

# **IAMP**ress, Inc.

## *Consultants – Book Production – Marketing*

To Writers and Interested Parties

We appreciate your interest in the IAMPress, Inc. publishing network. It is our objective to provide you first and foremost with the information you will require to make informed decisions about the process of getting your book into print.

We work with authors who want to maintain ownership of their work. It may be that we will be your consultants and/or assist with production of the book and its distribution. We can and will do whatever is necessary to assist with your efforts. In any event, you will be making the decisions, and we will prepare you for that eventuality.

The information included in this package explains what this process entails, what will be expected of you and what you can expect of us. Included is a brief summary of the objectives, methods and financial potential of taking your book to the public through IAMPress, Inc. Also enclosed is a sample of the Author Agreement, which contains the basic terms of participation and is adjusted to your specific needs.

Yours Sincerely,

James Renford Powell

*Renford Broadcast Network at [YouTube.com](https://www.youtube.com)  
Radio by Renford at [blogtalkradio.com/renford](https://blogtalkradio.com/renford)  
Lightways E-zine EM: [iamrenford@gmail.com](mailto:iamrenford@gmail.com)*

## Introduction

The services of IAMPress Inc. are primarily for first time authors and include pre-publication consultation, production and distribution of their books. We re-publish books no longer in print or that must be cleaned up for publication. We will also develop the marketing and distribution program for those who have produced a book but have not been able to develop the market.

The strongest promoter of the book will be the author and we assist in this effort. The most important service we offer to new authors is fundamental to their success as well as ours. It is the critical consulting that will allow authors to make informed decisions about their manuscript, their book production as well as their distribution system. When an author contracts with IAMPress Inc. a whole team of specialists go to work. Questions are asked and answered about the publishing business, the particular book to be produced and the methods and means of distribution.

We strongly urge authors to initially produce and maintain control of their work. This is usually referred to as self-publishing, but the author does not do this work. It is not literally self-publishing but rather self-funding. The consultation, book production as well as the marketing and distribution are provided by IAMPress Inc. We are the consultants, production managers and distribution agents for the book. The author or backer is the funding agent.

The publishing business has changed drastically with the advent of the computer, the internet and print demand services. Independent “Print Demand” services as well as “Print Demand” divisions of publishing houses and book distribution companies have helped change the face of the publishing business. IAMPress Inc. utilizes “Print Demand” companies as fulfillment centers and in the marketing and distribution process. There are limitations to dependence on their book production services and we provide a turnkey service for our authors. Authors may find it difficult to deal with the canned packages of these companies. In some cases the editing process is awkward and the rules established by these companies to keep their costs low make it difficult for authors. We know that authors must have a level of expertise with the computer, with editing, with proofing, with formatting, with book cover design and with the internet in order to affectively use these services. We deliver a finished product to the “fulfillment centers” for the purpose of distribution and leave nothing to chance.

“Print Demand” companies (fulfillment centers) make it possible for a book to be available worldwide with fulfillment within a few days of the order being placed. We also manage small scale print runs for inventory in support of speaking engagements and book signings. The initial print-runs are usually for 100 – 250 books and provide a further opportunity to find any mistakes that may have slipped through. These are copies that may be used for gifts, distribution networks and speaking engagements.

IAMPress, Inc. has a track record of producing quality books. The company was originally created for the express purpose of developing and publishing The Renford Books, a multiple volume metaphysical, three level – course of study. Valuable experience for new authors was gained and is being shared. IAMPress, Inc. will consult with authors anywhere and on

virtually any kind of book. Our books are sold through bookstores, the Internet, seminars and publication advertising as well as direct mail. Every effective method of marketing and distribution can be utilized.

## **The Process**

**Fully inform the author** – Authors must know where they are and what they have to work with in advance of any commitments. The role of IAMPress, Inc. at this stage is as publishing consultants. The objective is to facilitate informed decisions on the part of authors.

**Proof reading and editing** – This process may include people who critique a book because of their experience in a particular field. It will always include experienced and qualified editors and proof readers.

**Formatting for Printing** – The book gets a final check and a production meeting is held with the author before the book goes on to the printer or the print demand service.

**Formatting for E-books and Fulfillment Centers** – This is done as part of the overall formatting exercise. E-books and Fulfillment Centers require a different technical work and we provide this service as we will be setting these up when we begin marketing.

**Audio Books** – We are now able to make an additional product for authors whether they record the book or we provide a reader.

**Artwork for book covers and illustrations** – This includes artwork submitted for possible use as a cover, the layout of titles etc. on this artwork to develop the cover in an acceptable manner. There are two different functions which usually require different parties. Payment for these functions is charged separately. Illustrations may be required internally for a book or for advertising, seminars and workshops.

**Print production** – IAMPress, Inc. has contract printers, binders and all necessary production capabilities to deliver a paper back or hard cover version. Once in print, even on a small scale, marketing and distribution becomes the next objective. The IAMPress, Inc. process of developing the market is a four-prong strategy. To our knowledge, no service like it is available in one place, though all are available from different sources.

**Legal requirements** – The ISBN registration, barcode and registration with RR Bowker are provided and completed by IAMPress, Inc.

## **Working with IAMPress, Inc.**

1) **IAMPress, Inc. contracted printers and binders** – From our printers will come the initial order which should be at least 100. Smaller orders can be arranged if necessary. Print runs will be made at the request of the author. Smaller print runs initially allow both IAMPress, Inc. and the authors a chance to catch mistakes or make improvements before more

substantial orders are placed. Obviously, the larger the order the better the price break with the printer. The best price possible on hard copies is established for book signings, seminars, workshops or speaking engagements. These books are the ones authors sell as opposed to orders that come in from the Internet or that are sold in stores. Obviously, large orders bring the cost per book down, but good fund management is critical, especially in the early stages. It is quite acceptable to tie up capital in large print runs once you have a track record upon which to base orders.

2) **International Listings** – Our books go to an international listing so that anyone, anywhere in the world, can walk into a bookstore with the title or author’s name and get a book dropped shipped. This may include the Ingram International Catalogue, Amazon.com, Barnes and Noble as well as other websites such as the IAMPress, Inc. Cyberspace Bookstore. Marketing from our Website involves more than simply a list of books. It may include chat lines, interactive teleconference classes using the site and telephone conference calls. As orders come in, even if one at a time, the book is downloaded, bound and drop shipped to the individual buyer or the bookstore that generated the order. Again, there is no necessity for a large print order that will tie up capital resources.

3) **Book Distributor Contracts** – A book distributor, publishing company or marketing organization may be contracted. Their outlets may be cyberspace bookstores or retail bookstores anywhere in the world. They may be in a flea market, school, church or an Expo stall. They may be direct book sales organizations or book clubs. We may supply the publisher/distributor or he may further edit and publish under his own label. Examples of various case situations can be provided.

4) **CD and cassette production** – Another exciting way of distributing books is via CDs and cassettes. Unless a book is rather small, it cannot be read in 90 or even 180 minutes. The CD production is initially to provide the book on CD in print form. Some people hardly read if they are not reading the computer, and others simply like to print them out themselves in order to save substantially on the price of the book. Sound tracks can be added or excerpts that serve to introduce the cassettes. CD production is inclusive in the price quoted for this four-prong strategy, but audio recordings will have to be quoted separately. Note that E-books are part of the service provided by the Print Demand companies with whom we contract and we also produce audio books

Our service begins with valuable information, and where it goes from there depends upon the conclusions of the author, which should be based upon the assessment we have provided. It involves no guarantees except to fully inform and execute tasks to fulfill the objectives of the author. Authors often want to develop their own marketing program in addition to the production services and distribution services mentioned. IAMPress, Inc. will act as consultants to authors developing an independent distribution program. Internet marketing, direct mail, seminars, workshops, speaking engagements, newsletters and advertising are all systems commonly used but requiring a professional approach.

## **Author Preparation**

Our first phase of work for authors may be the most important because if we do not get this right serious problems can develop. This is assisted publishing and everything about the process is collaborative. The author and publisher must be in synch. We want to make you aware of exactly what we will be doing in the first phase of our publishing process. In Phase II we are executing the production of the book according to the decisions made in Phase I, and in Phase III we develop the marketing plan based on your skills, time, temperament and money.

Phase I is all about putting you in the position to make informed decisions. There is nothing you will not know about the process when we have completed this phase. This is decision making time and these decisions are all made by you. We propose and you dispose.

We have to work with some authors to organize their material and in some cases digitize their hand written manuscript. If you have a manuscript we will lay out the book the way we think it ought to be to include the Title page, the Acknowledgement page and the Contents page. We will suggest the type font to be used, the type of format (whether block or indention) and other features upon which you will have input. At the close of the book there may be a need for a glossary section depending upon whether or not you use language with which many readers may not be familiar. If you quote from a number of books you may want a small bibliography. We usually include a picture of you and a section called "About the Author" in the back section of the book. We reserve the back cover for its real purpose and that is to sell the reader on why they should read this book. The back cover is generally the second thing that draws the cruising customer's attention. You have an opportunity to very concisely sell them on the book. What is in it for them is what you are answering. We usually write this in close collaboration with the author. You will for the first time see exactly what the inside of the book is going to look like.

We will immediately start spending money on you and pulling together the team that will produce the book. We will determine which editor is likely to understand best what you writing about and determine who will do the final formatting. The book will be proofed more than once before it comes back to you for final approval. Once your approval is given we will be posting it to the printer for your printer's proof. This will be a complete copy from the printer exactly the way it will be produced including binding. We want it to be totally correct here because it cost money every time we post it up to them.

If there are illustrations required the choice will be made on who this will be depending on the type of illustrations. In other words, line drawings or graphics. Black and white illustrations will not increase the production and printing costs much but color will.

In this package there is the Consulting Agreement and the Price Schedule. This Price Schedule will be completed. It is an itemized pricing of each part of the process. We will then sit down to look at each figure and the total that the production will cost. At this point you may decide that you do not want to proceed with part of the process and do that part later. In

some cases we can do that. For instance, we format each book four ways, for printing, for Fulfillment Centers, and for two types of E-books, Nook and Kindle. The author may decide to wait on three of these and only print for paperback initially. This often occurs when they need to get revenue on the books in order to afford the e-books and audio books.

We produce most books in paperback first and later some authors elect to print a quantity of hardback books. Hardback books are far more expensive which means you have to charge more for the book.

It makes no difference how much a book has been edited before we get the manuscript because we cannot put our label on a book we have not edited, proofed and formatted. How the book looks in terms of layout and accuracy is directly the responsibility of the publisher.

When you sign off on the Price Schedule as acceptable, we begin the Phase II which is the actual production of the book. There will be a Production Agreement that includes everything that was decided in Phase I.

In summary, your cost to begin Phase I is \$900 and includes the layout and construction plans for the book, perusal by the team as well as cost estimates and quotes on everything that has to be done to create the book. No other payments are necessary in advance. You will be covering the cost of construction of the book as we proceed and will have your itemized price schedule. The idea is that the author should have no surprises and be able to move at their own pace.

If you have any questions or decide you are ready to proceed, please call James Renford Powell at 901-487-9365. With the completion of the agreement you have your own team going into action to make you a published author.

### **Why Should You Utilize the Services of IAMPress, Inc.**

Why should you utilize the services of IAMPress, Inc. as opposed to publishers you might find online or locals offering the service?

IAMPress, Inc. helps organize your material if necessary, digitizes handwritten manuscripts and, in general, educates you on the process in the first phase.

In the first phase the objective is to put you in the position of making informed decisions. Once the first phase is finished, at no time should you be in the dark about any cost or any part of the process.

You can expect coaching to the point you know what is going on, who is doing what and what the cost of doing it is.

With completion of Phase I and before any action can take place, you must authorize the commencement of production. In other words, you are in control.

Your authorization is given after receiving the Price Schedule Sheet attached to your Consulting Agreement. The total production cost is itemized here and discussion can be held as to whether you want to wait on certain aspects of production.

You can authorize us to proceed or take all this information and go to another publisher. There are three separate agreements and we will have completed the first.

Should you authorize production to begin it will be executed as per the Price Schedule and as listed.

Final proofs will be made available and then you sign off on it with any necessary changes noted before it can go to print, be posted as an E-book or any further work is done.

Books may be ordered in any quantity. You are not required to buy a package that includes the printing of any particular amount of books. You may order 10 or 10,000, whatever you can afford. They will be shipped to IAMPress, Inc. and delivered to you.

At this point a third agreement must be put in place with regard to marketing; you will have completed the Consultant Agreement, the Production Agreement and are entering into the ongoing process of marketing your book.

When you have written a book you have created a business. You now have a product to be sold and must plan for it to be successful. Unfortunately, even major traditional publishers do not do a lot for you without expenditures from you. They might put your book in their catalog, arrange a book signing event but in any case they are going to want you, the author, to be present and promote your book.

IAMPress, Inc. begins immediately to assist you in the process of learning how books are marketed. There may be hundreds of ways books are marketed but we have settled on 77 ways of marketing your book and go over each of these in 3 sessions of 1 hour each. Along with familiarizing you with these 77 ways we are going to be determining four major things to help us tailor-make your marketing plan to suit your needs. We will determine:

- A) Your mindset – Do you really want to sell your book or write another one? Do you want to give them a way or make money on your intellectual property?
- B) Do you have the time to focus on the marketing of your book? Most authors have jobs and commitments. What is your situation?
- C) What skills are you bringing to the table? Is public speaking a problem for you? Are you proficient in online sales and computer work?
- D) Do you have the financial resources to market your book; travel costs, book fairs and inventory cost money.

As noted with this consultation you are able to pinpoint areas where you want to concentrate and be able to budget both time and money for the steps that must be taken. We are then able to tailor the marketing program specifically for you?

IAMPRESS, Inc. subsidiary, Renford Broadcast Network and the Radio by Renford Network provides a way for you to begin publishing your book and learning how to deal with interviews.

The Book Man Show, a part of Renford Broadcast Network is a weekly television show in Memphis where authors can talk about how they started writing, their problems and their successes.

Renford Broadcast Network includes a large site on YouTube.com where, the Book Man Show, Core Concepts, The Laws of Material Wealth Personal Development Program Audio books, music with meaning, and the Renford theatre are available. These are all facilities that are used in promoting our authors.

IAMPRESS, Inc. helps you produce a trifold which is very effective in getting out by mail by hand or online information on your book. Their tool is designed totally to introduce the book and tell the reader what is in it for him.

A preliminary media kit is created that will allow for immediate posting to a website, facebook or for events.

At least one event is planned for Phase I as an introduction of you and the book.

ABOOCKNU.com is a non-profit organization designed to fund and promote your book. It is designed to seek grants and other sources for authors to cover production costs, inventory purchases, and marketing for the book. This is a development in process.



## Production Schedule and Quotes

<b>Services</b>	<b>Estimate</b>
Contract Services (manuscript review, consultation and pricing)	_____
Consolidation of Material	_____
Assembly and Layout	_____
Digitizing	_____
Structuring	_____
Composition	_____
Editing	_____
First Proofing	_____
Format for printing	_____
PDF Format	_____
Format for E-book - Kindle	_____
Format for E-book – Nook	_____
Format for Fulfillment Centers	_____
Coordinate or produce artwork for cover	_____
Color Enhancement of photography	_____
Assign ISBN.	_____
Order Barcode	_____
Set-up fees for posting with printers	_____
Complete final proof for quality control	_____
Order press proof and review by author	_____
Deliver finished book to author(s)	_____
Basic Marketing and Distribution Set-up Fees	_____

Website Design	_____
Domain Registration	_____
Hosting for 1 Year	_____
Analysis of Marketing Options (Consultations)	_____
Audio recording of the book	_____
Production Total	_____

## Consulting Agreement

This Agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ by and between IAMPress, Inc. (James Renford Powell), located at 3053 Dumbarton Rd. Memphis, TN 38128, hereinafter referred to as **IAMPress, Inc.** and \_\_\_\_\_, located at \_\_\_\_\_, hereinafter referred to as the **Author**.

WHEREAS, **IAMPress, Inc.** consults with new **Authors** in advance of production and on an ongoing basis, manages the production of books to **Author's** specifications, and develops online marketing programs for **Authors**:

WHEREAS, the **Author** desires to publish a manuscript and requires consultation, book production and marketing expertise:

NOW THEREFORE, **IAMPress, Inc.** and **Author** agree to work together in the development of the manuscript for production under the following terms and conditions:

1) **IAMPress, Inc.** will provide advice and assistance to the **Author** during the preliminary stage in preparing the manuscript for production. This assistance includes:

- A) Design Lay out of the book in the desired size and basic construction proposed.
- B) Placing the **Author** in the position to make informed decisions about the process of publishing the book.
- C) Providing the **Author** with information on all facets of production including book cover design, picture enhancement, editing, proofing and formatting
- D) Providing the **Author** with quotes on the cost of production.

2) **Author** will provide the manuscript in a Word document or in some legible form that **IAMPress, Inc.** can use to render it a Word document. The cost is based on the size and contents such as color illustrations and pictures.

3) **IAMPress, Inc.** will provide the information that will allow the **Author** to determine whether or not to commence production of the book. The attached document with services listed must be completed by **IAMPress, Inc.** and signed off on by the **Author** before production can begin.

Should any provision of this agreement be determined void, the remaining provisions will continue in effect. This agreement is governed by the laws of the State of Tennessee.

WHEREUNTO, premises considered, the parties hereto affix the signatures hereon.

\_\_\_\_\_  
IAMPress, Inc.

\_\_\_\_\_  
Author

## **Marketing a Book**

There are a number of ways new authors can go about the process of making their books available, but most writers simply do not know much about the process. They have heard about authors who spent frustrating years sending their manuscripts to publishers and faced only rejection. The demand has given rise to a proliferation of independent facilitators and companies that help authors in the publishing process. Generally, this means that they do the editing, formatting and proofing but are not equipped with the marketing expertise or connections to help much with distribution. In other words, there is a market for “assisted self-funded publishing”.

Fulfillment Centers or Print Demand companies facilitate the process and make available ways to market books. They provide fulfillment services for online marketing and are tools we use. However, it is necessary that an author, or those working with him, know how to provide everything for the Print Demand companies the way they want it. These companies either provide no editorial services or refer authors to sub-contracted services. They usually provide their services in packages authors have to live with – like them or not.

Many new authors are delighted when someone tells them they can help get their books published. They are less excited when they find that they have to pay for everything including the time and expertise of the one offering to help them publish their books! They really are unaware of what publishing entails. They have only seen the movie where one writes a book, sends the manuscript to publishers and waits for publishers to rush to them with a bonus check and possible movie rights. The level of realism is quite low, and ignorance of the industry abounds. Professional assistance and advice in the beginning of the process are invaluable.

Unless writers have received some notoriety and can command a large fee on the front end, they are going to have to sell their books. It is real work, and even the established publishing houses will want the author to dedicate substantial time at book signings and events designed to publicize the book. This, however, is an area that facilitators of self-publishing and vanity press operations have not gone. It is important not only to help the author put the book together but to have expertise in marketing the book. A primary objective of IAMPress, Inc. is to promote the author.

To be successful, in any business the operator must be aware of the intricacies of the business or have supreme confidence in someone or an advisor. Publishing is no different. In fact, it may be more complex than anything with which the author is familiar. There are many pitfalls and numerous ways time and money can be wasted without the kind of service a new author needs. The terms of production may be inexpensive, and an apparently generous contract may seem a sure thing, but if the publishing company is not capable of all that is necessary to get the book to the public, the author is not getting what he needs. If the author is not fully conversant with the system, it is a process of operating in the blind. Publishing houses may have numerous books but the new author generally has only one and can only get paid on the one he wrote.

Authors who have gone through the arduous task of writing a book and then learning the ropes to self-publish will still have to master the process of marketing it. There is editing, proofing, formatting as well as printing and binding to be done. And then there is the ISBN registration to be acquired and barcodes needed before a book can be released. All these things are necessary, but distribution often brings a rude awakening, and it is infinitely more difficult. Nowhere is a new author likely to have so many options and so much assistance in so many areas of the process of production and distribution as they will find with IAMPress, and they will get this assistance from the beginning.

Authors retain ownership of their property unless IAMPress, Inc. or another publishing house, contracts for the book. In such cases, all costs related to production and distribution is paid for by the publisher. There is a difference in contracting with book distributors who market through bookstores and contracting with a publisher who has a distribution network. IAMPress, Inc. not only helps get the book into print, but acts as an agent for contracting this type of company.