

**NEEDING CASH?**

# **FUNDING YOUR BOOK**

**A GUIDE FROM TALL PINE BOOKS**

\*CONTACT US to learn more about our payment plan options.

# IT'S EASIER THAN YOU'D THINK...

We have some of the most competitive pricing for comparable, full service publishing & writing services... but we know the costs can still be intimidating.

Here are a couple reminders and ideas for funding your book!



# 1. CONSIDER IT AN INVESTMENT

Did you know the average book sells 3,000 copies in its lifetime? If you earned just \$5 net per book, you would gross \$15,000.

More than enough to pay off expenses and enjoy a profit. It's not an expense. It's an investment. *Real* dollars, used to advance a *real* Kingdom.



\*Tall Pine Books does not guarantee any given number of book sales for clients as these things are often subject to the client's following and marketing strategy.

# 2. PRESENT THE POSSIBILITY OF A BOOK MINISTRY TO YOUR BOARD/ELDERS

We've seen churches, determined to maximize Sunday morning services, float the bill entirely for publishing costs. Why? They know they'll see a return on a financial investment and a return on the spiritual investment of their pastor's sermons living longer than an hour.

We gladly work with churches on establishing a proper budget, billing cycle and non-exclusive contracts.





## 3. CROWDSOURCING

With sites like gofundme, paypal, and patreon, you can leverage the crowds resources by allowing people to partner with your project.

Create an account at one of these platforms and begin promoting it to your social media following and email subscription lists.

# 4. RECEIVE AN OFFERING

A novel idea for church, huh? Whenever Paul encountered a ministry need, he gladly requested help from most of the churches he partnered with. Allow your congregation to benefit from the blessing of sowing into the gospel and a tangible project.

You could even offer a 30% discount on books to anyone who gives to the mission! Remember, this is a gospel centered mission. It's okay to let the body plug in with their hearts, prayers, and dollars.



# 5. SET UP PRE-ORDERS

This is a nice way to build capital for your first book order. You can use sites like [squareup.com](https://squareup.com), [shopify](https://shopify.com) or [paypal](https://paypal.com) to allow folks to buy your book ahead of time.

You can offer a signed copy or a discount to anyone who pre-orders! Just be sure to collect their shipping information in the process.

