

## **DESCRIPTION OF BOOK PUBLISHING/GHOSTWRITING:**

We are pleased to offer book publishing/ghostwriting as part of the many services that we offer. The scope of this service can be done in one of three ways. For manuscripts that are already developed, we will edit and proofread the document and offer consultation to assure that all aspects are in place so that the manuscript is ready for publication. If the book is to be ghostwritten, then there will be a series of interviews wherein we listen to your story and put it in a written form that is representative of the overall message you wish to convey. If there are pieces to the book that are already recorded, we will review that information as well. In addition to the first two ways, there are instances where there is a need for the two just-described services to be combined.

Our publishing service is categorized as subsidy publishing, wherein we are a bit different from traditional commercial publishers. While they will play a key role in the distribution of your book, their overall aim is to split the profits of your book. Our philosophy is that your book and your profits belong to you. We position you to make your book a reality. All we ask for in return is to pay the agreed upon fees, and we allow you to handle the rest from there. Should something major happen with your book, we leave it up to the client to decide how they would like to proceed with their good fortune.

The particulars of this service are:

- Conducting of interviews so that the manuscript can be developed (for ghostwriting projects)
- Review of any existing manuscript
- Writing and typesetting of manuscript (This includes suggesting chapter titles and providing a description of what each chapter should entail.)
- Providing direction on the development of the introduction, dedication and acknowledgements
- Providing guidance on obtaining the foreword and testimonials
- Proofreading and editing
- Securing of bar code/ISBN number
- Securing of copyright
- Overseeing of graphic design services and/or identifying graphic designer
- Identification and engagement of printer
- Overseeing of print process

The copyright will be secured by us in your name, and it will be noted on the bar code and on the copyright page that the book is published by the author. As a footnote, it should be noted that for ghostwriting projects, we make every effort to assure that the story is told with the utmost levels of discretion, empathy and professionalism.

### **COMMUNICATION:**

In an effort to assure that optimal service is provided, it is essential that regular communication between both parties is achieved. No work shall be considered approved until stated by the client. An agreed upon amount of time shall be established for interviews to be conducted for ghostwriting projects. An ideal time allotment is 1-2 hours per week. It should be noted that consistency is key.

### **FEES:**

Publishing: The cost range for this service will depend on the size of the project, how far it is currently developed, etc. The base range is from \$7,500 to \$15,000; in some instances, the rate may be lower. An initial consultation will be conducted in an effort to determine the most feasible rate. The determined fee will include the costs for all of the services listed above, with the exception of printing costs. Print costs may vary, depending on the number of pages, the size of the book and the quantity. As such, an exact quote for the actual cost of printing will not be determined until the final manuscript has been submitted and the specifics are given to the printer.

Marketing and Public Relations: This will be a key component to your book's success. Many of the tasks associated with the marketing and publicity of your book will need to take place in advance of it being published. The scope of these services shall include the development of the author's bio, press release, book summary, web content and the coordination of marketing and publicity events designed to drive sales. The cost for this service, based on a six-month minimum is \$2,000.

### **TERMS:**

Every effort is made to ensure that the cost is affordable to the client. As such, the following payment options are available:

- A deposit of 50% of total cost to be paid up front and 50% due upon release of manuscript to printer for publishing.
- A deposit of 33% of total cost to be paid up front, 33% due 60 days after and the remaining 34% due 60 days thereafter.
- A deposit of 30% of total cost to be paid up front and the balance to be paid monthly for the next five months in equal increments of the remaining balance.

Payments can be made in cash through cash app using \$AloniaJones. If paying via check, it should be made payable to Alonia Jones or Dream 2 Destiny Enterprises. Payments can also be made via PayPal at [sales@dream-2-destiny.com](mailto:sales@dream-2-destiny.com).

