

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



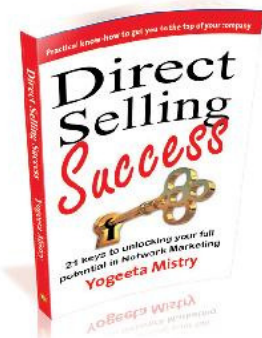
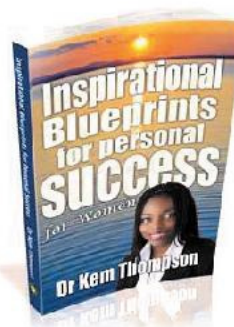
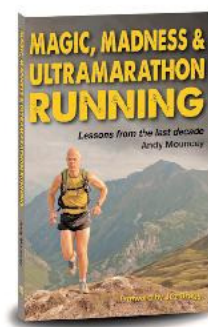
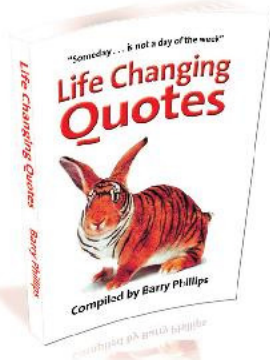
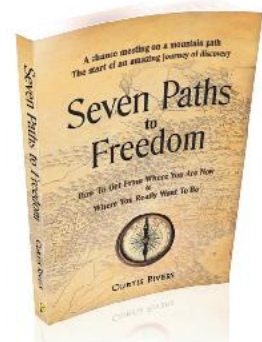
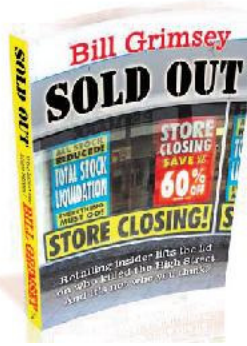
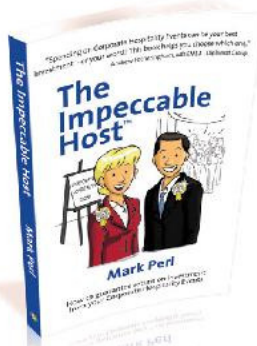
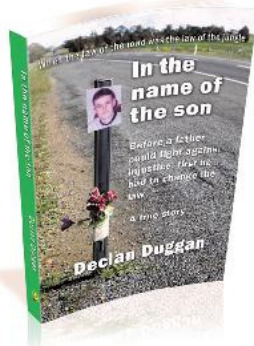
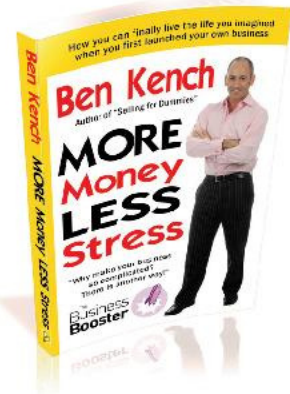
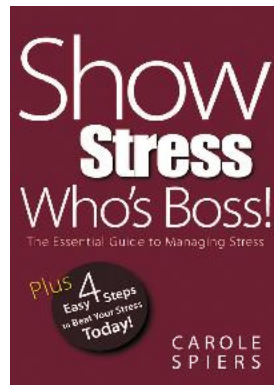
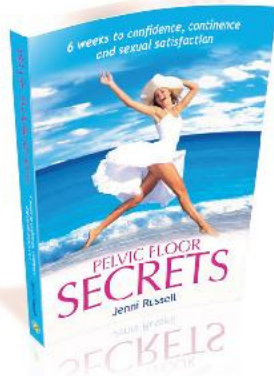
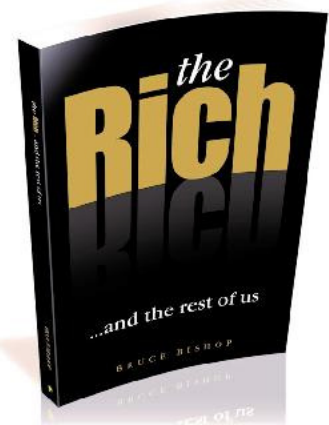
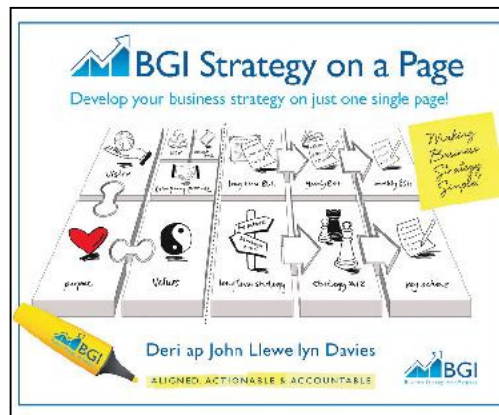
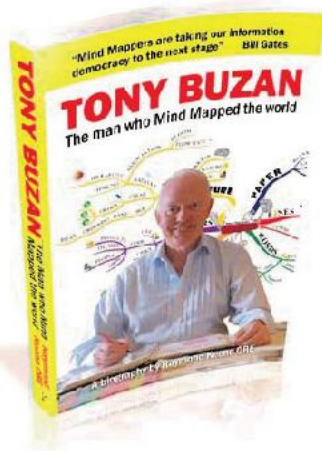
PUBLISHING

Reinvented for a Digital Age

**Helping you to build a successful
Knowledge Marketing business,
step by step.**

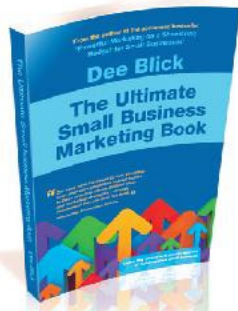


Filament congratulates our recent authors!





Top selling Filament 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 through Filament (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.

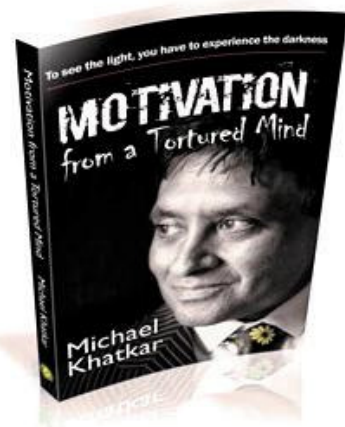
I've sold thousands of books and on the back of this, I've landed an international publishing deal. Chris is incredibly generous in sharing his knowledge and expertise on publishing. Grab a place whilst you can, then hang on to every word he says! These workshops provide you with an incredible opportunity 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 and Filament Publishing have 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 & Filament exceeded all my expectations. I can wholeheartedly recommend Filament's services, I'm already indebted to them for making my dream a reality."





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".

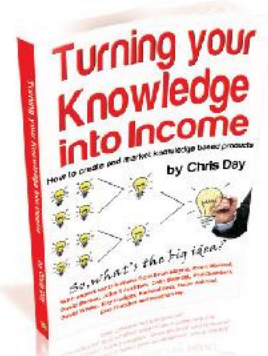




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**“Outside of a dog, a book is man’s best friend.
Inside of a dog, it’s too dark to read”**

Groucho Marx



What difference would it make to you and your business if, right now, you were known as a published author of a specialised book which demonstrated that you are indeed a real expert in your field?

Being a published author could mean that you were recognised as the 'go to' person by broadcasters and journalists, when a story broke for which they needed an expert commentator. How would this position you in your marketplace and amongst your competitors? Certainly it wouldn't do any harm!

Having the status of a published author also creates opportunities for public speaking and delivering keynote speeches at conferences and events – which can be very profitable! It can also help to attract a following of people who are inspired and helped by your philosophies, knowledge and insights, and want to attend your events and buy your products and programmes.

Thinking of yourself not just as an author but as a Knowledge Marketeer opens your mind to exploring new routes to market and new technologies. These make it possible for you to be quickly found by anyone around the world who is searching online for solutions to the problems and issues that you can help with.

At Filament, we add value to authors by helping them to get clarity on how to build a complete business around their knowledge. The book is only the first step. It is how you then use your book to open doors and to position you in the marketplace and to achieve your 'big picture'. Once you have clarity on what you want your book to help you to become, writing it becomes a lot easier. Through our mentored programmes and workshops we can help you to play to your real strengths, and just like Mr. Muscle the kitchen cleaner 'we love the jobs you hate' and provide you with practical support with publishing services, book production, technical back up, distribution and marketing.

Join other new authors on the same journey at our next London Author Workshop and take the first simple steps in reinventing your future. Visit www.authorevents.eventbrite.co.uk for more information.

A handwritten signature in blue ink, which appears to read "Chris Day". The signature is fluid and cursive.

Chris Day, founder of Filament Publishing.

Email; chris@filamentpublishing.com +(0)20 8688 2598



Book Creation, Production, Promotion and Distribution

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

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www.filamentpublishing.com

info@filamentpublishing.com

Events: www.authorevents.eventbrite.co.uk



Are you a Filament Author?

Filament is proud of its reputation for producing high quality and successful books.

We accept new authors to join our growing family where:

- The book is consistent with Filament's publishing policy and our values
- The book passes our editorial quality thresholds
- The project is one to which we can add value
- The project is viable and has the potential to be profitable for all
- The author has a clearly defined market for their publication
- The author is prepared to work in partnership with us to bring their products to market and engage with the media
- The author agrees to our Terms of Business and a Memorandum of Understanding
- There is sufficient lead-in time prior to the launch date to allow time for all necessary marketing and PR to take place

Requirements for launching a book in the UK

- The date of publication should be no less than 12 weeks away
- In order for Filament to manage the trade distribution and promotion, only a ISBN supplied by us can be used as they are publisher specific
- We will supply a barcode linked to the ISBN, plus a QR code if required
- The book cover artwork should include our publisher logo on the bottom of the back cover, and our light bulb logo at the bottom of the spine per our house style
- The imprint page copy and copyright information will be supplied by us per our house style
- All Filament titles need to comply with our technical specifications and quality control
- We will project manage the printing process to ensure that our quality standards are met
- In order to manage the supply chain and trade distribution, we use our own warehouse to store book stock
- Proofreading – We always use a trained and qualified proofreader who is in membership of the Society for Editors and Proofreaders. It is a condition of acceptance that every Filament title is finally proofed by us prior to production



Filament *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 include a place on our London based Author Marketing workshops.

Package One - £1,500 plus VAT



- Audio recorded journalist led telephone interview with 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
- Issue ISBN and collate the data entry for the national book databases
- Identify book BIC categories, keywords and metadata
- 12 weeks of author mentoring based on our Book Launch Countdown programme
- Free tickets to our monthly London Author Marketing Workshop (together worth £471)



Filament *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)





Menu of Individual Services and Prices

Book Creation

Author Workshops - Run by AuthorCraft, the free to join Writers Group (Members of the National Association of Writers Groups) Workshops are held monthly on the fourth Tuesday at Friends House, Euston between 6pm and 9pm. Limited places. £37 in VAT.

To book, go to www.authorevents.eventbrite.co.uk

Author Mentoring Services - A combination of face to face or scheduled tele-mentoring sessions over the phone supported with unlimited email questions and answers. Based on modules of one hour per month, which can be drawn down in 10 minute segments, or to suit the author. From £130 per month. Book this service on www.authorcraft.co.uk

Book Editing and Proofing Services

Final proofing and check of an already polished manuscript	£7 per 1,000 words
Light editing, in addition to correcting basic errors, revisions on matters of basic grammar	£14 per 1,000 words
Heavy editing, reworking of passages	£28 per hour
Full ghostwriting service	£500 per day

Photography

Location photographer - up to 4 hours £250 (inc travel within M25)

Full day - £450. Photoshop works @ £50 per hour

Book Design and Layout

Creating a design style and sample chapters for approval	£25
Standard typesetting – simple layout	£2 per page
Complex layouts - pages that include photos, graphics	£3 - £5 per page
Formatting special tables or creating bespoke diagrams are done in our design studio at an hourly rate of	£40
Bespoke cover design and creating print ready artwork	£250

Project Management - We charge a 20% project management fee on all external services which we source and project manage on behalf of an author.

Book production services are exempt from VAT.

Complete 'turnkey' fixed price packages available for all projects



Author Website - Building an effective online presence

- Bespoke Website Design - built to author's requirements - no tired templates!
- Landing Page or Microsite
- Fully user editable and expandable
- Range of additional functions with 'plug-ins' included
- Shopping cart facility available (requires a Paypal account)
- Setting up, customising and initialising MailChimp relationship marketing facility
- Creating a 'Subscribe now' facility
- Book friendly Search Engine Optimisation
- Setting up a Lead Response incentive
- Embedding video clips into the site
- Domain name registration
- Hosting for 12 months (thereafter £50 per year plus VAT)
- Full control panel access
- Real time visitor statistics
- Unlimited email addresses

From £1,000 inc VAT

Book Printing and Production

Printer Price Comparison Service - ensures you get the best combination of Quality, Cost and Speed. We only deal with trade publishers who have demonstrated their ability to consistently deliver excellence and value backed up with exceptional customer service. We do not deal with the web based 'production line' printers who offer a more expensive consumer facing service and lower quality. All printing costs are due to be paid prior to delivery

Note - we do not recommend Print on Demand as the unit cost is higher and leaves insufficient margin for the book to be profitably distributed through the book trade.

eBook Conversion and Publishing

Creating text flowing versions of the book for Amazon Kindle, Barnes and Noble 'Nook', Apple devices and all Android tablet devices. Publishing each version with its own data entry, ISBN, and metadata. Title is available to all online book retailers worldwide.

Full package £600 plus VAT



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

Active Title Management and Marketing - post launch book promotion

All Filament titles are regularly promoted to the book trade and the media with follow-up press releases. We circulate our seasonal book catalogue to independent bookshops and the book buyers of the multiple chains as well as promoting our titles on our websites and to our marketing lists.

We provide a contact point for all media enquiries post launch. In addition, we monitor and manage the supply chain to ensure that stock levels are maintained and the book is always shown as 'in stock'. Where we have created the author website, we will regularly add new press cuttings, news and topical information. We also ensure that all royalties are collected, audited and distributed at regular intervals.

Active Title Management includes ongoing author marketing tele-mentoring and access to all our book marketing workshops. It is charged from £15 per week plus VAT depending on the level of service required.

Book Distribution

We can only distribute books where we have issued the ISBN, as these are publisher specific and allow the book trade to identify where a book can be sourced from. Distribution options include:-

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



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 monthly author marketing workshop normally £37)



Example Publishing Packages

Niche and Specialist titles “No Cost Publishing”

This business model is available to specialist authors whose main route to market will be primarily through their own live speaking events, from their own website, through joint ventures, and other direct routes to market that the author may have. All Filament titles will be promoted in our Filament online book store, in our trade catalogue and in our mailings to media contacts and bookshops. To be accepted, all titles will need to comply with our editorial policy and standards, and the author will need to commit to ordering a minimum print quantity (See below).

The Author:

- Provides a fully proofed and corrected manuscript in electronic form ready for print, and is compliant with our technical requirements. The author accepts responsibility for the cost of correcting any errors and omissions that might subsequently emerge
- The author is responsible for providing all cover images, pictures, illustrations, tables etc, plus a selection of author photographs, in a high resolution JPEG format
- The author will provide a biography and back cover blurb
- The author purchases a minimum quantity of books per the table below

The Publisher

All the costs of publishing are met by the publisher. These include:

- Book Design and Layout and Cover design
- Issue of ISBN, Barcode and QR code
- Publish a full entry on all book industry databases
- Provide a sample copy of the book for approval
- The book will be published under the Filament Publishing imprint, giving the author the endorsement of an established international publishing house

Minimum Order Quantities – all book stock supplied direct to the author .

300 copies Supplied at a discount of 40% of the cover price

500 copies Supplied at a discount of 50% of the cover price

1000 + copies Supplied at a discount of 55% of the cover price

All books must be paid for prior to dispatch. Books are exempt from VAT

Post Launch Book Trade Promotion, warehousing, press relations and marketing support

Monthly from £50 (including monthly author marketing workshop normally £37)



The Filament '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 Filament Speaker Support Programme gives our clients;

- Access to a wide range of in-house technical and production resources
- The support of our full team of specialists, creatives, copywriters 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.



Filament 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.



Summary of project and services

Title of book:

Date of Commencement of project :
 Book Files completed and approved :
 Date that Book stock is available :
 Date of Publication :

Book Launch Countdown and author mentoring £
 Viral Video Campaign shooting and editing £
 Book Design, cover, page layout and proofreading £
 Additional creative services £
 Author Website £
 eBook conversion (Kindle, MOBI, EPUB, PDF), and publishing £
 Book Printing – quantity £
 Author Marketing Materials
 Detail: £
 Total cost of pre-launch phase £

Post- Launch

Book Distribution Package selected; :
 Post Launch marketing, warehousing, and media Monthly £
 Expert Speaker Support Programme Monthly £
 Agree Terms of Business: