

Welcome to

AuthorCraft

Members of the National Association of Writers Groups



“Your book is the first step to raising your profile in your market place and positioning you as an expert on your specialist subject. What difference could that make to your business?”

Do you need help to.....

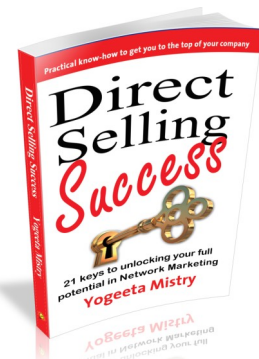
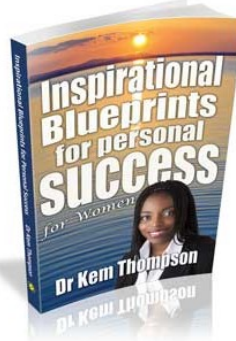
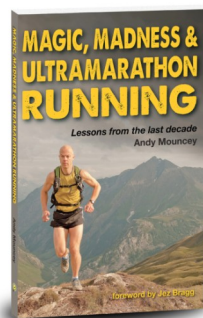
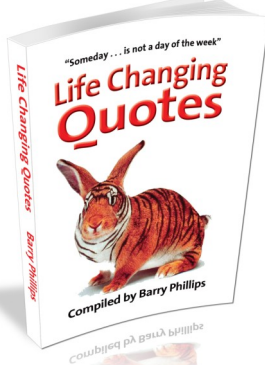
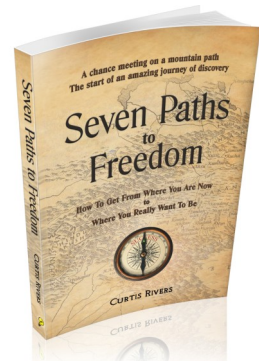
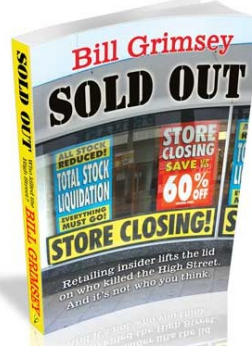
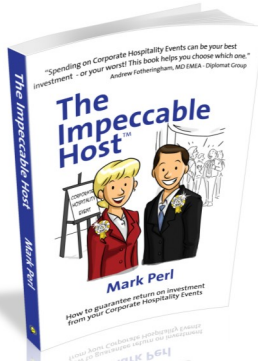
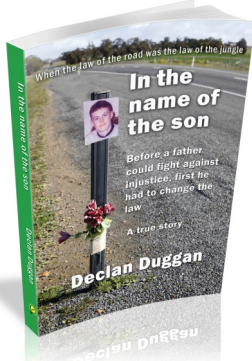
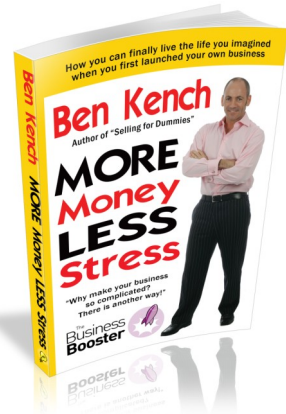
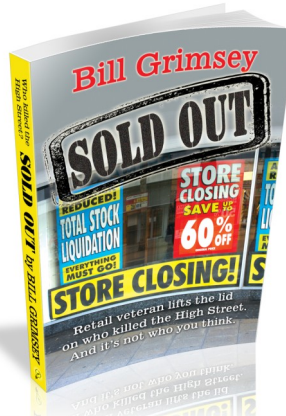
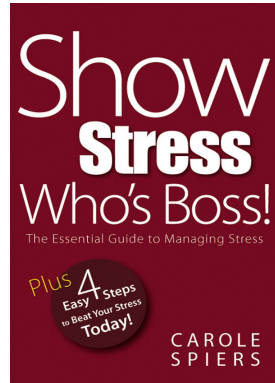
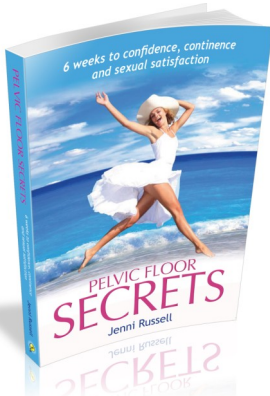
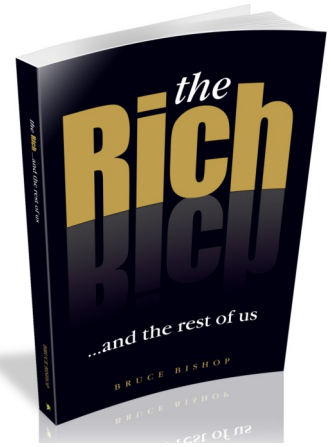
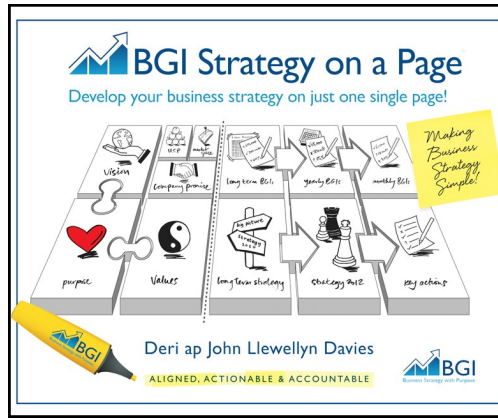
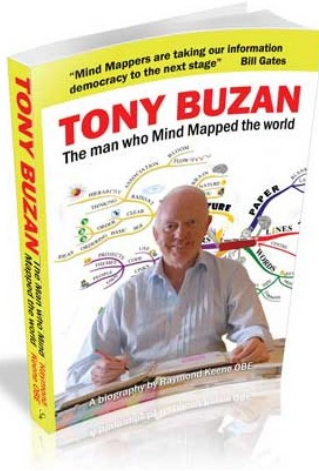
- **Turn your ideas and knowledge into a book?**
- **Find a Literary Agent or Publisher?**
- **Understand how to Self Publish?**
- **Get practical help with design and layout?**
- **Get your book to Market?**
- **Raise your profile in the media?**
- **Create a profitable Knowledge Marketing business?**
- **Sell the overseas translation rights of your book?**



.....then AuthorCraft is for you - and it's free to join!

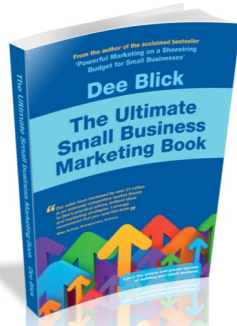
AuthorCraft, 16 Croydon Road, Waddon, Croydon, Surrey CR0 4PA
+44 (0) 20 8688 2598 email: advice@authorcraft.co.uk www.authorcraft.co.uk

AuthorCraft recent successes!





Top selling author Dee Blick says,



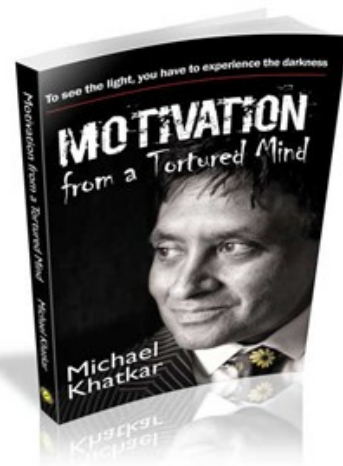
"If you are interested in writing a book, there is simply no better person in the UK to learn from than Chris Day. Thanks to Chris, my book that I published (with endless amounts of help and expertise from Chris, I hasten to add) has been the Number 1 bestselling marketing book on Amazon for 18 months.

I've sold thousands of books and on the back of this, I've landed an international publishing deal. Chris is incredibly generous in sharing his knowledge and expertise on publishing. Grab a place whilst you can, then hang on to every word he says! These workshops provide you with an incredible opportunity to learn how you can translate your dream about writing a book into a reality in an informal, vibrant and inspiring environment."

Michael Khatkar's new book 'Motivation from a Tortured Mind' is a unique and very powerful story that is overflowing with insights and inspiration. It is truly in a class of its own!

Michael writes; "Chris Day has simply turned my goal into a dream. The transition between raw transcript and finished book was faultless and efficient.

I was at ease from my very first meeting with Chris and from that moment on I knew I'd made the right decision. Their expertise, skills and knowledge in publishing is awe-inspiring to say the least.



For many people (including myself), these are life-long projects and need to be treated with the utmost respect and professionalism. Chris exceeded all my expectations. I can wholeheartedly recommend Filament's services, I'm already indebted to them for making my dream a reality."

Making a profitable business from your book

Right from the start you need to think of your book as a start up business. You need to have a clear strategy for what you want the book to achieve for you; clarity on your niche and your perfect reader; and a plan to promote and market your book to them. Unless this plan is written down, it is just a wish!

You will have both income and expenditure so you will need to ensure that the former exceeds the latter and you make the profit you so richly deserve after all your hard work. Without a profit, you don't have a business, just a hobby to feed your ego.

Your book is a stepping stone to raising your profile and giving you a new status in your marketplace. It will open new doors and focus attention on you, so how will you use that profile to best advantage for your brand and your business? What do you want people to buy next after they have read your book? The greater clarity you have on this 'Big Picture' the easier the book will be to write, and the greater chance you will have of achieving your objectives. 'If you don't know where you are going, you will end up somewhere else!'



Many people use their book as a marketing tool or even a 'business card'. Others use their book to underpin a profitable career as a public speaker or to position themselves as an expert commentator in the media. It is how you use your book to achieve these objectives that will determine the success of your project, not just the number of sales that you make.

The authors that make the most money are those who understand that the most profitable sales are the ones where they are the retailer and able to realise a 70% profit on each copy. Books sold directly through their website; at speaking engagements; by email marketing and through your lists; and through joint ventures and strategic partnerships; will always be vastly more profitable than those sold through the book trade or by Amazon. The lesson is to put your time and energy into those routes to market that will make you the most money.

If you want to earn a rental income from a property, firstly you have to build the house. Likewise to create a business based around your knowledge, experience and insights, you will first need to create the tools of your trade. Your investment in origination costs for all your knowledge marketing products and tools, not just the book, need to be seen in the bigger context of the business as a whole and their role in positioning you in the marketplace, so divide them by 52 and spread them over a year. The book is the key to unlocking all the other income streams as you use it to position yourself as the 'go to person' in your field.

AuthorCraft *Book Launch Countdown*

Many authors rush to publish as soon as the books arrive from the printers and wonder why their book launch didn't quite hit the mark. To give a book a fighting chance, you need to plan a full programme of social media, promotions, joint ventures, PR and trade book promotion to give everyone time to review it and promote it to their members or readers.

Book Launch Countdown is a fully mentored campaign over a three month period which help you to orchestrate all the activities you need to happen to make your book launch a success. It also includes a place on our London based Author Marketing workshops.

A successful book launch is not something that you abdicate to someone else to do for you, it is a partnership with the author with each playing to their strengths



PLUS,

- Audio recorded journalist led telephone interview with the author
- Transcribe the recording to produce a Word document
- Write a press release based on the interview
- Create a 3D book image for the press release
- Write an Advance Information Sheet for the book buyers of the national chains and independents
- Create an Electronic Press Kit to include author biography, press release, and sample chapters
- Create a bespoke list of journalists and appropriate media for the book genre
- Distribute the EPK to selected media
- Provide a central contact point for all media enquiries
- Dispatch review copies as required
- 12 weeks of author mentoring - via telephone and emails based on our Book Launch Countdown programme.
- Free tickets to our monthly London Author Marketing Workshop (together worth £471)

Package One - £1,500 plus VAT

Book Launch Countdown

Package Two - Viral Video Campaign

- We film a journalist style interview with the author in a convenient location within the M25
- The shooting style is similar to 'BBC Newsnight' and is artistically and professionally lit
- The author is not looking into camera but is having a conversation looking at the interviewer, which is not as daunting
- During the interview, using open questions, we encourage the author to talk in depth about their specialist subject with passion and enthusiasm with interviewer putting themselves in the position of the potential reader.
- Additionally, we would film a section directly into camera for the author to use on the home page of their website, or as a 'call to action' on a landing page.
- In advance of the interview we would talk to the author to discover what problems or issues that potential readers might be searching for online, so that additional clips can be recorded for YouTube on those subjects
- After the recording, the audio track is then transcribed in order to produce a Word document of the conversation. A copy of this is given to the author.
- Our in-house journalist will then use the transcript as the basis for writing a press release for the Electronic Press Kit.
- The audio can also be edited and repurposed as an MP3 which could be used as a Lead Response incentive.
- A full day of video editing in studio is included to produce the various programmes and upload them to YouTube.



This service includes;

- Location shoot (within the M25) to shoot a journalist style interview
- Transcription of the interview
- Full day of video editing to produce YouTube promotional video clips for the book and a Book Promo Video for your website

The Video Package costs - £1,500 (plus VAT).

Both packages together - £3,000 (plus VAT)





Book Creation, Production, Promotion and Distribution Services

Book Creation

- Author Workshops
- Author Mentoring
- Book Editing Services
- Ghost Writing Services
- Proofreading
- Photography
- Book and Cover Design and specification
- Typesetting and Layout
- Project Management

Book Promotion

- Advance Information Sheet for distribution book buyers and distributors
- Filmed author interview for promotional YouTube clips
- Transcription of the audio of author interview for press release content
- Creation of an EPK (Electronic Press Kit)
- Create a bespoke media list for press release distribution
- Identifying potential joint venture and strategic alliance partners
- Creating and uploading full entry on national book trade databases
- Issue ISBNs for all versions and editions
- Providing a contact point for all media enquiries
- Creating bespoke author websites
- Configuring lead capture and relationship marketing systems
- 'Book Launch Countdown' 12 week mentored pre-launch programme
- Create a pre-order incentive
- Author banners and marketing materials

Book Production

- Print price comparison service
- Print project management
- Quality control
- Proof copies for approval
- Book printing and finishing
- Overnight delivery on all stock
- Conversion to eBook Formats

Book Distribution

- Inventory Management, Warehousing and Fulfilment Services
- Amazon distribution (physical books)
- eBook distribution via Amazon Kindle
- eBook distribution worldwide in EPUB format for all platforms
- Distribution to book chains and independents
- Royalty management, collection and distribution
- Seeking joint ventures with overseas publishers for translation rights

AuthorCraft

16, Croydon Road, Waddon,
Croydon, Surrey CRO 4PA
+44 (0)20 8688 2598
www.authorcraft.co.uk
advice@authorcraft.co.uk

Events: www.authorevents.eventbrite.co.uk

AuthorCraft

The home of all the Write Stuff

Author Marketing Materials

Designing and creating a 2m pull up banner for book signings and public speaking events

Cost £170 plus VAT including all artwork and overnight delivery

Printing full colour, double sided business cards, postcards and bookmarks

200 business cards, 200 postcards, 100 bookmarks - £234 inc VAT delivered

400 business cards, 400 postcards, 200 bookmarks - £296 inc VAT delivered

500 business cards, 500 postcards, 250 bookmarks - £320 inc VAT delivered

If you are serious about making your High Street a better place, the solution starts here.

Retail veteran Bill Grimsey in his insightful new book 'Sold Out' reveals the story behind how our High Streets got to where they are today - and what needs to happen next.

"A man with a vision for the future of our town centres and High Streets"

"If retailing needs a 'Big Bang' moment, then this is a hand grenade of a book" Joe Cushman



Join in the debate on Bill Grimsey's website www.vanishinghighstreet.com

'Sold Out' by Bill Grimsey is available at Waterstone's Macclesfield, from Amazon and all other good bookshops price £14.99

Published by Filament Publishing
020 8688 2598
www.filamentpublishing.com




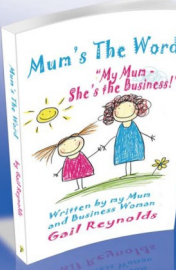
MEET THE AUTHOR
The LANFRANC BOYS
ROSALIND JONES
9TH AUGUST 1961



HOLTAHEIA PLANE CRASH VICTIMS 50TH ANNIVERSARY




MEET THE AUTHOR
Gail Reynolds

www.gailreynolds.co.uk

My Mum says...
"Running a business from home is like Child's Play!"
Rosie aged 6½ years





The AuthorCraft 'Expert Speaker' Marketing and Support Programme

Once an author make the quantum leap onto the speaker circuit there are a whole range of new jobs to do in order to manage logistics and resources, making sure that the pull up banners are in place, the PA system is right and the books and DVDs are at the back of the room ready for sale. There are PR needs as well and managing interviews of local radio and book signings. Experienced speakers realise that in able for them to perform on stage at their best, many of these task should be delegated.

The AuthorCraft Speaker Support Programme gives our clients;

- Publicity, Promotions and Public Relations
- The support of our full team of specialists, creatives, copywriters, videographers and designers on tap
- Project Management services
- Access to our specialist supplier base and affiliated experts
- A full artist management service
- Event organisation, marketing and promotion
- Stage Management and Merchandising



Based on the level of effort required to achieve the objectives agreed at the initial meeting, we suggest a monthly resourcing fee to cover the time required by our team. The daily rate to cover all services is £500 per day plus VAT. A day is defined as eight hours of effort which can be drawn down at in ten minute segments over an agreed period of time, usually a month.

Therefore,

- Four hours of effort, spread over a month is charged at £250 plus VAT per month
- Eight hours of effort spread over a month is charged at £500 plus VAT per month
- Twelve hours of effort spread over a month is charged at £750 plus VAT per month
- Sixteen hours of effort spread over a month is charged at £1,000 plus VAT per month

Any disbursements and travel costs notified and agreed are charged separately.

Any third party services or materials purchased on behalf of, and with the prior agreement of the client, are charged separately with a 20% ledger / project management fee added.



Members of the National Association of Writers Groups

By definition, being an author is a solitary profession. Few people will understand what you do, and even fewer will be in a position to give you constructive feedback or advice. That is where membership of an authors group, like AuthorCraft, really helps. By sharing your experiences with other authors who are on the same journey, everybody benefits. In addition, you can get advice directly from publishers, printers, niche marketing specialists and a wide range of industry experts. Joining the AuthorCraft Group will be worthwhile for you if you :

- Need advice on writing, book production, marketing and distribution
- Want to avoid having a garage full of books getting damp!
- Take part in meetings and workshops
- Share recommendations of great service with other members
- Support our industry sponsors and suppliers
- Share your success stories to encourage others!

Joining AuthorCraft is still free. If you use it to help you on your journey to becoming, not just an author, but also a successful knowledge marketer, its value could be priceless.

Visit www.authorcraft.co.uk to register. We will keep you up to date with relevant news and information.

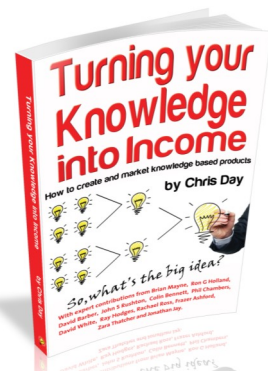
Monthly Author Workshops

How to reinvent yourself as a published author and an effective Knowledge Marketeer.

If you are searching for that extra edge in launching your business then make no mistake, being a published author adds huge weight to your message. The recognition and prominence that a physical book adds is truly as tangible as the book itself. Join me at one of our monthly Author Workshops and discover it is easier than you may think. See www.authorevents.eventbrite.co.uk

Author Mentoring from AuthorCraft

To keep your writing project on track to help you in the critical weeks as you count down to your book launch, having the advice of an experienced publisher on tap can be invaluable. An hour of telephone mentoring, drawn down in a number of short calls over a month, cost just £30 per week. Register on www.authorcraft.co.uk and receive a free copy of Chris Day's book "Turning your Knowledge into Income".





Example Publishing Packages

Simple layout. Any illustrations, tables or photos supplied in correct format

All text supplied electronically (Word document)

Book specification: High quality full colour cover with gloss lamination. Perfect bound

Book pages printed in monochrome on good quality coated stock.

Author provides:

Fully checked and proofed manuscript. All content including biography, author photo, back cover blurb, short and long book description and synopsis. Any subsequent corrections to the original manuscript are chargeable.

We provide:

- Bespoke book style design to suit author's requirements
- Create book cover design
- ISBN, barcode, QR codes. Create and upload all book metadata and database entries
- All book layout and typesetting
- Professional proofreading
- Print price comparison, supervised printing and quality control
- Approval copy. Legal Deposit Library copies
- Conversion to all eBook formats and publishing each version with separate ISBNs
- Promotion to book buyers of national chains and independents
- PR. Create Electronic Press Kit and distributed to selected media
- Media contact point
- Inventory Management, and Fulfilment
- 12 weeks of author mentoring based on our Book Launch Countdown programme
- Free tickets to our monthly London Author Marketing Workshop (together worth £471)
- Printing **300 books** delivered to one address

Package price for a manuscript of:

10,000 to 40,000 words – £3,500

40,000 and 75,000 words - £4,250

75,000 and 105,000 words - £4,785 (book production is exempt from VAT)

Note: There is a surcharge for laying out books with a complex layout or with high graphical content. All printing must be paid for prior to delivery.

Post Launch Book - Trade Promotion, warehousing, press relations and marketing support
Monthly from £50 (including free monthly author marketing workshop normally £37)



Author Agreement - Example

Working together

In working together on this project, it is agreed that:

- The author asserts the right to be identified as such as defined by the Designs and Copyrights Act of 1988 and this information shall be shown on the imprint page of the book along with the copyright symbol beside the authors name and the date of publication.
- The author retains all the rights to their work.
- Filament Publishing Ltd will be the publisher and distributor of the work worldwide
- The author licences Filament Publishing Ltd to act on their behalf to;
 - issue a unique ISBN for the title and for all other electronic versions
 - Create and upload entries on the ISBN database for the title
 - The publishers imprint will be shown on the cover and title page
 - Electronic versions of the title will be created and supplied to online retailers
 - Author book royalties from all sources will be accurately accounted for
 - The publisher will work with such other book trade partners as may be necessary to effectively distribute the title to all book retailers.
- The publisher will actively seek translation rights with overseas publishers on behalf of the author. Any new editions of the work in territories other than the UK shall be subject to a separate agreement.
- It is understood that although the author licences the publisher to act on their behalf in managing their rights, no agreements with third parties can be entered into without the specific agreement of the author.
- The publisher undertakes to actively promote the title to the book trade both before and after publication
- The title shall be carried in Filament book catalogues, on their website and shopping cart and in their regular marketing communications.
- The publisher will pay royalties of a quarterly basis and provide regular statements of sales from all sources.
- Where book stocks are warehouses by Filament on behalf of the author, the author is liable for any warehouse charges which shall be invoiced on a monthly basis.
- All sales income shall be passed to the author, less a management fee of 10% of the cover price of each book printed.
- The royalty paid on electronic products and from any licensing of translation rights shall be split equally between the author and the publisher.