

a Book's Mind

Publishing. Printing. Marketing.

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 you can 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.

Is your publishing company marketing your book or only marketing for new authors?

We actively market our authors to newspapers, book reviewers, bookstores, bloggers, buyers and more, through our online store: www.abooksmart.com



Making the most money from your book

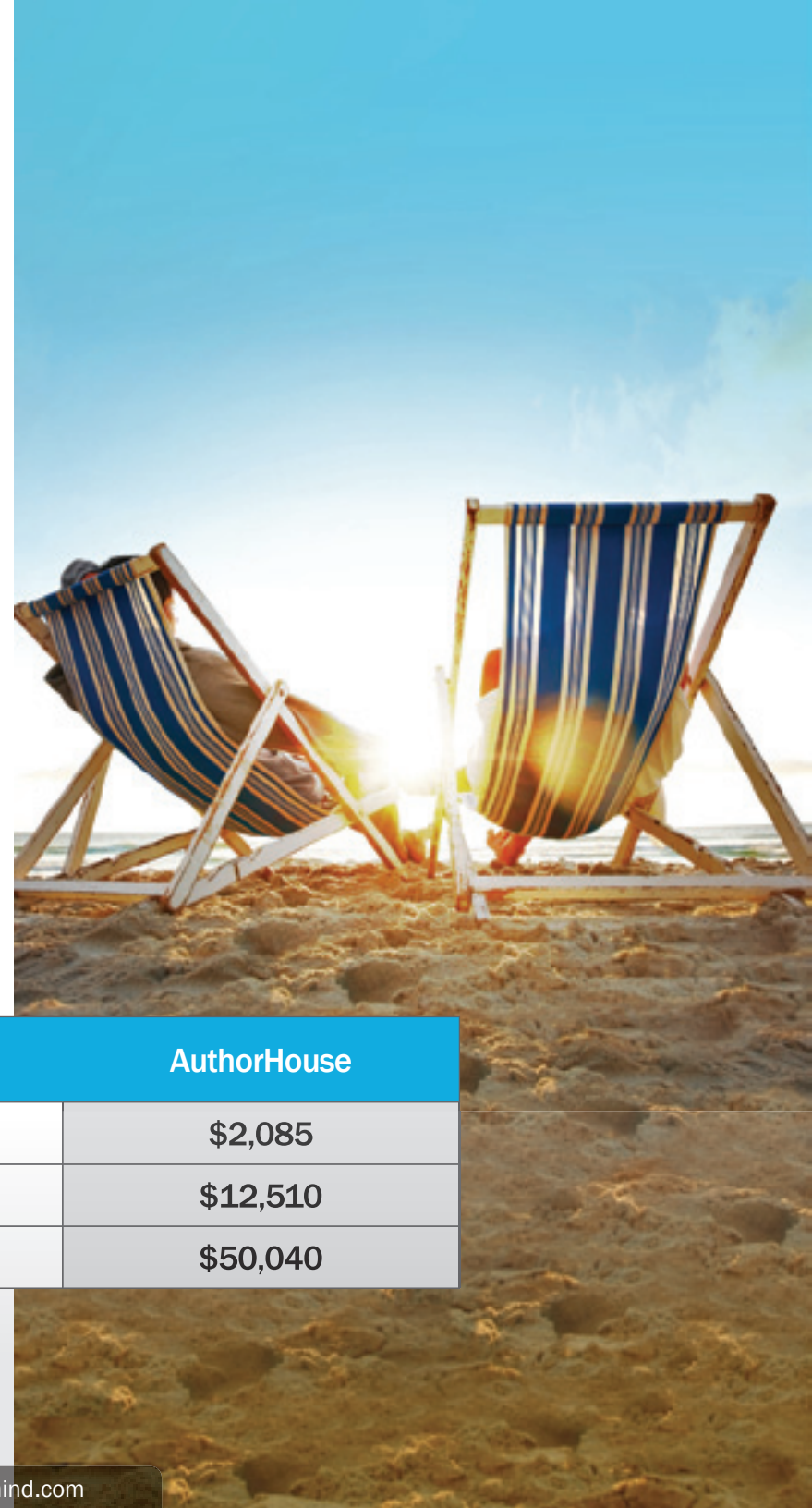
Self publishing a book can be the most lucrative option for many authors. With A Book's Mind, authors own the rights to their book, know how much their book will cost to print and can set their own retail price. In the past, authors were asked to spend thousands of dollars on top of the publishing fees 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.abooksmart.com, our online bookstore. At the end of each month, we'll send you your royalties for all physical and e-book sales generated via www.abooksmart.com and 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 \$1.75	Price Per Page \$0.01	Example: 160 page book \$3.35/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.

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:

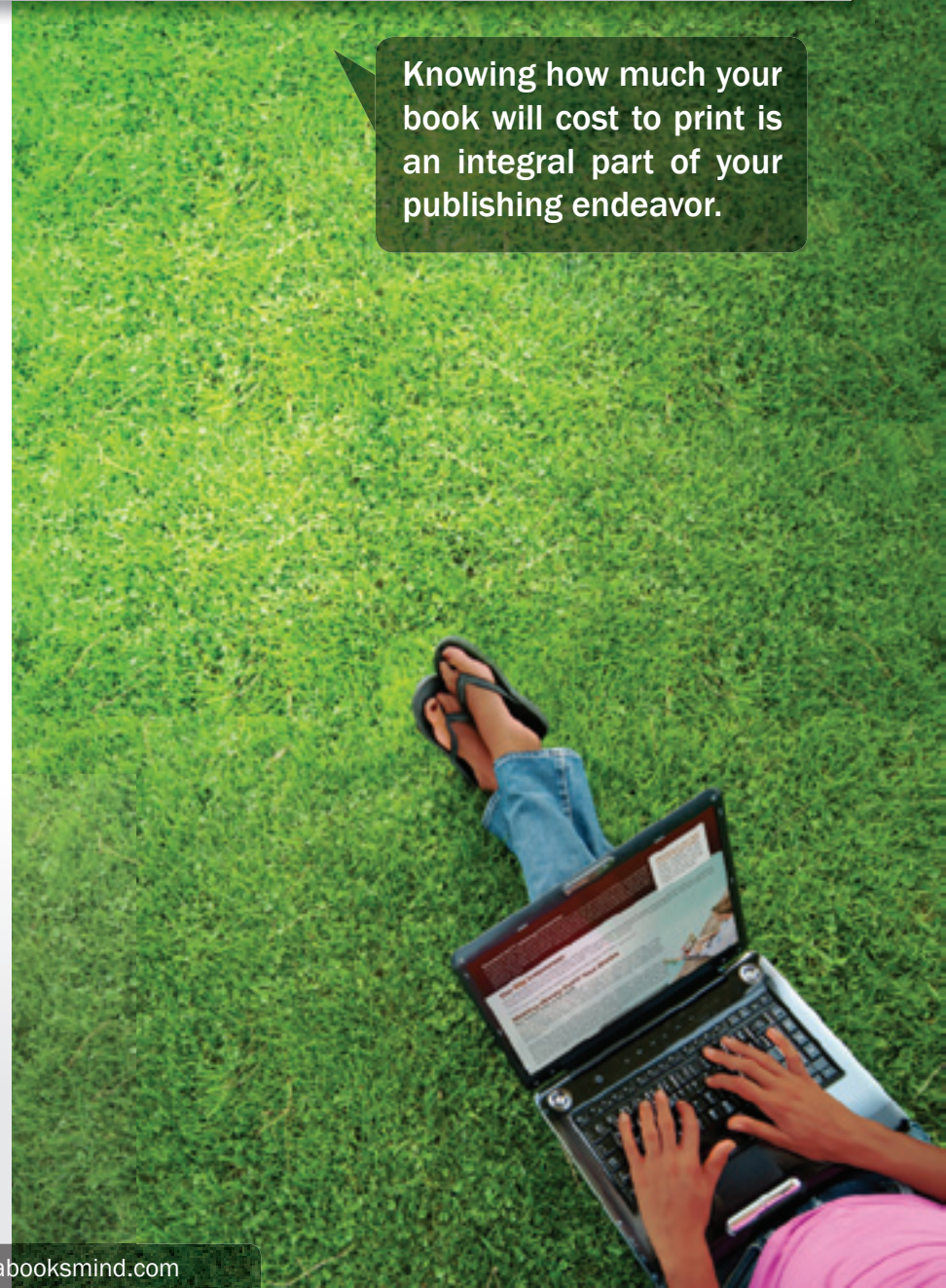
We take your vision and pair it with our professional designers to create a truly custom and eye-catching cover that will stand out amongst competing books. We start with three unique cover designs and take your input to mold and refine your cover until you are satisfied.

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. 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: www.abooksmart.com. A benefit of publishing with A Book's Mind and being listed on abooksmart.com is that we send out regular e-mails, catalogs, and newsletters to customers, newspapers, book reviewers, bookstores, bloggers, and buyers, further promoting your book. With our press release announcement, your book will also reach over 2,000 media outlets and thousands of customers via pay-per-click online advertising.

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 and Borders, 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, borders.com, and abooksmart.com.

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 60% of the profit from all physical book sales created by ABM through physical or online stores and 75% of e-book sales generated on abooksmart.com.

Already have a book?

List your book on abooksmart.com to reach an all new market with eBook sales and increase revenue. We can help by converting and selling your eBook on our site. Contact info@abooksmind.com for more information.



Package Comparison Chart


	Complete Publishing Package	Publishing and Web Marketing Package	Publishing and Deluxe Marketing Package
Publishing Including: ISBN, bar code, copyright	Included	Included	Included
Distribution Online and in-store availability	Included	Included	Included
Cover Design Custom design – professional artist	Included	Included	Included
Editing* Spelling, grammar and continuity	—	Included	Included
Formatting Custom interior – print and ebook	Included	Included	Included
Web Site Your own site with blog and storefront	—	Included	Included
Web Marketing Including ad credit on Google	—	Included	Included
Print Marketing Customized for your book and printed	—	—	Included
Media Press Release To over 2,000 media outlets	—	—	Included
	\$1,250	\$3,500	\$4,500

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



Flexible payment options available.

* Manuscripts subject to \$0.00675/word editing fee after the first 200,000 words.



Explanation of Services

Online Marketing (included in Web Marketing and Deluxe Marketing Packages):

- **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)
- **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)
- **PDF Book teaser:** Downloadable teaser of your book
- **Web Flyers:** Can be downloaded, emailed, or imbedded on others sites. Types of web flyers included in the packages are:
 - Unique flyer to market towards online customers
 - Unique flyer to send to buyers or distribution at physical store fronts
- **Banner Ads:** Online ads that direct people to your web site. Packages include up to 25 banner ads, on an as need basis.

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

Email: Info@abooksmind.com

Phone: 1-877-839-9984

Print Marketing (included in Deluxe Marketing Package):

- **1,000 Business Cards:** 2 sided, 3.5" x 2" color business cards
- **1,000 Flyers:** 2 sided, 5.5" x 8.5" color flyers
- **1,000 Postcards:** 2 sided, 4" x 6" color post cards with room for postage
- **1,000 Bookmarks:** 2 sided, 2" x 9" colorbookmarks
- **50 Posters:** 1 sided, 11" x 17" color posters
- **20 Vinyl Stickers:** Die-cut with your URL, advertising your book
- **Mass Media Blast:** 2,000+ media outlets announcing your book