

“Publishing is a 16th Century technology, operating a 19th Century Business Model, trying to succeed in a 21st Century digital world.”

These days, with the wide range of ways there are to sell your knowledge to people around the world who are searching on the internet for what you know, it is no longer enough to think of yourself as just an author. Indeed, to think of yourself in this way puts you in the mindset of the old business model when publishers ruled the world of books and were the only gateway that authors could go through to sell their wares. But the days are past when an author is happy to give away their work for someone else to exploit in return for a small royalty. There are too many other ways to market that are now open to them.

These days, conventional books are just one way to package and sell your words. Everyone has their preferred way of receiving information. Some people drive to work and love to hear a book on an audio CD; others travel by tube and listen to a book as a podcast on their iPod. Others will be sitting next to them turning the pages on their Kindle or Sony eReader. Some people will go to the Apple Store and download the book to their iPad in yet another format. The point is that, if you want to be read by the maximum number of people, you will need to create all these different versions of your book, or lose them as a potential customers. It is a new world out there!

With all these new routes to market for your knowledge there are also new business models for authors which enable them to get a far greater share of the profits than ever before, and not have to settle for the paltry royalties that used to be sent out six months later from a publisher. The author is now the King of Content and the Master of their Marketplace. It is the dream of many authors, that a big publishing house will recognise the value in their words, rush to sign them up and give them a substantial advance of royalties.

The truth is that the only way a publisher can afford to do this is if a book fits their very specific business model which is based on mass market numbers. Most books coming to market, no matter how good they are, do not fit this model, but could still potentially be a financial success to their author, selling into their chosen niche.

Whilst every author would like to think that their book does indeed have what it takes to reach thousands of customers in the book shops, the reality is that, to do so would take a considerable investment of PR, advertising and marketing to raise public awareness and to generate the demand. With a new author, that is a risk that publishers are highly unlikely to take. The result is that many excellent books that deserve to make it don't get past the rejection letters.



However, in some ways this is good news, because if the author really thought about it, they could make a far higher profit from sales of their books through their own outlets, online and at events, where they are the retailer. After all, every book you buy on the high street generates up to 40% for the shop selling it, why shouldn't that go to you?

When an author is also a retailer, they can start to make a higher return on all their hard work than if they were just paid a mere £1 a copy as a royalty for a publisher. No wonder many are rushing to self publish and properly enjoy the fruits of their labours.

With most books it is very easy for the author to identify who is their perfect reader. The more you know about them and the websites they visit, the magazines they read, the clubs or associations they belong to or the events they attend, then the easier it is to reach that niche using numerous no-cost and low-cost marketing techniques.

But with this new freedom to self publish in a range of new media and to take charge of the process, comes new challenges. Many otherwise excellent authors often lack a basic knowledge of the mechanics of publishing and of the links in the supply chain between them and their prospective reader. There is a big difference between printing a book and publishing it. There are plenty of online printers who can supply you with a box of books and not a lot else!

The authors who are really succeeding in this new open marketplace, are those who have taken the time to fully understand each stage of the process and know the ones they could and should do themselves, and the ones they should get expert help with.

Because so many excellent self published books were not achieving their full potential, we saw the need to create a Ghost Publisher Service, for authors who wanted to stay in charge of the process, but needed a little technical help, and the reassurance that they were not missing out any important steps.

Call us now to see if we can help you achieve your publishing goals and still stay in charge of your project.

Call Chris Day at Filament Publishing on 020 8688 2598 or email Chris@AskFilament.com

For a look at our current titles go to www.FilamentPublishing.com



Filament Publishing Ltd is an independent publisher formed in 1999. We are proud to be members of the Independent Publishers Guild. Our titles cover a broad range of topics and are published both in the UK and also around the world and have distribution in most countries. We are one of the new generation of publishers that have holistically reinvented the old publishing model to provide a range of new opportunities for authors which reflect the ever changing dynamics of the market place.

Our divisions include:

Filament Distribution Services, Filament Corporate Publishing,
Filament Christian Publishing, Filament Media and Marketing.

Services we provide;

Mainstream Publishing – for books with an established market or from a known author, which match the criteria of the High Street book buyers.

Niche Publishing - a no-cost publishing option for specialist titles that meet our criteria where the author receives a standard royalty.

Entrepreneurial Publishing - a partnership publishing model for authors who want to Self Publish, remain in charge of their project, enjoy the largest financial returns, and need help with selected production, publishing or marketing services. The author is rewarded with a profit share rather than a traditional royalty.

Creative and Production Studio Our in-house team of designers, editors, graphic artists, web designers, copy writers, video production specialists and marketers are also available for individual projects.

Book Printing Price Comparison Service - Comparing the market for you and locating the printer who can offer the best balance of Quality, Cost and Speed to meet your specific needs.

Author Mentoring, Training and Support - We pride ourselves in working closely to support all our authors from concept through to publication and then to market.

Author Websites - designed to meet the specific needs of the author with tools to build a following using permission based relationship marketing.

Viral Marketing - Creating YouTube videos, Book Promo Videos, “Call to action” video for the sales page of your website and Author Interview videos for journalists.



Publishing Policy

Filament Publishing Ltd is actively seeking to publish new authors in a variety of genres. We are one of the few publishers who provide no-cost publishing services to niche authors, providing they meet the following criteria.

- the title is consistent with Filament's publishing policy
- the title passes editorial quality thresholds
- the title has been professionally proof read and is error free
- the author provides "print ready" book files that comply with Filament's specification.
- the author provides the necessary information for the industry book database
- the author can demonstrate that the title is marketable
- the author has an effective PR and marketing plan in place to generate awareness for the title in its chosen niche marketplace.
- the author has an appropriate web marketing strategy in place

Filament will accept for publication titles that meet these criteria and provide the following publishing services at no cost to the author, subject to a minimum order from them of 1000 copies of their book;

- Set up a Publishing Agreement with the author
- Issue an ISBN and barcode
- Add Publisher imprint to the title
- Technical compliance check on book and cover files
- Submission of print files to printer
- Print project management
- Sample copy for approval
- Legal Deposit copies
- Publish the title to the book industry
- Post a full entry on all book databases
- Submit to Amazon

Authors who may not currently meet the above criteria are welcome to approach us to discuss their project and other ways we may be able to assist them.

Book Distribution, Marketing and Promotion

Filament Distribution provides a range of services both for Filament titles and those published elsewhere. We also help Self Published authors raise the profile of their book and get it into the book trade. See over for full details.



Book Distribution, Marketing and Promotion

Filament Distribution Services is a division of Filament Publishing which specialises in all the processes necessary to get a book to market. We provide this service not just to Filament Authors, but also to authors who have had their titles published elsewhere and need help in marketing and distribution. Many Self Published authors use this service in order to penetrate the book trade and have their titles promoted to the book buyers, plus gain exposure in the media.

Services can include:

- Pre - Launch information sent to our extensive list of book buyers, chains, and stores
- Book Trade buyer relations and promotions
- Creating and distributing Electronic Press Kits to our list of journalists and reviewers
- Provide a media enquiry contact point
- Warehousing, stock management and trade dispatch
- Co-ordinating and services trade orders
- Fulfilment services—individual and bulk
- Book sales statistics and royalty management
- Manage Licensing enquiries and overseas distribution
- Book Database monitoring and updating
- eBook version management and marketing
- Digital Rights Management
- Including the title in publisher catalogues and on websites
- Joint Venture Promotion administration
- Setting up book signing events and photo calls

This service is covered by a separate Distribution Agreement between Filament Distribution and the Author. There is an initial set up fee which starts at £500 (dependent on the level of service required) and charge of 10% on each book printed to cover ongoing support.



Capturing, Packaging and Marketing your Knowledge - Step by Step

Content Development

We provide support to authors in the writing and content development stage in a number of ways:

- **Author Mentoring** - It can be helpful to have someone who is familiar with the project and knows your objectives, either on the end of a phone or answering an email. The most successful books are those that have been written with a clear ideas of the perfect reader or market in mind. Author Mentoring can also provide insights into the way you can fine tune your book for your chosen marketplace.

Our Author Mentoring Service provides up to one hour of phone calls over four weeks, split into five minute calls or longer as required, supported by unlimited email Q and As. The service costs £100 plus VAT and can be extended at any time if required.

- **Professional Editing** - Many authors find it reassuring for their manuscript to be read by a qualified editor, and appreciate comments and suggestions. We work with a number of members of the Society for Editors and Proofreaders who can provide this service. Budget for between £15 and £20 per thousand words to get your manuscript polished.
- **Audio Capture** - Many authors will dictate their words, or record them when speaking at live events. Simply email or upload your raw audio files to us, and we can transcribe them into a Word document ready for you to edit. We offer a fast turnaround. Budget for £1.20 per minute of recording time.
- **Professional Proofreading** - Once the book has been designed and typeset, it is important it has a final check before going to press. Our proofreaders often provide surprises by spotting even the smallest things. A worthwhile investment. Budget for around £250 for an average book of 150 pages, based on an hourly rate of £25. Worth it for your peace of mind.
- **Book Website** - Separate to an author's own website, every book needs a micro-site of its own with the book title as the domain name. This site will fulfil a number of essential functions: It will be the focus for media enquiries and provide press releases, background information, author photo, sample chapter, press cuttings, and a schedule of talks and personal appearances. In addition it will contain an "added value" pre-launch offer to encourage pre-orders. Most importantly it will also include a List Building device to encourage visitors to join your email loop by offering them a downloadable knowledge gift. Filament Book Websites are built with the author's specific needs in mind and are fully user editable without any additional cost.

Our "Blank Canvas" Website Packages are designed from scratch (not based on stock templates and library images!) to reflect your needs and start from £750.



Production Stage

We support our authors through the production stage of their book by project managing all the technical elements on their behalf. In addition to our own in-house team of designers, we also regularly work with a growing team of talented graphic artists and other specialists around the UK. We've kissed a lot of frogs on your behalf to find the most creative, most reliable and best value. When you see the results we know you'll agree! We will obtain a quote for your specific project.

This means we can offer you,

- Book cover design - using our talented design professionals
- Stylish book layout and typesetting
- Photography
- Illustrations and diagrams
- Cartoons
- Creating 3D visuals of the book for website and promotional print
- Providing ISBNs and barcode

To resource our time in project managing the process, we charge for the actual cost of the services selected plus 15% administration fee.

Budgeting Guideline - An average cost for taking a book from manuscript stage to print ready artwork is around £1000. This may be higher or lower depending on the level of complexity, number of pages, number of illustrations, amount of photography etc. We will quote on your specific needs.

Book Printing Price Comparison Service - Comparing the market for you.

In addition, we also give you peace of mind by providing a free Print Price Comparison Service. Every printer will say yes to every project. However, if they don't have the right machine, they will sub it out, and add a margin. We are looking for the right balance of Quality, Cost and Speed to deliver to your expectations. We also pass the print quotation on to you transparently, so you can compare it and put us to the test if you wish.

We can offer all print processes from digital to full colour litho with perfect bound paperbacks, Printed Paper Case or a Wibalin Hardback with a dust jacket. Best value is usually achieved with a print run of 1000. There are good economies of scale for larger numbers. However, we can also offer print on demand, in multiples of 50 if required. Do ask to see some of our books samples. We are very proud of them.

As a rule of thumb, the unit cost of printing your book should never be more than 20% of the bookshop price to ensure that all the margins work. The print quantity should be adjusted to achieve this.

Terms

All printing costs need to be settled prior to delivery of book stock. Project costs will be invoiced in stages. Stage One payment is due on commencement of the project. Book production is zero rated for VAT purposes. Full T&Cs on website.



Virtual Publishing Service - “Ghost Publishing”

For authors who want to Self Publish and stay in charge of their project but need help with specific aspects of publishing, distribution, supply chain and book trade promotion

This package includes:

Publishing Services

- Compiling and submitting full data entry to the book industry databases for each version of the title (printed and electronic)
- Adding Table of Contents, short and long form book descriptions, biography, reviews etc
- Advising on and selecting the BIC category codes
- Compiling all metadata to ensure the book is found in searches
- Creating “Look Inside” pages for Amazon

Ebooks

- **Creating electronic versions** of the books and publishing them with individual ISBNs for Amazon Kindle, Apple iStore, iTunes, Google Books, and all online retailers. Each version with its own entry on the book industry databases.

Promotion to Book Trade and media

- **Filming** in high definition an extended interview with the author from which would be extracted material for one or more YouTube clips to promote the book, plus additional material for a **Video Book trailer** for your website, and other material for the Electronic Press Kit.
- All video editing to create the above.
- Creating and distributing an **Advance Information Sheet** to book trade buyers
- Creating and distributing an **Electronic Press Kit** to a bespoke list of reviewers and media.
- Proving a **contact point for media enquiries**.
- Fully mentored **Book Launch Countdown** Service

Budget for £2,000 for all the above package.

Trade Distribution and Supply Chain

We provide a comprehensive package of services to manage distribution, warehousing, supply chain, ongoing book trade promotion including Amazon UK and Amazon USA and accounting for worldwide royalties. This service is covered by a separate Distribution Agreement between Filament Distribution and the Author. There is an initial set up fee which starts at £500 (dependent on the level of service required) and charge of 10% on each book printed to cover ongoing support.



Filament Video Production Services

Shooting Package

Capturing a live event to turn into DVD product or a Video Stream. Recording an author interview Package includes;

- Cameraman, Digital HDV Camera 16:9 aspect ratio,
- optional wide angle lens, remote zoom/focus,
- Manfrotto Tripod. HDV monitor. 2 lapel Radio Mikes, ambient mikes for delegate questions, Multiple source audio mixing to two channel recording.
- Location lighting kit. Green Screen package (if required)
- Package price to include radio mike batteries and digital tape stock and travel up to 100 miles.
- Rate based on 10 hour day base to base. Overtime £50 per hour £700 plus VAT

Editing and DVD authoring packages

Package based on editing the footage from one full day of shooting. two days of studio time to;

- Import and digitize footage from both cameras in real time
- Log and shot-list. Import and optimise Powerpoint slides / and graphics as required. On line editing to produce programme.
- Master and output.
- Create DVD Menu, navigation buttons, add chapter breaks. Author DVD master.
- Create DVD box sleeve and full colour laser labels.

Editing Package price £1,300 + VAT

Shooting and editing package together (one day shoot, two days post production) £2,000 + VAT

Public Address System – 2 x 100watt speakers on floor stands

to provide sound reinforcement, stand mike, lectern mike, music, radio mikes, sound desk, cables etc Equipment only (when supplied as part of a location shoot) £100

Teleprompting - Pre shoot – loading & configuring script £50

On camera prompting unit and laptop hire £150 per day Operator £250 per day

Second Camera – for “cut away” shots and interviews Including one hour of digital tape stock and Tripod £125

Voice over artist and recording session – from £250

Actors / in vision presenters – from £350 per day



Book Launch Countdown

Book Launch Countdown is a bespoke service to help an author create a timeline specifically for their needs and their project. No two publishing projects are ever the same.

It is a mentored process which starts with a “fact find” to establish the goals, objectives and preferences of the author. Next, the preferred publication date is “tested” against the time required for each stage of the process to be completed. Very often it becomes clear that, in order to successfully publish on the chosen date, the project should have started two months earlier!

The process of successfully launching a book takes far longer than you might think! Rushing a book to market severely limits its chances of achieving its full potential. Book Launch Countdown help you to create a timed plan to help you to keep track of all the different strands of the project and enables you to stay in charge, and deliver on schedule.

The strands of your Book Launch Countdown timeline will include

- Researching your niche marketplace and identifying opportunities
- Creating Landing Page website and Lead Generating incentive
- Creating main book website with media resources and sample chapters for review
- Finding Joint Venture Partners to promote your Book Launch to their lists
- Product as prizes promotions in the media
- Orchestrating media coverage to climax to coincide with the launch date
- Creating and incentivising timed coordinated book buying by your followers on Amazon to raise your sales ratings.
- Managing your email marketing to maximum effect
- Arranging radio and press interviews
- Scheduling your public speaking engagements and live training events for maximum exposure
- Being a Guest Expert on your subject’s relevant websites and blogs
- Pre-launch promotion using Social Media, Business Networking
- Creating stunning pre-order incentives
- Raising profile with articles for the media, guest blogs, and speaking engagements
- Editing, Book Design, layout, proofreading and production
- Distribution and supply chain logistics
- Advance launch to Book Trade and promotion to trade buyers
- Setting up in-store promotions with retailers
- Launch events, picture stunts and topical media releases
- Book Signing events

and much more! Book Launch Countdown will help you to get it right one simple step at a time and give you the peace of mind of knowing that nothing has been forgotten.

Book Launch Countdown is included free with our Virtual Publisher Service package.

It can be purchased as a separate service at £500.