



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!



Publishing Reinvented

A new author-centric business model

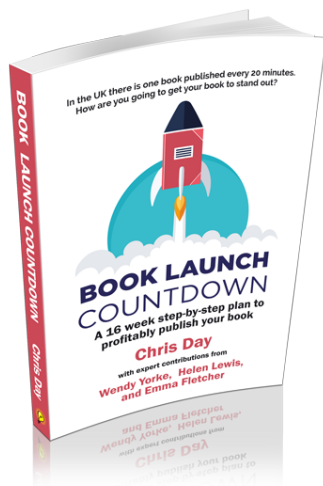
Since Covid, many sectors of the marketplace had realised that everything has changed. Customers are buying in different ways and from different places. Publishing is no exception.

The old business model has been replaced, and the author is now able to take charge of bringing their book to market and attract followers and customers themselves.

Filament Publishing celebrates 25 years of international publishing. Based in London, we work with authors in all genres from around the world. We too have evolved and now help authors to take charge of the process.

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

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“It is no longer about what you get from your publisher, it is what you become as a result of working together.”

We have a big ambition for you. We want you to become self-sufficient, knowledgeable and confident in all the processes you are going to need to become a successful and profitable author.

Our mission is to share our 25 years of experience to make this happen. We remain at your side for the lifetime of your book to help it to realise its potential.

Authors worry about many things. Will I lose control and end up with a book that doesn't reflect my values? Will the book look cheap? Will I have to sign over all my rights? Will my book end up on an impersonal conveyor belt of production and not receive individual attention? Will my book sell? Will I make a profit? All of these questions you need answers to!

In fact, you do keep full ownership of all your rights. You, in effect, licence your publisher to manage them on your behalf.

The quality of your book is your choice, and is described in the book specification, so there cannot be any surprises.

You will be working direct with your publisher and our creative team so it is always a personal service

We offer a 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.

Your Author Journey with Filament

Filament does not accept every title it receives. Often this is nothing to do with the quality of the book itself. Rather, it is because the author is invisible in the marketplace, has no track record as an author, or has no following on social media. This would put the book at a great disadvantage and make it difficult for it to be a viable project.

That is why we start with a Realty Check, to identify whether everything is in place before accepting each new title. We do this because we want you to succeed!

Stage One – Reality Check

An initial fact finding call on zoom with a publisher to help you answer these questions. This is followed by a second call to discuss the answers.

- What does success as an author mean for you?
- What are your expectations from this project?
- Are you publishing primarily to make money? To raise your profile? To educate? To entertain? What are your objectives?
- What skill sets do you have to help raise your profile and build a following?
- Who is your perfect reader? Why will they choose your book? How can you reach them? How will they find you?
- What is your genre and niche? What key words will people be searching for to find your book?
- Describe the main offering of the book
- Nobody owes any of us a living. Are you prepared to invest in achieving your success?

Stage Two - Submission

- We do a digital audit of your presence online. How visible are you in the marketplace? What are your numbers?
- Commercial Evaluation. Can your book make money. Is your project viable?
- Record an Author Backstory interview on zoom and create a transcription. A press release will be written by a professional NUJ journalist
- Write a press release for feature editors.
- Have your manuscript evaluated by the Editorial Team
- Interview with a publisher.
- Final evaluation. Acceptance or rejection

If accepted, 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.

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 25 years' experience at your disposal.

Stage Three – Book in Production

- Set date of publication
- Set project milestones leading up to publication
- Set up supply chain and distribution partners
- Full Grammarly manuscript check
- Art Direction and design advice
- Book style and design proposals
- Select the book quality and print specification
- Create Pre-matter pages content
- Cover text, title and blurb
- Back cover blurb content
- All images supplied must meet our minimum specification
- Create the book design and layout
- Proofreading
- Book categories, key words, genre
- Create Meta Data and upload to book trade databases.
- Issue ISBN
- Agree retail price for the book trade
- Author approval of book layout
- Upload to Amazon
- Create eBook version and upload to KDP
- Select print partners
- Print management and QC
- Create sample book for approval

Stage Four – Market Access and Distribution

- Market access – upload the title to all book trade databases
- Set up supply chain and distribution partners
- Upload to Amazon
- Create eBook version and upload to KDP
- Create Advance Information sheet for book buyers and retailers
- Create press releases for news and features
- Vuelio media database access.
- Create a targeted list of journalists and media and send out press release
- Send copy of the book to the British Library and the Legal Deposit libraries
- Online Book Launch event using EventBrite and Zoom. Hosted and managed for you,

Costings

Total 12 week package £4,000 Payment options available. There is no VAT on book production. All costs must be paid prior to publication. Printers require payment with order.

We also offer White Label publishing and Private Printing services on application

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.

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

Every 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 phrases
- It is a much faster way than for you to sit and type
- 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 (subject to requirements)

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Members of The Independent Publishers Guild*