

# a Book's Mind

## The **smart** way to publish

We are a smart publishing option that can generate almost twice the amount of money per book sold as other publishing companies. Discover which publishing package fits your needs, and get your book published in as little as 4 weeks.

- Truly custom cover and interior, designed by a professional artist
- Get paid instantly with your own web site with storefront & blog
- Custom marketing materials to further your book's success





# Standard self-publishing companies

It's no secret that self publishing has left a bad taste in the mouths of many authors. From the start, authors often find that there are extra charges for custom cover designs or that they have no say on how the interior of their book looks. They might have overlooked the cost to print their book or that they are obligated to list their book at a retail price that makes it next to impossible to sell and limits profit margin.

These types of companies operate on the business model of getting authors and churning out books, profiting off of volume. Authors often complain of hidden costs, which can add up quickly, throwing a wrench into using the least expensive publishing options available.

## Publishing with A Book's Mind

We want your book to succeed, and we want your first publishing experience with A Book's Mind to become a lasting relationship. A Book's Mind (ABM) creates truly custom and professionally designed books, inside and out, and effective marketing materials you need for your book to succeed. In addition to the books we sell for you, you are able to buy your book at cost, not wholesale or at an "Author Discount," and sell your book yourself and keep 100% of the profit.

To help you further benefit from this, our publishing packages feature your own web site with blog and storefront, so your customers have instant access to your book, and you get paid instantly. Your custom-made marketing materials send customers directly to your site, generate exposure, publicity and customer demand - all from the comforts of your home ... or wherever you want to be.



# Making the most money from your book

Self publishing a book can be the most lucrative option for many authors. With A Book's Mind, authors own the rights to their book, know how much their book will cost to print and can set their own retail price. In the past, authors were asked to spend thousands of dollars on top of the publishing fees to print large quantities of their books. Now, with Print-On-Demand (POD) technology, you can print copies of your paperback novel as you need them, in quantities of 1 to 1,000, for as little as \$2.75 per book.

As an added bonus of publishing with A Book's Mind, we pay for the POD printing of all books sold on [www.abooksmind.com](http://www.abooksmind.com), our online bookstore. For every book we sell, we give you 70% of the profit (print cost minus sale price). At the end of each month, we'll send you your royalties for all physical and e-book sales generated via our distribution channels.

## Income comparison

With A Book's Mind, you can generate almost twice the amount of money from your book as the competition. The below income comparison example is based on a 152-page, 6" x 9", soft cover novel selling for \$11.99.

Quantity of Books Sold	A Book's Mind	LuLu	AuthorHouse
500	\$4,360	\$2,290	\$2,085
3,000	\$26,160	\$13,740	\$12,510
12,000	\$104,640	\$54,960	\$50,040





Print-On-Demand print cost calculator			
Book Size: up to 6" x 9"	Cover Price \$1.40	Price Per Page \$0.015	Example: 120 page book \$3.20/Book
Book Size: larger than 6" x 9" (up to 8.5" x 11")	Cover Price \$1.85	Price Per Page \$0.02	Example: 160 page book \$5.05/Book

## How Your Book Is Created

### Editing:

Editing includes light copy-editing, proofreading and corrections in grammar and spelling, while preserving your unique voice and style. Hard editing is also available if needed.

### Formatting:

Your book will be professionally formatted and laid out for both printed and eBook formats. You will be given a chapter sample of your book and have the opportunity to have us alter anything from font size to margin width. When you are pleased with your chapter sample, we flow the rest of your book using the style and format you have chosen.

### Cover Design:

We take your vision and pair it with our professional designers to create a truly custom and eye-catching cover that will stand out amongst competing books. We start with three unique cover designs and take your input to mold and refine your cover until you are satisfied.

### Printing:

There are a two different ways to print your book: Print-On-Demand and Offset Printing.

- Print-On-Demand—our more popular option, ideal for books and novels with black-and-white interiors, can be ordered in quantities of 1 to 1,000
- Offset Printing—costs less per book than Print-On-Demand, minimum print quantity is 1,000, ideal for selling large quantities of your book or if your interior contains color pictures

Knowing how much your book will cost to print is an integral part of your publishing endeavor.



# Marketing:

Your web site and online storefront allows you to market your book from home, on the road, anywhere. You also get a blog that you can update freely, improving your book's exposure and increasing your visibility on Internet search engines. Our online marketing materials let you e-mail flyers, send out book teasers, and even post banner ads on web sites that receive more traffic. Our print material makes it easy to build awareness and remind customers about your book. These tools direct people to your site expediently and create income even after you have stopped promoting your book.

We also market your book on our end, directing customers to our online bookstore. With our press release announcement, your book will reach over 2,000 media outlets including television stations, newspapers and magazines.

# Distribution

In addition to directing customers to our site and online bookstores to generate sales for you, we submit your book to major brick-and-mortar bookstore chains including Barnes and Noble for in-store availability. A custom marketing package for your book is created to improve your chances of getting on bookstore shelves. We also submit your books to online sellers such as amazon.com, barnesandnoble.com, and abooksmart.com.

Any distribution you create through your own methods is highly encouraged and more lucrative. As an independent author, getting your book into local stores might be easier than you think, and you receive 100% of the profit.

# Your profit breakdown

One hundred percent of the profit from self-generated sales goes directly to you. This includes all sales from your web site, hand-to-hand sales, or any distribution you create, we encourage and will help support innovative and lucrative methods you opt to use. You receive 70% of the profit from all book sales created by ABM through physical or online stores.



# Package Comparison Chart

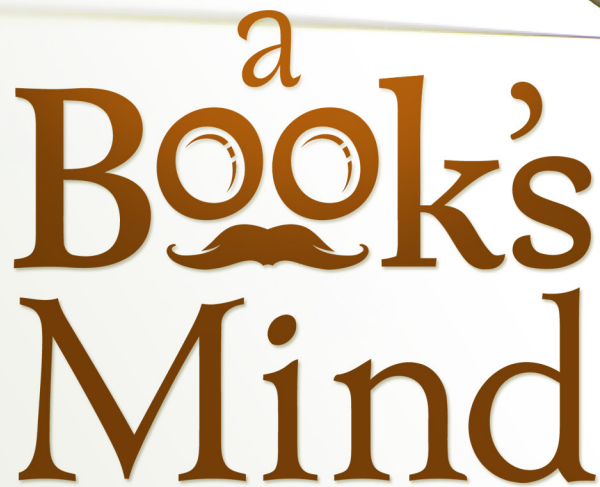
	Basic Publishing Package	Publishing and Marketing Package	Deluxe Publishing Package
<b>Publishing</b> Including: ISBN, bar code, copyright	Included	Included	Included
<b>Distribution</b> Online and in-store availability	Included	Included	Included
<b>Cover Design</b> Custom design – professional artist	Included	Included	Included
<b>Editing*</b> Spelling, grammar and continuity	—	—	—
<b>Formatting</b> Custom interior – print and ebook	Included	Included	Included
<b>Web Site</b> Your own site with blog and storefront	—	Included	Included
<b>Web Marketing</b> Directing customers to your site	—	Included	Included
<b>Print Marketing</b> Customized for your book and printed	—	Included	Included
<b>Media Press Release</b> To over 2,000 media outlets	—	—	Included
	\$1,500	\$3,400	\$4,600

We can get started on your book even if your manuscript isn't 100% complete.



Flexible payment options available.





Please contact us if you have questions  
or would like to start the publishing process.

Email: [info@abooksmind.com](mailto:info@abooksmind.com)

Phone: 877-491-5184

## Explanation of Services

### Online Marketing:

- **Web site:** Customized web site that fits the style of your book. This is your online home and will help people find you, your book and your online store. All of your provided web marketing directs people directly to your site.
- **URL:** The URL is your unique web address ([www.NameOfYourBook.com](http://www.NameOfYourBook.com))
- **Web Hosting:** Allows internet connectivity, so people can access your web site. Web hosting is included for one year.
- **Online Storefront:** Your online storefront allows people to easily buy your book from your store using *PayPal, the world's most-loved way to pay and get paid.*
- **Blog:** Your online journal to the world. People can access your blog and share your messages to increase your exposure. You can easily post stories, updates on future projects, pictures, events etc.
- **Email Address:** Email based on your URL ([YourName@NameOfYourBook.com](mailto:YourName@NameOfYourBook.com))
- **PDF Book teaser:** Downloadable teaser of your book
- **Web Flyer:** Can be downloaded, emailed, or imbedded on others sites.
- **Banner Ads:** Online ads that direct people to your web site.

### Print Marketing:

- **1,000 Business Cards:** 2 sided, 3.5" x 2" color business cards
- **1,000 Postcards:** 2 sided, 4" x 6" color post cards with room for postage
- **1,000 Bookmarks:** 2 sided, 2" x 9" colorbookmarks
- **Mass Media Blast:** 2,000+ media outlets announcing your book