



*a subsidiary of Anointed Press Graphics, Inc.*

# PUBLISHING GUIDE

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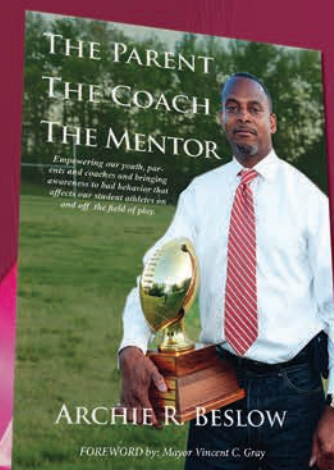
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**FAST**



**EASY**



**AFFORDABLE**

## *Congratulations and welcome to the exciting world of book publishing!*



**Y**ou have worked long and hard to complete your manuscript, and now it is time to turn it into a book. Like most authors you are now faced with one or two options to achieve your publishing dream: the traditional publishing route or the self-publishing route.

Ideally you would submit your manuscript to a publishing house; they would in turn review your submission and if approved, offer you a publishing deal. In reality, the vast majority of qualified manuscripts received from new authors ultimately get rejected due to the authors' lack of sales history. If you choose to self-publish your book instead, you have the option to pay a publishing service to help bring your book to market. They will take your manuscript, lay out your book, create a custom cover and make your title available for ordering.

Anointed Press Publishers bridges both worlds. If you choose to self-publish with us, we'll prepare your manuscript into a professionally formatted book that will stand up to the quality of traditionally published titles. We also make your book available for purchase to over 25,000 booksellers worldwide and prepare your press release for distribution to over 3,000 magazines, newspapers, and other media outlets. This means that we can drastically increase your chances of getting noticed!

We know that it is both exciting and scary to publish your own book, so we walk you through every step of the process so that the end result is a book you will be proud to sell and share with the world. We specialize in short-run printing for self-published authors. From book printing to binding, Anointed Press Publishers has a solution for all your self-publishing needs to help make your dream of becoming a published author a reality.

***What Makes Us Different*** - A lot of publishing companies have attractive up-front fees, only for you to find out that it is not what you thought. We don't make money on your books and your royalties belong to you. Other publishing companies, give you a discount off of the retail price of the books you buy from them and then when customers purchase your book, they still make money on each book sold. ***Anointed Press Publishers works for you by offering authors wholesale book printing prices.*** In addition, our authors retain 60%, while we receive 40% of the online sales. Because we believe that your percentage should be higher and that is what you get from Anointed Press Publishers.

We hope you will join our great family of Christian authors!

*Karen M. Presley*

Karen M. Presley

President/CEO



# WE PUT YOU ON THE ROAD TO SUCCESS!

Anointed Press Publishers is a publishing company that is helping many Christian authors get published. We put authors on the road to success with our industry-leading book publishing services and unmatched marketing services. We also get your book into the hands of readers through our reliable network of 25,000 bookstores, press release distribution, plus online retailers - Amazon and Barnes & Noble.

Authors Rights: (1) You will retain 100% of the rights to your manuscript. (2) You retain creative control over the project; you get to decide how you want the cover and interior of your book to look. (3) Sign non-exclusive publishing agreement; in other words, you will be free to switch to another publisher at any time. (NOTE: Once publisher turns manuscript into a book, that file belongs to publisher.)

## 1 Send Us Your Manuscript



## 2 We Turn Your Manuscript Into a Book



## 3 We Prepare Your Book for Publication



## 4 You're a Published Author!

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*"I really enjoyed my book publishing experience with Anointed Press Publishers. Their attention to detail and willingness to make adjustments for my hectic schedule allowed me to accomplish my publishing goals in a very timely fashion."*

J Moss, Author *LIFE In The Body of Christ*

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# 1 SEND US YOUR MANUSCRIPT

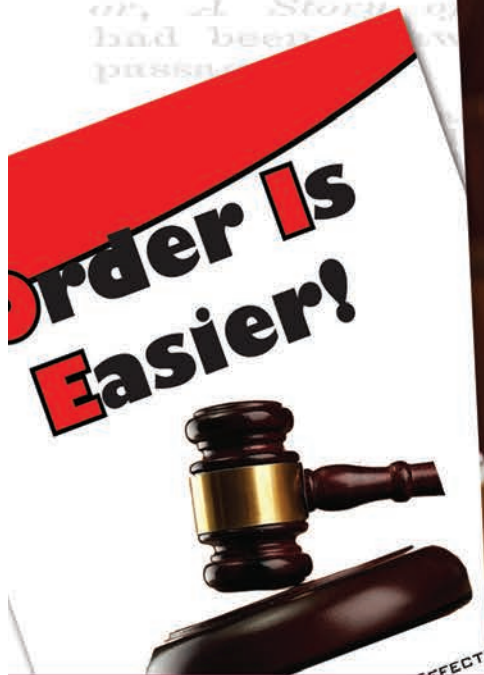
*It's easy!* Provide us with your manuscript - print or digital - and we'll take it from there. ***We need a soft copy and a hard copy to get started.*** We make it a cinch to get published. There's no waiting and no editorial committee to convince. Anointed Press Publishers is not in the business of rejecting authors. We want to help you get published. And unlike other publishers who may try to change or compromise your message, we let you control the message inside your book. It won't be long and your book will be ready for sale!

*The Lord led me to Anointed Press Publishers (APP) and I'm glad that I obeyed Him. I was new to the world of publishing and this was my first book. APP was quite professional and led me through the process of getting my book published. I was consulted on every detail and was able to make the decisions on how I wanted my book to look. I have spoken to several people about APP and have recommended them to seek APP's services.*

**Stephanie Long-Scott, Author**  
***Moments in our Lives***

# 2

## WE TURN YOUR MANUSCRIPT INTO A BOOK



Anointed Press Publishers has a team of publishing professionals to make your book shine. After you send us your manuscript, our designers and typesetters go to work. We'll design a beautiful book cover, based on your suggestions, and we'll format the inside of your book to look just like books you see in the bookstores. Don't let amateurs format the book you worked so hard to write! Let the professionals at Anointed Press Publishers turn your manuscript into a book that you'll be proud to show your family and friends.

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*My Christian publishing search began with another publishing company and a process that extended over 12 months. But I am grateful to Anointed Press Publishers, who with compassion, precision, guidance, and integrity printed my first book in fewer than 4 months. There was no delays to overcome, no hidden agendas to discover, no fine print to read. What a blessed beginning but I am excited for the greater glory that is to come!*

**Vestinia Bridges, Author *The Spirit of Wisdom & Revelation***

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# 3

## WE PREPARE YOUR BOOK FOR PUBLICATION

The road to getting published can be frustrating and bumpy, but we make it simple and smooth. You get to work one-on-one with a representative who'll explain the entire process to you step-by-step.

When you submit your book to Anointed Press Publishers, we take care of everything. You can relax and just enjoy the process. Here are some things we do to prepare your book for publication:

- Custom Book Cover Design
- Professional Interior Formatting
- Electronic Proof
- ISBN/Bar Code
- One-on-One Support Team
- Copyright
- Press Release Distribution
- Books in Print Listing
- Bookstore Catalog
- Website Exposure
- Email Blast
- Book Press Kit







# 4 YOU'RE A PUBLISHED AUTHOR!

***Congratulations! You did it.*** You are now a published author. After you approve your proof, you can begin placing orders for your book. This is also the point when we notify bookstores, wholesalers and prepare your press release about your book. As the author, you are responsible for keeping your books active ONLINE. Anointed Press Publishers keeps at least 5 to 10 copies of the books you print, so we can ship to those who order online.

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*With Anointed Press Publishers, my first publishing experience was easy, fast and no hassle. Unlike online services, I experienced professional service with a personal touch. I felt like I had a coach during this process. Thanks.*  
**CJ Gross, Author *The Parent Connection***

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*Anointed Press Graphics, Inc., is TRULY anointed! I'm so thankful to lend my baby (my book) to this reliable organization. I don't trust many, but, Anointed Press has exceeded my expectations, picky is an understatement when describing myself. So, to actually be satisfied in all aspects, is relieving...I'd challenge you to give APGI any challenge, watch for nothing but success!*  
**Princess Laya, *Thy Own Enemy***

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# A PUBLISHING PACKAGE FOR EVERY NEED

## BRONZE PACKAGE STARTER

*Simple. Easy. No Frills.* Our starter publishing package is ideal if you are planning to target your book to a select audience (e.g. friends, family, or colleagues).

**\$2400**

## SILVER PACKAGE ESSENTIALS

*Our most popular publishing package* enables you to market your book to a wider audience. Based on your publishing goals and your budget, you may choose to add optional features from our range of a-la-carte publishing services.

**\$3300**

## GOLD PACKAGE MAXIMIZE

Our Gold package builds on the features of the Silver Package by adding an advanced set of book promotion services to help you draw sustained demand from consumers. This package will give you what you need to maximize your book sales to the consumer market.

**\$3800**

## OUR STANDARD FEATURES –

*At Anointed Press Publisher all of our publishing packages come loaded with a rich set of standard features:*

### AUTHOR'S RIGHTS

- Non-exclusive contracts
- Author retains 100% of copyright
- Author retains 100% of creative control

### BOOK LAYOUT CUSTOMIZED TO YOUR NEEDS

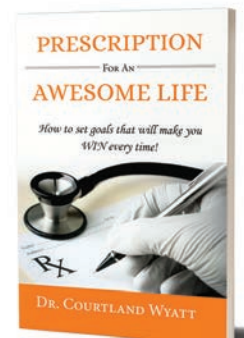
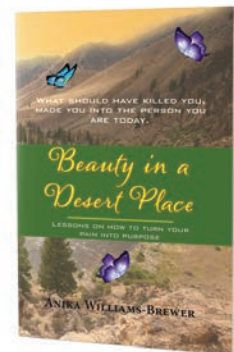
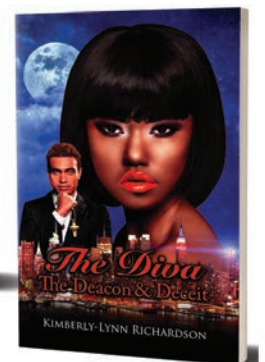
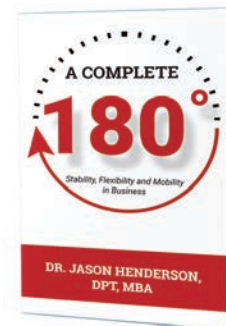
- Professional, custom book layout
- Professional, custom full color cover design

### GENEROUS ROYALTY STRUCTURE

- Publisher gets 40% of online sales and authors get 60% royalty

### ATTRACTIVE PRICING FOR AUTHOR COPIES

- Wholesale pricing for author book printing





# PUBLISHING PACKAGES

Payment plans are available. Minimum \$500 down. *Payments plans are not to exceed 12 months.*

WHAT YOU GET	BRONZE \$2400	SILVER \$3300	GOLD \$3800
Non-Exclusive Contract	X	X	X
One-on-One Support	X	X	X
Custom Book Layout and Cover Design	X	X	X
ISBN and Barcode Assigned	X	X	X
Electronic Proofs	X	X	X
Your Choice of Trim Size	X	X	X
100% of Copyright and Creative Control	X	X	X
Your Choice of Paperback or Hardcover	X	X	X
Fast Turnaround Book Printing	X	X	X
Kindle e-Book Conversion	X	X	X
Website ( <i>Anointed Press Publishers</i> )	X	X	X
\$50 Credit Towards Book Printing ( <i>first run; 100 books or more</i> )	X	X	X
Bookstore Availability	X	X	X
Books in Print Listing	X	X	X
Copyright Service	X	X	X
E-blast Introduction	X	X	X
Social Media Exposure	X	X	X
Amazon Exposure		X	X
Book Press Kit (3 pages)		X	X
Book Marketing Kit		X	X
Amazon - See Inside the Book		X	X
Wholesale Book Distribution			X
Press Release Distribution			X
Word-Level Editing ( <i>proofreading; up to 20,000 words included</i> )			X

# PUBLISHING SERVICES

## EMAIL INTRODUCTION

This service allows you as an author and your book to be introduced to a fast growing network of over 2200 people. Exposure is the key to getting your name out and introducing yourself as an up and coming author.

## AMAZON | SOCIAL MEDIA EXPOSURE - \$295.00 (*a la carte*)

Social media is an effective way to reach an unlimited number of people. Once your book has been shared on social media, you never know who will continue to share information about your book. In addition to our email introduction, we will market your book across all of our social media platforms - including Twitter, Facebook, LinkedIn and Google+.

## BOOKSTORE AVAILABILITY

Your book will be marketed for wholesale purchase through our catalog that is sent to local bookstores.

## COPYRIGHT SERVICES - \$125.00 (*a la carte*)

We make sure your book is filed properly under your name as the author.

## EDITING SERVICES - *Variable by page or word count* (*a la carte*)

This service is based on page count and the level of editing that your manuscript needs. Send us your manuscript for an accurate price estimate for our editing services.

## WHOLESALE BOOK DISTRIBUTION and PRINT-ON-DEMAND (POD)

Anointed Press Publishers gets you access into the most extensive book distribution network, circulating your book into the marketplace. All books published with Anointed Press Publishers are listed in the Books in Print® database and are available for sale worldwide in our online bookstore. Our international print network also speeds delivery of your book for orders outside the United States. In addition to availability through the Anointed Press Publishers online bookstore, books published with Anointed Press Publishers are also distributed through the two leading book wholesalers in the United States: Ingram and Baker & Taylor.

Subject to certain limitations, Anointed Press Publishers' published titles will be made available on online booksellers, such as Amazon and Barnes & Noble, and may be picked up by other resellers under the Ingram and Baker & Taylor distribution network.

## AMAZON SEE INSIDE THE BOOK

Be discovered with increased keyword search capability. With See Inside, Amazon.com customers get a limited preview of your title - just enough to sample the book a bit, as if they were browsing in a bookstore or library. See Inside allows your books to be browsed, searched and discovered. Customers can not only navigate the pages through the navigation bar, but through the table of contents. They can also enter a search term in the search box and find pages which include their search term.

# PUBLISHING SERVICES

## **PRESS RELEASE DISTRIBUTION**

There is no better way to gain maximum exposure like a press release distribution. Anointed Press will write your new release to help grow visibility for you and your book. We combine both online & traditional media releases. We will send your book release to the newspapers, magazines, journalist, bloggers and consumers. You never know who your book will introduce until you do it.

## **BOOK PRESS KIT - \$255.00 (*a la carte*)**

Anointed Press will design a custom 3 page press kit for your book that will entail a Synopsis, Product Info, Quote from the book, 3 Points from the book, Author Profile, Interview Questions, & Contact Information

## **MARKETING KIT - \$375.00 (*a la carte*)**

Spread the word about your book. Word of mouth marketing is key to generating high book sales. Every day you meet people who are potential customers and fans of your book. Whether it's passing out business cards to acquaintances or sending postcards about your book, our Marketing Kit is a great first step in any marketing campaign. \*Price includes design.

### **• MARKETING KIT DETAILS •**

**Includes 100 of each: 2-sided bookmarks, 2-sided 4x6 postcards and 1-sided business cards.** Hand out business cards to friends, colleagues and new acquaintances. Include bookmarks with each book you sell, so customers can easily order more copies. Send out postcards to your friends and relatives, announcing your book's publication. Pass out the bookmarks at book signing events. Drop a business card in the envelope whenever you send a piece of mail. You never know who might be interested in your book!

## **BOOK SIGNING KIT - \$475.00 (*a la carte*)**

We are here to get you ready for any book signing because this is your time to shine. With this package you get 500 custom business cards, 250 flyers, 100 bookmarks and a 18x24 poster (laminated and mounted). \*Price includes design



# 5

## BRAND IDENTITY

*Don't just publish your book, **LAUNCH YOUR BRAND!*** Many authors are realizing that their book is an entry way into the next phase of their life. A business is birthing - so let APGI help create the **BRAND** that makes you stand out in the marketplace as you embark on new territories. Branding doesn't have to be hard — let us help! Provide us with the content and clear creative direction and we'll help you leave an impression of excellence!

### LET US COMPILE A CREATIVE BRANDING PACKAGE FOR YOU!

*Save Money!* All of Our New Author's Receive Discounts of up to 20% off of Select Branding Solutions!





# 2003-2023

**Celebrating 20 Years of Helping Authors, Entrepreneurs, and Businesses Build Strong Brands through Print and Digital Media.**

*Anointed Press Publishers is a subsidiary of Anointed Press Graphics, Inc. (APGI). APGI is a full-service printing and publishing company that designs, prints, and publishes an array of products. All services are rendered on a timely and cost effective basis. We add value to our customers through our demonstrated knowledge and expertise in the field of graphic design, printing, publishing, and customer service.*

*APGI has a A+ rating with the Better Business Bureau.*



# Need your book published?

*Anointed Press Publishers is the answer you've been searching for!*

Anointed Press Publishers provides experts to help you get your book published.

From Editing to Distribution we make it **fast, affordable and friendly!**

## *What Makes Us Different*

Anointed Press Publishers works for you to get you the best price on your book printing. We DO NOT give you a discount on the retail price of your book, *all authors receive wholesale book printing prices.*

This gives you the opportunity to make the most revenue on the books you sell.



*My experience with Anointed Press publishing my book was a wonderful experience because prior to me starting this process, I heard horror stories from other authors that published with other companies. Ms Presley was very informative through the different stages and she made me feel comfortable in knowing that once I completed my book, that I would be guided in the right direction. She also made several suggestions to ensure that the end result would be a good product. All in all, her passion for what she does to help others succeed is evident based on the energy she puts into the work.*

**Archie R. Beslow, Author *The Parent. The Coach. The Mentor.***