



## Introducing Filament Publishing

Hi and welcome!

My name is Chris Day and I founded Filament Publishing in 1999 with the vision to reinvent the 19th Century publishing model for a digital age in which the author is far more in control of their destiny - and their business - than was ever the case in the past.

With the whole world of publishing trying to come to terms with the problems and opportunities that online now offers, we saw a need to help authors get to grips with the new found freedoms they now have with self publishing, whilst staying true to the other commissioned titles that we still publish in the conventional way.

At Filament we recognise that the needs of each author are very different. At one end of the scale are our celebrity authors whose names regularly appear in the media and who sell large quantities of books.

Then there are our entrepreneurial authors who are maybe professional speakers or experts in a particular subject, and require their book to raise their profile and support their public events and programmes.

Finally there are our many niche authors who run successful knowledge marketing businesses providing the solution to a variety of needs and problems. Obviously no one business model suits all, so we have created a suite of publishing and marketing solutions which can be tailored to the needs of each project.



Many authors, tell us that their biggest challenge is with book marketing which is why we developed the Prominence Programme and added a range of new options to our Ghost Publishing packages.

So our publishing options now include:

**Commissioned Titles** – mass market titles commissioned by Filament Publishing written by established or high profile authors, which meet the requirements of the book chain buyers for trade titles. These titles are completely publisher financed.

**The Traditional Publishing Model**—no-cost publishing in the traditional way for specialist authors and knowledge marketers. The publisher carries all publishing costs but the author is expected to commit to a minimum quantity of 300 books for themselves.

**Ghost Publishing Services** for self publishing authors – a helping hand with those parts of the publishing process they choose to outsource whilst remaining in control of their project.

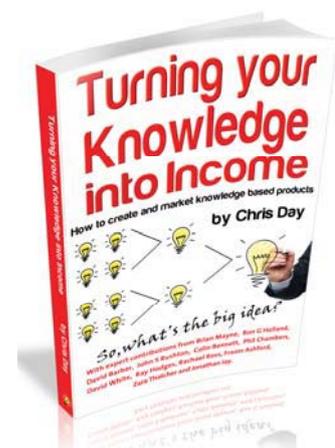
**Contract Publishing Services** - aimed at companies, organisations and professional communicators who wish to purchase specific creative or production services.

**The Filament Prominence Programme** - A marketing and PR led service designed to raise the profile of the entrepreneurial author in their marketplace and support their business.

Please feel free to contact me personally if you have any questions about which route to market is right for you.

A handwritten signature in blue ink, appearing to read "Chris Day".

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## Book Launch, Marketing and Distribution

Filament is proud of its reputation for producing high quality and successful books. We accept new books to join our growing family of titles where:

- Their title 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
- 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 a UK book launch

- The date of publication should be no less than 12 weeks following the availability of book stock to allow for review copies for media and PR purposes
- 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 the publisher logo on the bottom of the back cover, and the light bulb only 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



## **Planning for a Successful Book Launch**

### **Pre Launch Programme**

Book Launch Countdown is a 12 week programme where we work in partnership with the author to achieve maximum exposure for the title in selected media, through the book trade and in the target marketplace.

- Initial meeting, project evaluation
- Mentoring to gain clarity on the “big picture”, the ultimate objectives of the project and agree a strategy to achieve it
- Develop a customer progression strategy. What is the call to action that the book will promote to customers? The next product or service?
- Agree an incentive programme to attract pre-orders on Amazon
- LOCATION FILM SHOOT – to record an author interview to broadcast standard. Transcribe the interview to provide quotes for press releases and PR. Produce a promotional video clips for YouTube, social media and website
- Instigate a lead capture and relationship marketing programme to build and develop a list.
- Identifying target media and potential future joint venture partners
- Creating a bespoke list of journalists, media contacts and reviewers
- Creating and distributing Advance Information Sheet for the book trade
- Creating a full Electronic Press Kit to distribute to selected contacts
- Providing media contact point and arranging interviews
- Dispatching review copies
- Assisting in setting up book signing events.
- Fully mentored service by email and telephone

This service is resourced - £2,500 plus VAT and is based on 12 week programme.



## **Post Launch Services**

### **Active Title Management**

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. The Active Title Management service is financed by a charge of 10% of the cover price of each book printed, invoiced at the time of printing.

### **Warehousing and Fulfilment**

To providing warehousing. Distribution agreement for 12 months.  
No set-up cost. Pallet storage £15 per month. Carriage at cost.  
Fulfilling individual customer orders – actual postage cost plus £1 per packet.

### **Author Website Option**

Creating a user-editable author website, with PayPal for book sales.  
Configuring an email marketing / list building facility attached to the website with auto-responder facilities and newsletter creation tools and an Author Blog facility.  
From £750



## **EBook Production**

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  
Available to all online book retailers worldwide.

Full package £600

## **Book Production**

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

Library illustrations and photographs - licence fees charged at cost.

## **Proofreading and Editing**

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 - £20 per hour.

Ghostwriting - prices on application



## **Book Sales and Royalties**

All Filament titles are distributed through the book trade worldwide and can be found on all the industry book databases that serve the retail book trade.

In addition, each title is available on the Filament online bookshop.

Each route to market has its own distribution and transaction costs, discount structure and profit margin for the author.

## **Book printing financed by the author**

Books will net the author a 70% profit margin. This is based on the printing cost being 20% of the cover price, plus a 10% charge for Active Title Management.

Books sold through the book trade will provide a 12.5% margin for the author.

Ebooks, where the production cost has been paid for by the author, will generate a profit margin of 70% of net receipts. Note – ebooks are subject to VAT.

## **Book printing financed by the publisher**

Author is supplied with books at a wholesale price of between 60% to 45% of the retail price, depending on the quantity of books ordered. Short runs are more expensive to produce.

Books sold through the retail book trade including Amazon and other online retailers provide a 10% royalty to the author.

Ebooks, where the production costs are paid for by the publisher, generate a profit margin of 30% of net receipts. Note – ebooks are subject to VAT.

## **Publishing Contract**

Filament will also issue a Standard Authors Contract based to protect the interests of both parties, in which the author retains all rights, but licenses Filament to act on their behalf in publishing the work.

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