a full-color front.
- ***Business Cards (100)*** – The business cards are 2" x 3.5" and are full-color in vertical orientation with your cover art on the front and ordering information on the back.
- ***Promotional Poster*** – Book signings and speaking engagements are great ways to

market and sell your book. We will create a 20" by 30" glossy full-color poster of your book cover and relevant event information so you can better promote your book at book signings and speaking engagements.

Social Media Consultation

One of the easiest and most effective ways to establish yourself online and reach potential customers is to join free social networking and blogging sites that will allow you to interact directly with other online users.

One of our Marketing Consultants will review the most important social networking platforms (Facebook, Twitter, WordPress, LinkedIn and Goodreads) and identify the sites that will work best for your book. Our PDF Guide will show you how to set up and manage profiles on each site, and show you how to use the sites to expand your visibility as an author. Used properly, these social media tools can be used to expose your book to hundreds (and sometimes thousands) of potential book buyers interested in your subject matter.

Executive Publicity Services

Customer Review Service

Customer reviews on Amazon and elsewhere are key to building credibility and creating buzz for your book.

We will solicit customer reviews for your book from Amazon Reviewers who have already reviewed books similar to yours in order to help you get real Amazon customer reviews for your book.

Blog Targeting Report

The biggest fans of your book genre regularly subscribe to or visit book review blogs dedicated to the genre. The reach of the most influential book review blogs in your genre is most likely in the tens of thousands. If you want to reach these dedicated fans, you need our Blog Targeting Report.

With our Blog Targeting Report, we will find the 10 or more most influential book review blogs in your genre and send you a detailed report on each blog. The report will include:

- Ranking and influence of each blog based on Facebook Likes, Twitter Followers, and Google Page Rank
- A description of each blog
- The specific page link to request a book review
- Other promotional opportunities available on each site, such as book giveaways, guest posts, advertising opportunities, or newsletter sponsorships

This is a great tool to get independent book reviews, find opportunities for guest posts, plan a Blog Tour, and find affordable advertising opportunities.

Guaranteed News Coverage Press Release



We will create a newsworthy press release related to your book and get it placed on the major network affiliate sites, including Fox, NBC, CBS, and ABC. This service gives you the legal use of the network logos and right to say that you have been on these major networks.

Typically this press release service is used in conjunction with an Amazon Best Seller Promotion, and is used to help an author build an “authority reputation” as an expert with a best-selling book.

Newsmaker Publicity Campaign

With our Newsmaker Publicity Campaign we can promote you to radio, TV, and other media as an expert who will make an excellent guest and resource. The Campaign consists of the following:

- We will have one of our public relations professionals prepare a pitch that highlights your expertise and/or background and explains how the media would benefit from

contacting you for an interview, demonstration, or whatever call to action we decide is best for you and your book.

- We will send the media pitch to more than 1,000 targeted media contacts.
- We will register you as an expert source on HARO and Radio Guest List (Inquiries will go directly to you).
- We will place an ad on the Radio Guest List Newsletter featuring your Guest Expert Profile.

Executive Radio Interview

Nothing sells business books like a radio interview on a business radio network. We will book you a radio interview with media personality Stu Taylor, on one of the following nationally syndicated radio shows:



- *Money Matters* Radio, Boston, and with a reach into Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire, Vermont, and Cable Radio Network and streaming audio on the Internet (www.moneymattersboston.com). The show airs Monday-Friday, morning/drive, 8:00-9:00 am (ET).

- *Equity Strategies*, Radio America Network, 38 radio affiliates, Cable Radio Network, and streaming audio on the Internet (www.RadioAmerica.org) Radio Affiliate Listings.

Executive Kindle Promotion

Extreme Amazon Kindle Best Seller Promotion

Our Extreme Best Seller Promotion consists of a Kindle Marketing Consultation, a 1K to 3K Amazon Best Seller Promotion Campaign, Post-Campaign Recommendations, and One-on-One Consultation with a Marketing Expert for one title.

The Extreme Promotion will get your book in a paid ranking of 1,000 to 3,000 on Amazon. **This ranking usually produces a #1 Best-Seller in at least one relevant Amazon business category.**

While this promotion is focused on your Amazon Kindle Edition, your paperback and hardcover sales will also see a bump as a result of a successful Kindle Promotion.

- **Kindle Marketing Consultation** – The Kindle Marketing Consultation reviews your current Kindle marketing and positioning strategy and makes recommendations for improvement.

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- **Category Assignment** – We will research the best categories and find two categories relevant to the topic of your book, where current book rankings are such that we think you have a potential of being #1 in at least one of these relevant business categories.
- **Keyword Research** – We will research the Top Amazon Search Phrases and determine popular Keywords and Long Tail Phrases that will get your book noticed in the Amazon Search results. We will recommend your Keyword and Long Tail Phrases to the KDP Keywords within the Kindle Direct Publishing Platform.
- **Extreme Best Seller Book Promotion (Guaranteed Ranking of 1,000 to 3,000)**
– Book must be priced at \$0.99 for the initial Launch Campaign.
- **Kindle Advertising Guidelines** – We will provide you with our Kindle Advertising and Promotional Guidelines to show you how to continue to promote and maintain your ranking post-launch.
- **One-on-One Consultation** – You will get up to a half-hour of one-on-one consultation with Andy Baldwin, MBA and Publishing Expert, to discuss the Marketing Plan and the proposed Promotional Schedule.

Executive Bookseller Services

Bookstore Discount and Return Program

Having your book returnable is essential if you want to get your book placed directly into physical bookstores.

Bookstore Discount and Return Program allows bookstores to return unsold copies of your book for a complete refund for 12 months. It also ensures a maximum bookstore discount to encourage bookstores to stock your book.

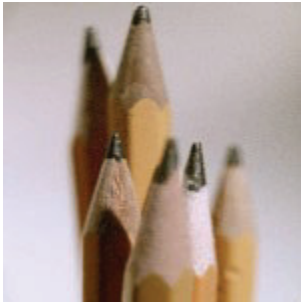
The Benefits of the Program:

- Encourages bookstores to order your book.
- Improves the chances of scheduling book signings and appearances.
- Allows book returns yet will not reduce author royalties.

Bookstore Advertising

Ingram Advance Ingram, the nation's largest book wholesaler, produces Ingram Advanced, a monthly catalog that is mailed to 13,500 recipients including booksellers, libraries, and international accounts. Your advertisement will include a short paragraph describing your book, retail pricing information, and a black & white image of your book cover.

ADDITIONAL EDITING AND GRAPHIC SERVICES



Many of our Editing and Graphic services can be added to a Classic or Custom Publishing Package. We can also create a Custom Quote for you that includes appropriate Editing and Graphic Services. If your book is already in the process of being published with Bookstand Publishing, we can add these additional services to your balance due or send you an electronic invoice.

Editing Services

Copy Editing Service – \$0.02 Per Word

Simple grammatical and/or spelling errors can and will hurt the sales of your book. We will have one of our editors perform a basic manuscript line edit for grammar, spelling, and punctuation to polish your book. After the task is completed, you will have an opportunity for a final review prior to your book's printing. NOTE: You can find the number of words in the book file by choosing Tools/Word Count in Word.

Line Editing Service –SEND MANUSCRIPT FOR QUOTE

A Line Edit includes everything in a Copy Edit, plus more. With a Line Edit the editor will go over your manuscript with a fine-toothed comb. The editor will catch things like inconsistent character behavior/speech, style issues, thematic variances, and readability. A line edit will be able to help you adjust your language by audience, and make sure that everything makes sense, your dialogue is believable, and your plotline is plausible.

Data Entry Service:\$4 Per Page

Is your book only available in printed form, such as a printout or typewritten pages? We can have your manuscript digitized for only \$4.00 per page. After

the task is completed, you will have an opportunity for a final review prior to your book's printing.

Index Service: \$150

We will create a simple index for your book using a Concordance File, or the file must be tagged in Microsoft Word.

Table of Contents Creation: \$39

If your book requires a Table of Contents and you need us to create it for you.

Additional Round of Corrections (Book or Cover Text): \$60

Our publishing service includes two rounds of corrections for free. Sometimes errors slip through and are caught on the next read. If you find an error after the second round of corrections, you'll need to purchase this service to finish the job.

Pre-Publication File Replacement: \$140

If you have received your printed proof and discovered errors that still need fixing which didn't get caught in the electronic proofs, you will need to purchase a Pre-Publication File Replacement. This service includes a new printed proof of the revised version. Please note that if you have corrections to both the book interior (book file) and cover (cover file), you will need to purchase two file replacements for \$280.

Post-Publication Book Revision: \$299

If you have already published your book and you want to make changes or update the book, you will need this service. This includes not only revisions to the book file and cover of the print book but also revisions to the eBooks you have published through Bookstand Publishing.

Electronic Copyright Registration: \$70

Bookstand Publishing will complete the appropriate form required by the United States Copyright Office (USCO) and submit an electronic version of your book to the Copyright Office using your approved, final electronic proof. to the Copyright Registration Certificate will be sent to you, the author.

Library of Congress Registration: \$75

Bookstand Publishing will complete the appropriate form required by the United States Library of Congress, and upon your book's publication will send one copy of the work to the Library of Congress. The Library of Congress number will be printed inside of the book.

Graphic Services

Executive Custom Cover: \$349

Provide us with a sample or your ideas for your cover art and our artists will create a unique custom cover for your book.

Custom Illustrations (interior or cover): \$175 Per Illustration

If you need custom artwork or illustrations, we will connect you with an artist who will bring your concepts to life using various mediums such as sketches, water color, oil, digital, etc.

Graphics Image Touch Up: \$15 per image

Resize or crop an image for the book cover or interior.

Insert an image or table into Book File (per image): \$15

Insert an image, table or illustration for the book interior and insert into book block.

Multiple Image Insertions into Book File: \$10 per Image

We will insert multiple images (i.e., 10 or more) into your book file for \$10 per image.

ADDITIONAL BOOK MARKETING SERVICES



Amazon Best Seller Promotions

We can make your book into an Amazon Kindle Bestseller in one or more relevant categories. These are ideal promotions to use to launch your new book, rejuvenate sales for an older established book, or establish an “authority reputation” for you as a business expert.

Essential Amazon Kindle Best Seller Promotion: \$525

Our Essential Best Seller Promotion consists of a Kindle Marketing Consultation, a 5K to 10K Amazon Best Seller Promotion Campaign, Post-Campaign Recommendations, and One-on-One Consultation with a Marketing Expert for one title.

The Essential Promotion will get your book in a paid ranking of 5,000 to 10,000 on Amazon. This ranking usually produces best sellers for most memoir and business titles.

- **Kindle Marketing Consultation** – The Kindle Marketing Consultation reviews your current Kindle marketing and positioning strategy and makes recommendations for improvement.
- **Category Assignment** – We will research the best categories and find two categories relevant to the topic of your book, where current book rankings are such that we think

you have the potential of being in the top 20 with reasonable promotion.

- **Keyword Research** – We will research the Top Amazon Search Phrases and determine popular Keywords and Long Tail Phrases that will get your book noticed in the Amazon Search results. We will recommend your Keyword and Long Tail Phrases to the KDP Keywords within the Kindle Direct Publishing Platform.
- **Essential Best Seller Book Promotion (Guaranteed Ranking of 5,000 to 10,000)** – Book must be priced at \$0.99 for the initial Launch Campaign.
- **Kindle Advertising Guidelines** – We will provide you with our Kindle Advertising and Promotional Guidelines to show you how to continue to promote and maintain your ranking post launch.
- **One-on-One Consultation** – You will get up to a half-hour of one-on-one consultation with Andy Baldwin, MBA and Publishing Expert, to discuss the Marketing Plan and the proposed Promotional Schedule.

Extreme Amazon Kindle Best Seller Promotion:\$750

Our Extreme Best Seller Promotion consists of a Kindle Marketing Consultation, a 1K to 3K Amazon Best Seller Promotion Campaign, Post-Campaign Recommendations, and One-on-One Consultation with a Marketing Expert for one title.

The Extreme Promotion will get your book in a paid ranking of 1,000 to 3,000 on Amazon. This ranking usually produces best sellers for most fiction titles.

- **Kindle Marketing Consultation** – The Kindle Marketing Consultation reviews your current Kindle marketing and positioning strategy and makes recommendations for improvement.
- **Category Assignment** – We will research the best categories and find two categories relevant to the topic of your book, where current book rankings are such that we think you have the potential of being in the top 20 with reasonable promotion.
- **Keyword Research** – We will research the Top Amazon Search Phrases and determine popular Keywords and Long Tail Phrases that will get your book noticed in the Amazon Search results. We will recommend your Keyword and Long Tail Phrases to the KDP

Keywords within the Kindle Direct Publishing Platform.

- **Extreme Best Seller Book Promotion (Guaranteed Ranking of 1,000 to 3,000)** –Book must be priced at \$0.99 for the initial Launch Campaign.
- **Kindle Advertising Guidelines** – We will provide you with our Kindle Advertising and Promotional Guidelines to show you how to continue to promote and maintain your ranking post-launch.
- **One-on-One Consultation** – You will get up to a half-hour of one-on-one consultation with Andy Baldwin, MBA and Publishing Expert, to discuss the Marketing Plan and the proposed Promotional Schedule.

Marketing Materials

Word-of-mouth marketing is key to building book sales. Whether it's passing out business cards to colleagues and friends, or sending postcards about your book to prospects, our Marketing Materials are a great first step to promoting your book.

Postcards (100): \$89

The postcards are 4" x 6" with a full-color front with your cover art and ordering information on the back.

Bookmarks (100): \$89

The bookmarks are 2" x 6" with a full-color front.

Business Cards (250): \$89

The business cards are 2" x 3.5" and are full-color vertical orientation with your book cover art on the front and ordering information on the back.

Promotional Poster: \$69

Book signings and speaking engagements are great ways to market and sell your book. We will create a 20" by 30" glossy full-color poster of your book cover and relevant event information so you can better promote your book at book signings and speaking engagements. Price includes UPS Ground Shipping within the United States.

Promotional Sell Sheet (50): \$89

A promotional Sell Sheet is a must for your book signings and speaking engagements. We can prepare a Sell Sheet for you which is a single-page color flyer using your book details, author bio, reviews, cover image, book ordering information, and short description. We will send you 50 glossy full-color 8.5" x 11" flyers as well as a high-resolution electronic PDF file, suitable for duplication, so you can print out flyers as you need them.

Online Marketing Services

Amazon Search: \$69

With Amazon Search Inside, potential customers can browse sample pages and search inside a particular book to confirm that the title is just right for them. In addition, with the Search Inside program, Amazon uses the actual words from inside the book, not just the author, title, and keywords, to return the best selection of books possible. All of this helps you sell more books.

Social Media Consultation: \$99

One of the easiest and more effective ways to establish yourself online and reach potential customers is to join free social networking and blogging sites that will allow you to interact directly with other online users.

One of our Marketing Consultants will review the most important social networking platforms (Facebook, Twitter, WordPress, LinkedIn and Goodreads) and identify the sites that will work best for your book. Our PDF Guide will show you how to set up and manage profiles on each site, and show you how to use the sites to expand your visibility as an author. Used properly, these social media tools can be used to expose your book to hundreds (and sometimes thousands) of potential book buyers interested in your subject matter.

Blog Targeting Report: \$99

The biggest fans of your book genre regularly subscribe to or visit book review blogs dedicated to

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the genre. The reach of the most influential book review blogs in your genre is most likely in the tens of thousands. If you want to reach these dedicated fans, you need our Blog Targeting Report.

With our Blog Targeting Report we will find the 10 or more most influential book review blogs in your genre and send you a detailed report on each blog. The report will include:

- Ranking and influence of each blog based on Facebook Likes, Twitter Followers, and Google Page Rank
- A description of each blog
- The specific page link to request a book review
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This is a great tool to get independent book reviews, find opportunities for guest posts, plan a Blog Tour, and find affordable advertising opportunities.

Author Website: \$199

Plus \$4.95 a month hosting and \$10.19 annually for domain name registration

Bookstand Publishing will create a simple 3- to 5-page website for you with a unique domain name, hosted on our site www.webhostingforauthors.com.

Video Book Trailer: \$250

Video is the latest and most effective tool to increase online visibility for your book, and get top listings for your book and website on Google, Yahoo!, and MSN. Through this Campaign, Bookstand Publishing will create a simple video based on your book cover and on key words and phrases related to your book, and will submit the video to more than 10 video and social bookmarking sites, including YouTube and Yahoo! Video.

Publicity Services

Customer Review Service: \$350

Customer reviews on Amazon and elsewhere are key to building credibility and creating buzz for your book. We will solicit customer reviews for your book from Amazon Reviewers who have already reviewed books similar to yours to help you get real Amazon customer reviews for your book.

Single Press Release: \$199

We will prepare a single press release and send it to 1,000+ targeted media outlets, blogs, and websites that publish book reviews.

Newsmaker Publicity Campaign: \$499

Are you an expert on a topic? Is your book about that topic?

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If so, with our Newsmaker Publicity Campaign, we can promote you to radio, TV and other media as an expert who will make an excellent guest and resource. The Campaign consists of the following:

- We will have one of our public relations professionals prepare a pitch that highlights your expertise and/or background, and explains how the media would benefit from contacting you for an interview, demonstration, or whatever call to action we decide is best for you and your book.
- We will send the media pitch to more than 1,000 targeted media contacts.
- We will register you as an expert source on HARO and Radio Guest List (Inquiries will go directly to you).
- We will place an ad on the Radio Guest List Newsletter featuring your Guest Expert Profile.

Guaranteed News Coverage Press Release: \$449

We will create a newsworthy press release related to your book, and get it placed on the major network affiliate sites including Fox, NBC, CBS, and ABC. This service gives you the legal use of the network logos and right to say that you have been on these major networks.

Typically this press release service is used in conjunction with an Amazon Best Seller Promotion, and is used to help an author build an “authority reputation” as an expert with a best-selling book.

Business Radio Interview: \$1,250

Nothing sells business books like a radio interview on a business radio network. We will book you a radio interview with media personality Stu Taylor, on one of the following nationally syndicated radio shows:

- *Money Matters* Radio, Boston, and with a reach into Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire, Vermont, and Cable Radio Network and streaming audio on the Internet (www.moneymattersboston.com). The show airs Monday-Friday, morning/drive, 8:00-9:00 am (ET).
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Bookseller Services

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- Improves the chances of scheduling book signings and appearances.
- Allows book returns yet will not reduce author royalties.

**Bookstore Advertising with Ingram Advance:
\$120**

Please Note: You must purchase the Book Return Program to advertise to bookstores

Ingram, the nation's largest book wholesaler, produces Ingram Advanced, a monthly catalog that is mailed to 13,500 recipients including booksellers, libraries, and international accounts. Your advertisement will include a short paragraph describing your book, retail pricing information, and a black & white image of your cover.

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