



## Your Book, Your Story, Your Legacy

Building a profitable business around your knowledge



*for*

Business Founders,

Public Speakers,

Entrepreneurs

and Thought Leaders

We were proud to be voted Publisher of the Year  
by the judges of the Peoples Book prize.



- Are you ready to seriously raise your profile?
- Do you want to be seen as the 'go-to' person in your field?
- Do you want to be a 'Thought Leader' in your marketplace?
- Do you want to become a properly published author and a professional speaker?
- Do you want to tell your story and leave a legacy?

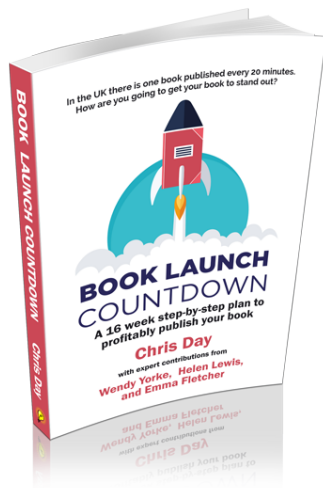
*Welcome to Filament, you have come to the right place!*



Filament Publishing celebrates 24 years of international publishing. Based in London, we work with authors in all genres from around the world.

Filament books go on sale through the book trade and online retailers worldwide in both printed and electronic formats. They are also sold on Amazon. We print and distribute in 15 locations in the USA, plus Australia, China, South Korea, South Africa, Brazil, Canada, Moscow, UK and across Europe.

Filament have a long-established team of specialists which includes ghost-writers, developmental editors, proof readers, graphic artists, web designers, and PR and marketing experts. Also, through our Events Division, we stage and film conferences and events worldwide.



Filament Publishing Ltd was born in 1999 to fill an existing gap in the market for speakers, entrepreneurs and professionals seeking to be recognised as go-to experts in their field. A properly published book can make a big difference to an author's profile as it gives them prominence in their field.

Your book is an investment in yourself, your brand and your business. It will raise your profile in a way that nothing else can; position you as an expert and the go-to person in your marketplace and grow your business.

**Book a Curiosity Call on +44 (0)20 8688 2598**

Filament Publishing Ltd. 14, Croydon Road, Beddington, Croydon, Surrey CR0 4PA

Telephone +44(0)20 8688 2598 Email: [info@filamentpublishing.com](mailto:info@filamentpublishing.com)

Founded 1999 Members of The Independent Publishers Guild



## Filament Menu of Services

- Your book will have the imprint of Filament Publishing instead of it being seen as self-published. This adds credibility to you as an author.
- You will be supported by an Author Business Coach throughout the publishing process to help you gain clarity and build a profitable business around your book and intellectual property.

We offer a unique Curated Publishing service to bring your book to market which keeps you, the author in charge, but you are not on your own. You can draw on the knowledge and experience of a past Publisher of the Year with 24 years' experience at your disposal.

### **Core Services - £2,000**

This resource uses our time for project management plus our contacts, our expertise, and systems. In addition, through our regular zoom sessions, we both get clarity on the purpose of the book and the profile of its 'perfect reader'. We work with you to create a marketing plan and a strategy to achieve it. This included full print management, pre-flight checks for artwork.

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- Your most profitable book sales are through your own website, at your events, through your own social media account. You make the most money from these sales as you do not need to give a retail profit to anyone. We supply your books at the author's price for you to sell.
- We also set up your title on Amazon
- We set up your title on the ISBN database which makes your title visible on the global book distribution network. We then set up a supply chain and distribution so your book can be easily purchased, printed and delivered in every continent. These titles are not your most profitable as selling individual books in this way incurs a handling charge of £1.60 which can negate the author's royalty. You can overcome this by resourcing the printing of a small quantity of books to enable us to fulfil all orders from stock.
- We do offer a print and dispatch service to fulfil orders received from the author's website. Our pack and dispatch service is based on the actual postage cost, plus £1.20 for packing and dispatch.

## **Book Design and Layout**

Creating a bespoke book style to reflect your vision of the book. Doing page layout, including supplied photographs and graphics when comply with our specification.

**Creating Book Style Template including** Font selection, page and paragraph styles **£200**

Typesetting per style template **£6 per page. Complex page layout £10 per page**

## **Book Cover Design - £300**

Working with the author collaboratively to establish the perfect reader for the book, and the reason they will purchase it. Developing a unique offering which will resonate in the marketplace. Agreeing the book heading, Title and strapline also with supporting design elements

## **Limited Edition – Set up costs £500**

In addition to the standard International edition which is sold on Amazon and in the book trade, We also offer a way to further increase you profits by creating a special Limited Edition which can only be purchased directly from you on your website, and your events and on your social media. You Limited Edition generated you a higher profit because you do not have to give away a discount to a third-party retailer. You keep all the profit yourself!

## **Book Marketing and PR**

It is a sad fact of life that, even the best of books, won't sell themselves. The Pre-Order phase of a book, during the four weeks prior to the date of publication, is the time when the profile of BOTH the book and also of the author, need to be given maximum visibility in the marketplace. It is the responsibility of the publisher to promote the book to the book trade to ensure that the book can be found on all platforms and easily purchased. It is the responsibility of the author to raise their own profile on social media, in the press, on radio and television. To achieve this, most authors invest in professional help. As your publisher, Filament has more information about you and your book than anyone else and is ideally placed to spread the word. We are members of the Chartered Institute of Public Relations. We subscribe to the most comprehensive database of media contacts, channels, publications and journalists and can get your story onto the desks of every editor and producer.

## **Book PR Services**

- Author Back Story Interview – Conducted on Zoom, recorded, transcribed edited and formatted to make it journalist friendly. The interview is used as the basis for a PR campaign
- Creating and distribution press releases. Based on the media questionnaire that you provide to us, we create press releases and book trade book information sheet.
- We subscribe to a database of journalists, channels, media, press and publications, radio stations, television channels, which covers 204 individual countries Book PR Service - £250 per week per country

**PR Campaign £1,000 (over one month)**



*Filament* ORIGINALS  
VOTED PUBLISHER OF THE YEAR 2021



## Do you need a ghost writer?

You don't need to be a professional writer to become an author.  
Neither do you need any special qualifications

*Working with your personal editor, we help you every step of the way*

**E**very book is made of words, but those words could be spoken instead of typed. We can help you to speak your book, at the speed of thought, through a series of structured interviews online by Zoom or Skype.

We then take the recording, transcribe it and one of our editors tidies it up. It then goes back to the author to add things that were missed and develop it further. Much faster than starting from scratch.

The advantages of this 12 week process are;

- The words are in your authentic voice
- People with recognise your style and phases
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- You can also leverage downtime to dictate passages on your phone, and send the audio file to us for transcription
- Our Editorial team will check the manuscript for style and consistency, proofread it and ensure it is the best it can be.

In addition, we can repurpose any existing material you have including, Blogs and articles, Transcribing speeches and presentations, personal dictation, videos and audio files.

Budget – allow for £3,000 for Ghostwriting (depending on genre and the number of words required) to create your manuscript ready for publishing. **The cost of publishing is in addition to this.** You are seen as the author, there is no mention of the ghostwriter. All rights and royalties are yours. The services of the ghostwriter are a one-off payment with no further obligations or liabilities.

Filament Publishing Ltd of 14, Croydon Road, Beddington, Croydon, Surrey CR0 4PA  
Telephone +44(0)20 8688 2598 Email: [info@filamentpublishing.com](mailto:info@filamentpublishing.com)  
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