

## WRITING A BOOK WITH US



### OUR MISSION

We help people get their expertise out of their heads and into the hands of people who can benefit from it.

### WHY?

We believe that almost everyone is an expert or is passionate about some topic. Unfortunately, this expertise and passion currently just sit in most people's heads, where it is inaccessible to everyone else.

### WHY WRITE A BOOK?

- You want to help other people and to let them take advantage of your expertise.
- You'd like to get your name (and expertise) in front of thousands of possible customers without having to pay to do so. (Or, you are tired of paying for marketing and making lots of cold calls.)
- You've always wanted to write a book or to say that you are a published author.
- You want passive income or "mailbox money."
- You want to increase your credibility as an expert in an area, and having a published book (or e-document) will help you to do this.

### WHY WORK WITH BOOKSONSTUFF.COM?

- **We take the work out of writing the book.** We help you to develop a solid concept. We design the cover and provide *light* editing. We can even connect you with inexpensive ghost writers and editors.
- **We have an existing relationship with Amazon.com.** Your book will be displayed to anyone searching your name, your book, or your book's subject matter.
- **We will market the book for you.** We are actively developing relationships with the biggest e-book sellers on the web so that you will be able to benefit from these relationships without having to set them up. We also know how to improve sales on Amazon. Our e-books have been ranked #1 on Amazon's sales rank for e-books.
- **We help the community.** Ten percent of our profits go to non-profits that benefit young people.

### WHAT TYPES OF BOOKS ARE APPROPRIATE

At this point, our focus is on **informational products**. Instructional or how-to books appear to have a large market, as do books for people who crave information in certain areas (e.g., pregnancy tips for the expectant parents). The books can be general or on highly specific topics. Here are examples of general topic areas for which we know there is a high degree of interest:

- Personal finance / investing related (e.g., how to buy a great investment property, how to make money doing XYZ, etc.)
- Business related (e.g., managing meetings, presentations, negotiation, strategy, sales, etc.)
- General interest (e.g., technical guides, study guides, genealogy, martial arts, identity theft prevention, getting into business school, relationships, pregnancy, carpal tunnel syndrome, etc.)

### SUGGESTED LENGTH

There is no minimum or maximum length for these books. Providing high quality information is more important than writing lots of pages. However, the length does affect perceived value. The low price-point booklets or e-documents tend to be between 8 to 25 pages long; though some are as short as 4 pages, and others, much longer. The longer high price-point manuals and guides tend to be 30 to 300 pages long. (These manuals may consist of a collection of shorter e-documents.)

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Krug Publishing**

## HOW IT ALL WORKS



### THE PROCESS FOR SUBMITTING A BOOK

1. Consider potential topic areas.
  - What are you in expert in or are you passionate about?
  - What documents or processes have you already written or designed that could be repackaged?
  - Are there any areas that you like to research and become an expert in?
2. Discuss possible topic areas with Bryon
3. Sign author's agreement with Krug Publishing
4. Outline the key points or ideas that you would cover and discuss outline with Bryon
5. Write a rough draft of the material
6. Re-read and edit the material yourself
7. Get feedback and suggestions from friends
8. Make edits based on these suggestions
9. Work with an editor to fine-tune and finalize the text
10. Submit the final version of the book to Bryon for publication

### WHERE YOUR BOOKS WILL BE SOLD

- Amazon.com
- Dedicated mini-sites on the BooksOnStuff.com, and through other sites that will reach potential buyers in a cost-effective manner (if appropriate)

### WHAT HAPPENS AFTER YOUR BOOK IS WRITTEN

1. Book is converted to the appropriate format.
2. Cover art is designed.
3. Book is submitted to Amazon.
4. Advertising begins (if appropriate).
5. Your book starts selling, and you start to receive quarterly checks.

### HOW YOUR BOOKS WILL BE MARKETED

- We will work with Amazon to make sure that your books show up on as many relevant searches as possible, and that they are linked to as many relevant products as possible.
- We typically will buy "adwords" to show targeted advertisements on Google and other search engines whenever someone does a search for a relevant term.
- The amount of advertising will depend upon the following factors: (1) book price point that is justified by the content; (2) conversion rate on visitors to the book's page; and (3) costs to advertise with the relevant keywords.
- We will look for other ways to market your books to relevant associations and groups.

### COMPENSATION

Profit from a book is calculated as follows: Revenue received by Krug Publishing (or BooksOnStuff) minus any marketing costs that are directly related to the book.

This profit is distributed as follows:

- Author/editor receives 40% of the profit from the book
- Person who found the author receives 10% of the profit from the book.
- Krug Publishing receives 50% of the profit from the book to cover legal, accounting, graphics design, website hosting, software, banking, and profit.

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