

2021

ELITE PUBLISHING

PROJECT NO.3173

BOOK MARKETING AND PROMOTION...

IT'S YOUR TIME TO TELL THE
WORLD YOUR STORY

ORGANISED BY:
ELITE PUBLISHING ACADEMY

T: 01223 827150

OVERVIEW

It's Now Your Time To Tell Your Story, Right?

Who do you want to pick up your book and be so inspired by it that they want to do buy the book straight away?

We are looking forward to gaining significant attention for your book from your targeted audience.

SCOPE OF WORK:

01

Be it Search Engine Optimisation (SEO), Social Media Marketing, or (PPC) Pay-per-click or any other services, we got you covered. Our job is to make sure your published book in any format gets maximum customer interest. Our tech-savvy digital marketers are always looking forward to gaining significant attention from the targeted audience. We provide a tailor-made book strategy related to book marketing for your self-published book.

02

We will allocate a weekly Skype/Zoom call with your Publishing Consultant at a convenient time. We work with you in 12 x 30-minute weekly slots. The process will be continuous with yourself and Publishing Consultant updating and approving throughout the process.

03

Your own publishing consultant will be with you every step of the way. With a weekly 30 minute video call, monthly sales funnel review, and help & author support for 3 months.

04

Online distribution to all major international retailers for one full year (renewable). Legal Deposit Copies x 6 including international book standard number plus your book listed on Nielsen title search.

05

Wholesale distribution via Gardners and Nielsen Book Data throughout the UK & The World PLUS your book available Print On Demand Worldwide.

06

- 1 x bound proof copy
- 50 Paperback books (up to A5 and 160pp) - dependant on service



SCOPE OF WORK:

07

1 x eBook made available on all Digital platforms including Amazon Kindle Direct Publishing (KDP), iBooks, Kobo and many, many more.

08

A fully mobile responsive bookselling and promotional sales funnel, created by the Elite Team. A proven system that has generated our clients over £30,000,000 in sales since 2014.

09

We write and create killer sales copy and ads for you via;
Amazon Advertising
Facebook Advertising
Instagram Advertising
LinkedIn Advertising
Local Advertising
(We allocate £400 of your budget for (PPC) Pay-per-click

10

Social Media plays an integral part in any holistic marketing strategy. It helps brands extend their reach, awareness, and helps you connect with customers. Social media can function as a stand-alone channel but when combined with other forms of marketing, it can 'supercharge' your efforts. We set-up and launch your Amazon author page, social media pages, book ads, blogs, and videos for the first 3 months.

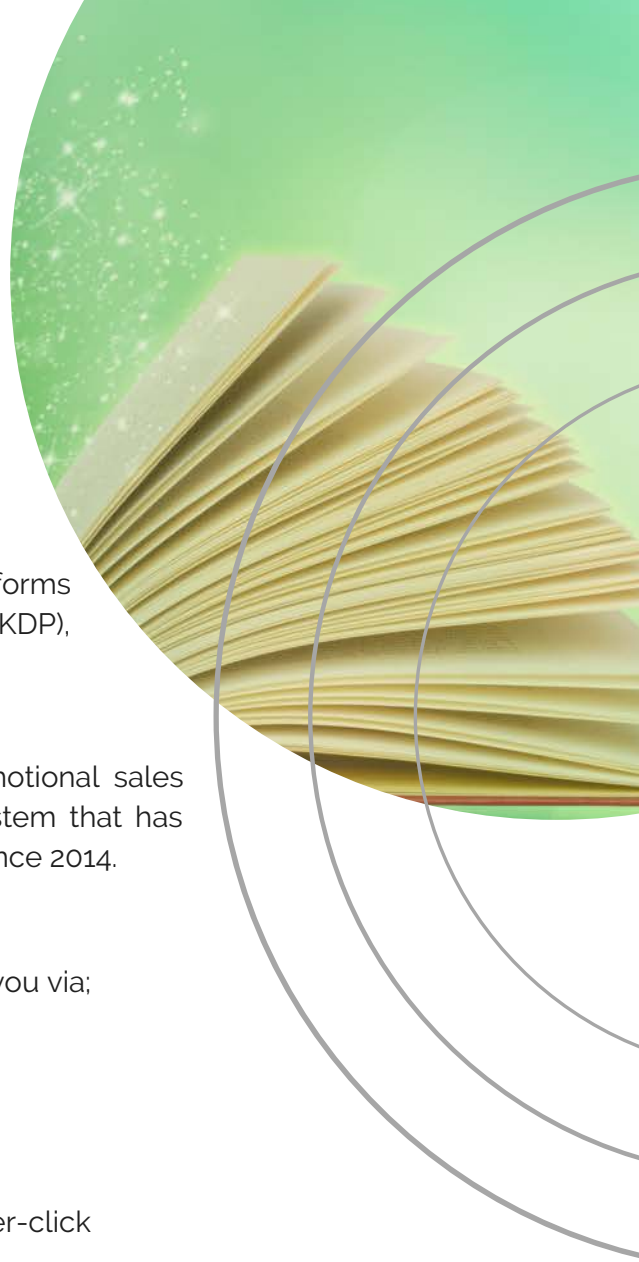
11

Video Press Release: We create a personal story that resonates with you and your book or guide. Our professionally shot HD video will set you apart from the crowd. Once cut and edited we will then launch your video to all associated press. - dependant on publishing service.

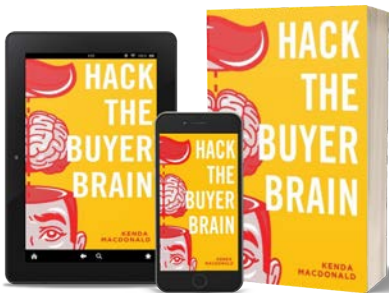
12

The Book Launch: My marketing team works with you to create a marketing plan to generate reviews, create awareness, and gain media attention during launch week. - dependant on publishing service. Plus, we arm you with the tools you need for continuous success, this will include:

- National and International Press Release.



SOME RECENT AUTHORS:



TIMELINE:



We will allocate a weekly Skype/Zoom call with your Publishing Consultant at a convenient time.

We work with you in 12 x 30-minute weekly slots.

The process will be continuous with yourself and Publishing Consultant updating and approving throughout the process.

From your proof approval we expect to achieve the following timeframe:

- Available Print On Demand - 7 working days from proof approval
- Available eBook - 7 working days from proof approval
- Author website - 7 working days from proof approval
- Creation of Author Ads - 7 working days from proof approval

TERMS OF PAYMENT:



Payment in full with invoice **£1295**, or in manageable monthly payments 3 x **£495**.

HOW TO PROCEED:



If you wish to proceed with this proposal please confirm via email to bill@elitepublishingacademy.com.



TERMS AND CONDITIONS:

ElitePublishingAcademy.com

STANDARD TERMS AND CONDITIONS OF SALE

1. WHAT THE SUPPLIER PROMISES TO THE AUTHOR (Based On The Book Marketing & Promotion Publishing Service)

1.1. The Supplier shall provide to the Author at the Supplier's cost

1 (one) bound proof copy of the Book for the Author's approval and the services of a publishing consultant.

1.2. Upon receiving a written notice of approval and payment from the Author, the Supplier shall provide to the Author

- We will allocate a weekly Skype/Zoom call with your Publishing Consultant at a convenient time. We work with you in 12 x 30-minute weekly slots. The process will be continuous with yourself and Publishing Consultant updating and approving throughout the process.
 - Your own publishing consultant
 - Online distribution to all major international retailers for one full year (renewable)
 - 1 x bound proof copy
 - 50 x number of Paperback books (up to A5 and 160pp)
 - 1 x eBook made available on all Digital platforms including Amazon Kindle Direct Publishing (KDP), iBooks, Kobo and many, many more
 - A fully mobile responsive bookselling and promotional sales funnel, created by the Elite Team. A proven system that has generated our clients over £30,000,000 in sales since 2014.
 - Wholesale distribution via Gardners and Nielsen Book Data throughout the UK & The World
 - Legal Deposit Copies x 6 including international book standard number
 - Book listed on Nielsen title search
 - 3d Promotional designs of book
 - Social Media plays an integral part in any holistic marketing strategy. We implement your book online strategy
 - Video Press Release
 - International PR Book Release
 - Weekly 30 minute Video Call
 - Monthly Sales Funnel Review
 - Help & Author Support for 3 months
-
- All books are non-vatable
 - Additional Artwork costs is charged at £50 per hour, however we will always give you a fixed price quotation prior to commencing any work.

TERMS AND CONDITIONS:

2. WHAT THE AUTHOR PROMISES TO THE SUPPLIER

2.1. The Author warrants to the Supplier as follows:

(a) The Author is the exclusive owner of all rights to print and publish the Book and any part of it in any manner whatsoever.

(b) The Book contains nothing which is obscene, blasphemous, libelous or otherwise unlawful.

(c) The Author shall at his own expense obtain from the copyright owner written permission (which he shall supply to the Supplier on request) to include and reproduce in the Book any part of the typescript or illustrative material the copyright of which is not his own in all languages, editions and formats that the Supplier intends to produce/publish and/or license under this agreement.

(d) All statements in the Book purporting to be facts are true and any recipe, formula or instruction contained in it will not if followed accurately cause any injury, illness or damage to the user or any third party.

2.2. The Author will keep the Supplier fully indemnified against all reasonable direct losses, actions, claims, proceedings, costs and damages (including any damages or compensation paid by the Supplier on the advice of its legal advisors after consultation with the Author) to compromise or settle any claim) all reasonable legal costs or other expenses arising out of any breach of any of the above warranties or out of any claim by a third party based on any facts which, if substantiated, would constitute such a breach.

2.3. The author exempts Supplier from all claims of third parties that are based on the fact that any of the circumstances covered by the assurance given in Sections

2.1a to 2.2b of this contract are not available or that the author does not fulfil or poorly meets any obligations included in this contract. The liability exemption encloses the costs of legal defense and / or legal prosecution.

2.4. In the event described in Section 2.3, the author is also obliged to pay compensation for the damage occurred to Supplier.

3. PAYMENTS BY THE AUTHOR

3.1. In consideration of the undertakings on the part of the Supplier contained herein the Author shall pay to the Supplier in pounds sterling the amount of

- £GBP for book publishing, please refer to your publishing package purchased for complete details in section 1.1

- Any additional cost the Supplier will notify the Author before commencing.

TERMS AND CONDITIONS:

4.FREE COPIES UNDER THE COPYRIGHT, DESIGNS AND PATENTS ACT 1988

4.1. The Supplier shall at the Supplier's cost and expense; comply with all requirements of the Legal Deposit Libraries Act 2003 including without limitation delivering a copy of the Book to the British Library Board; ensure the inclusion of the Book in the British National Bibliography; and deliver the relevant number of copies to the Agency for the Legal Deposit Libraries.

5.PERFORMANCE If the Supplier fails to perform any of its obligations under this agreement, it shall be deemed to be in breach of this agreement if the Author shall have notified the Supplier in writing and delivered to the Supplier by registered post such notification of the alleged breach and if the Supplier shall fail to rectify the said breach within thirty days of receipt of the said notification.

6.PRINTING COSTS

1.1. The Supplier shall print copies of the Book ordered through the web page and shall distribute such copies according to the details specified in each order.

1.2. The Supplier will charge the Author the printed Book plus additional fees listed below:

1.2.1. a printing charge of £0.01 per mono page; £0.10 per colour page; £1.00 per bind; a minimum order set-up charge of £150. (minimum order run of 100 copies)

1.2.2. a £1.50 fulfilment fee; and

1.2.3. a £0.75 payment transaction charge (PayPal)

1.2.4. Royal Mail 1st or 2nd class postage costs

7.PAYMENTS TO AUTHOR (Book Trade) The author will be set up as the Publisher therefore all monies owed will go straight to the Author.

8.PAYMENTS TO AUTHOR DIRECT FROM WEBSITE The author will be set up as the Publisher therefore all monies owed will go straight to the Author.

9.COMPLETE CONTRACT

1.1. This agreement constitutes the entire understanding between the parties with respect to the subject matter of this agreement and supersedes and replaces all prior agreements, negotiations and discussions between the parties relating to it. The Author confirms and acknowledges that it has not been induced to enter into this agreement by any representation, warranty, or undertaking not expressly incorporated into it. However, nothing in this agreement purports to exclude liability for any fraudulent statement or act worldwide.

TERMS AND CONDITIONS:

1.2. It is acknowledged by the **Author that there are no guarantees of financial gain** and that the author acknowledges that it is unlikely they will recover their financial outlay. The Author acknowledges that the publisher will not undertake any promotional activity for the Book unless payment has been made. The Author acknowledges that the Supplier will undertake a series of promotional activities without the guarantee of financial gain. Notwithstanding the forgoing.

1.3. Notices: We make every effort to ensure that we accurately represent these products and services and their potential for producing income for authors who apply them properly. Examples of income earned and other results are not necessarily average or typical nor intended as representations of your potential earnings. As with any business or training, each individual's results may vary widely. Each individual's results depend on his or her background, dedication, desire, motivation and particular applications. Significant financial risk is possible with any business venture or opportunity if you don't do your own due diligence and get suitable professional advice. No guarantees of specific results are expressly made or implied.

1.4. The Supplier undertakes to maintain the Book in print until the expiry of twelve months and to supply any commercial demand for the Book. The Author will then agree to pay a yearly fee billed at the Supplier's standard rate for the time being (as notified to the Author at least one month in advance of any change being £99 excluding VAT at the date of this contract, to keep the Book in the digital print-on-demand distribution network. A fee of £75 excluding VAT at the date of this contract will be billed for any eBook in the digital distribution network. This fee will be billed from the twelve-month anniversary of first publication by the Supplier and every twelve months thereafter. The bill will be sent three months before the twelve-month anniversary to allow the Author to decide if they would like to keep their Book in the network. The Author can choose not to pay this fee and the Book will not be kept in the distribution network, however it will be possible to order further copies for the Author if required from Supplier. The Author can choose to end the association at any stage, with one month's written notice.

10. AUTHOR'S COPYRIGHT

1.1. Literary copyright in the Book shall at all times remain solely vested in the authors of the Book, their heirs and assigns and the Supplier shall take all necessary steps to register record and protect the copyright on behalf of the Author and the Author's heirs and assigns.

TERMS AND CONDITIONS:

11. ASSIGNMENT OF CONTRACT

1.1. Subject to clause

1.2. this agreement shall be binding on and enure to the benefit of the parties, their successors and assigns.

1.3. This agreement may be assigned by the Supplier but not by the Author without the Supplier's written consent, not to be unreasonably withheld or delayed.

1.4. If the Supplier assigns this agreement its assignee shall be bound by all its terms and conditions and the author shall be entitled to all rights under this agreement from the assignee instead of and in place of the author's rights from the Supplier.

12. INVALIDITY

1.1. If any term or provision in this agreement shall in whole or in part be held to any extent to be illegal, invalid or unenforceable under any enactment or rule of law, that term or provision or part shall to that extent be deemed not to form part of this agreement and the enforceability of the remainder of this agreement shall not be affected or impaired in any way.

13. LAW & JURISDICTION

1.1. This Agreement shall be governed by and construed in accordance with English law and, by entering into this Agreement, each party irrevocably submits to the jurisdiction of the English Courts which, subject to clause

1.2, shall be exclusive.

1.3. In the event of a dispute between the parties, the parties shall use all reasonable efforts to resolve the matter without recourse to court proceedings.

14. TERMINATION

1.1. Either party can choose to end this Agreement at any stage, upon one month's written notice.

TERMS AND CONDITIONS:

IN WITNESS WHEREOF the hands of the parties hereto the day and year first written

SIGNED for and on behalf Elite Publishing Academy

DATE -----

SIGNED for and on behalf Author

DATE-----

Elite Publishing Academy
Allia Business Centre
Kings Hedges Road
Cambridge
CB4 2HY

T: 01223 827150
E: hello@elitepublishingacademy.com

VAT Number **312176829**
Elite Publishing Academy is a trading name of WLG Worldwide Limited
Company number **11751211**