

# LET'S BUILD YOUR BOOK

We help authors  
**develop, design,**  
**and distribute** their  
books.

This guide will walk you through our  
offerings and rates.



# STRATEGY

We share the most valuable thing we have—our **thinking**.  
(You can't get it anywhere else.)

- ✓ VOICE DISCOVERY
- ✓ MANUSCRIPT OUTLINING
- ✓ BOOK TITLING
- ✓ CONTENT REVIEW
- ✓ UNIQUE SELLING PROPOSITION
- ✓ DESIGN CONSULTING

*\*Our firm has consulted on over 200 projects, including multiple bestsellers.*

*"Your expertise and counsel exceeded any of our expectations. What seemed impossible, you help make possible."*



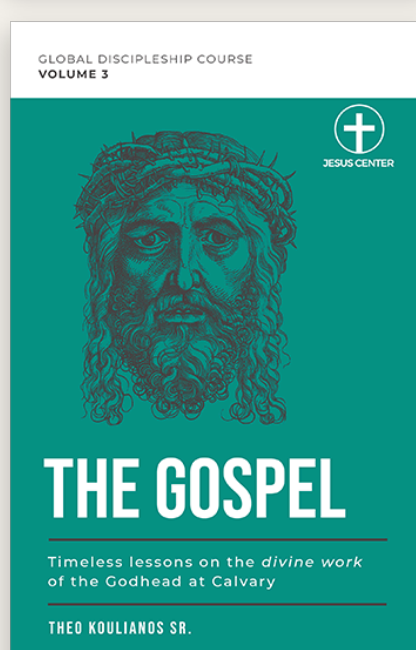
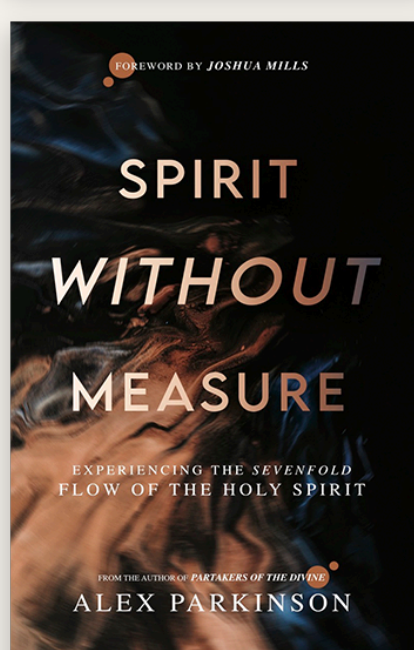
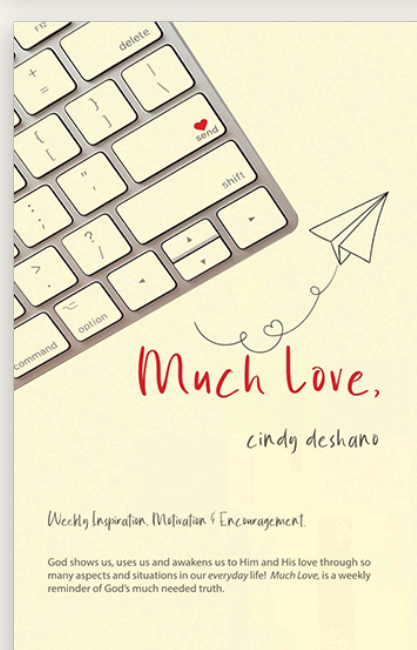
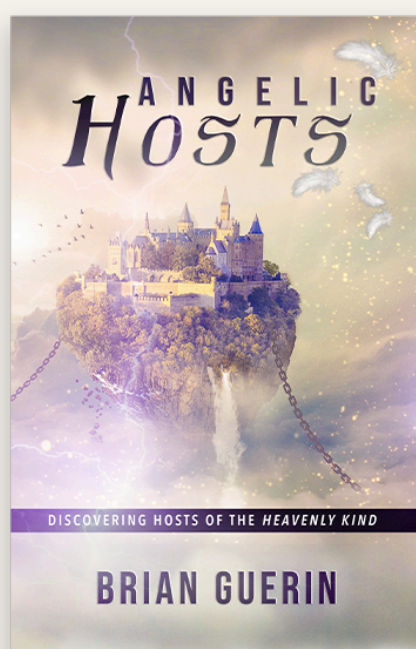
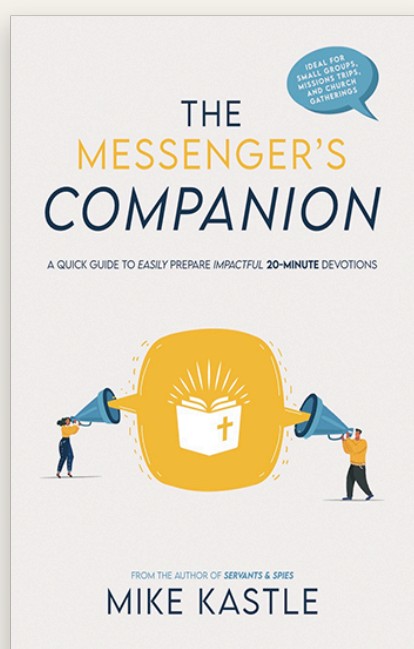
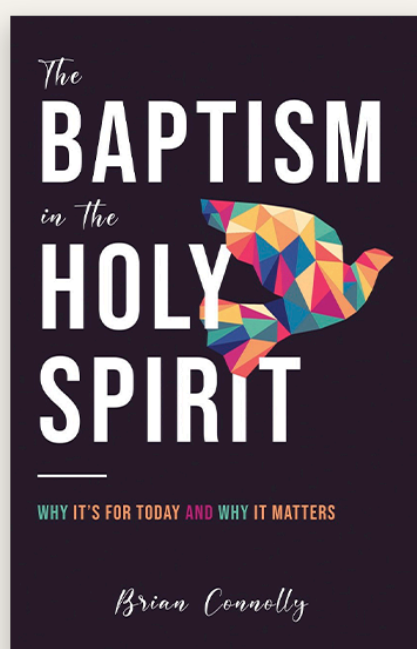
*—George Kenworthy, PhD, EdD  
Haiti Teen Challenge*



# COVER DESIGN

- ✓ FRONT, BACK, and SPINE LAYOUT
- ✓ UNLIMITED REVISIONS
- ✓ BASED ON AUTHOR PREFERENCE
- ✓ PRINT READY DIMENSIONING
- ✓ STYLISTICALLY COHESIVE

A TINY  
SAMPLE  
OF OUR  
WORK



*"We are getting so much positive feedback about the cover. It's alive!"*



—Michael Aviel,  
Ontario Canada





# TYPESETTING

## The interface for your content.

- ✓ FRONT MATTER and BACK MATTER LAYOUT
- ✓ CHAPTER HEADINGS
- ✓ SUBHEADINGS and BLOCK QUOTES
- ✓ HEADERS and FOOTERS
- ✓ PAGINATION
- ✓ STUNNING DESIGN



*“You have made what seemed could be a difficult process into a joy and pleasure.”*



—Allison Michel,  
Vestavia, Alabama

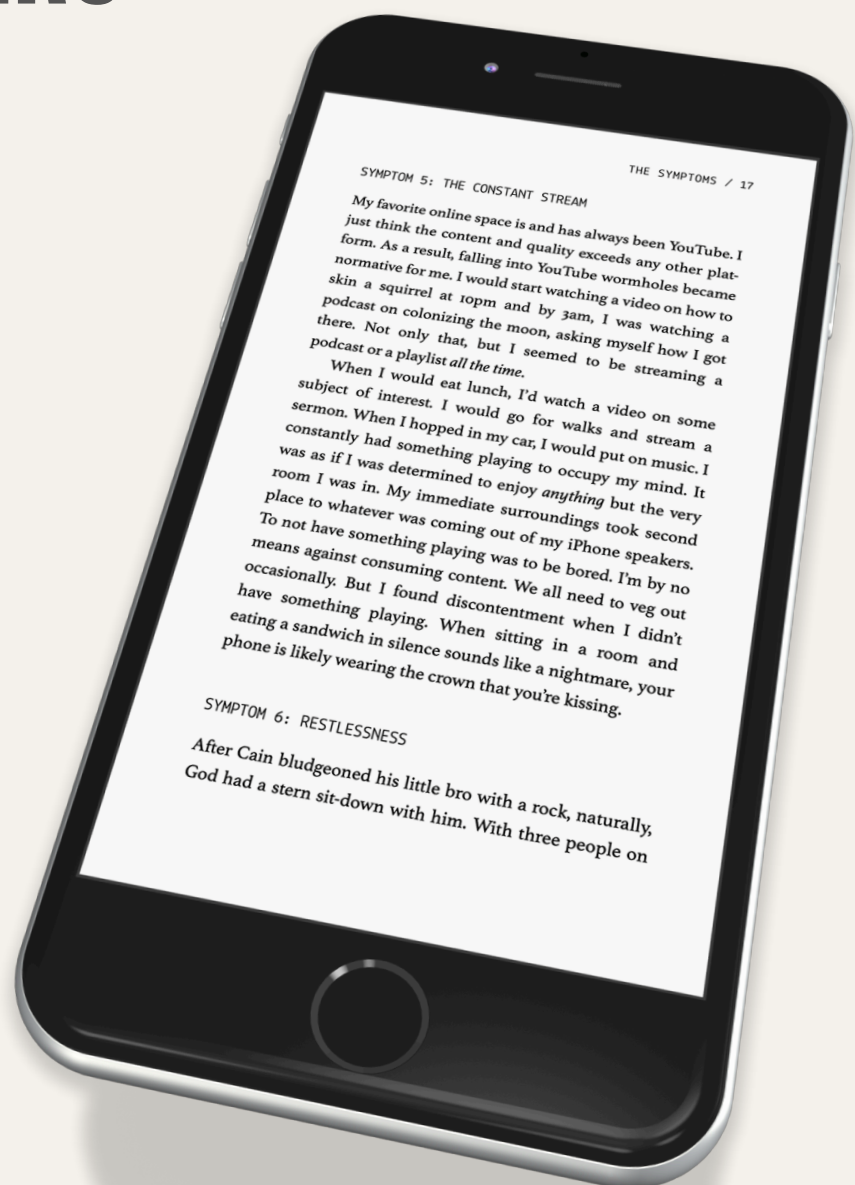




# EBOOK DESIGN

For the digital age.

- ✓ .ePUB output
- ✓ READABLE ON ANY DEVICE
- ✓ CROSS-PLATFORM FORMATTING
- ✓ FRONT MATTER and BACK MATTER LAYOUT
- ✓ SUBHEADINGS and BLOCK QUOTES
- ✓ CHAPTER HEADINGS
- ✓ HEADERS and FOOTERS
- ✓ PAGINATION
- ✓ STUNNING DESIGN



*"You guys knocked it out of the park!"*



*—Phillip Knox,  
Perris, California*



# DISTRIBUTION AND ROYALTIES

- ✓ **AMAZON LISTINGS**
- ✓ **GLOBAL DISTRIBUTION**
- ✓ **MONTHLY ROYALTIES**
- ✓ **AUTHOR DASHBOARD ACCESS**
- ✓ **MONTHLY REPORTING**
- ✓ **PAPERBACK/EBOOK/HARDCOVER AVAILABLE**



amazon



INGRAM  
CONTENT GROUP



audible

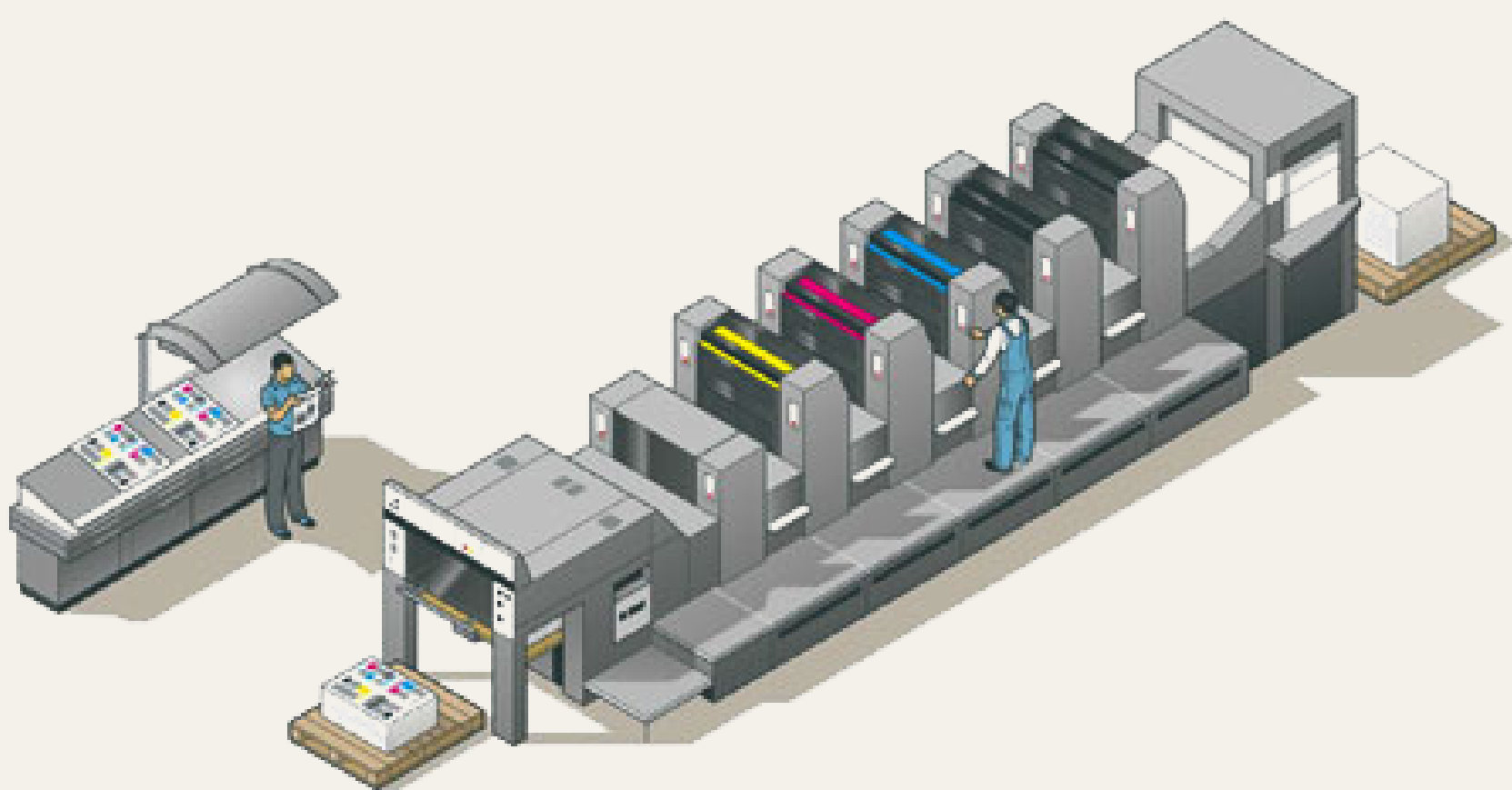


BARNES & NOBLE



# PROOFS AND PRINTING

- ✓ **DIGITAL FILES TO PROOF**
- ✓ **PHYSICAL PROOF COPY (PRE-RELEASE)**
- ✓ **SMALL PRINT and LARGE PRINT RUNS**
- ✓ **DROP SHIPPING AVAILABLE**
- ✓ **YOUR CHOICE OF COVER FINISH**
- ✓ **YOUR CHOICE OF PAPER TYPE**
- ✓ **MASSIVE AUTHOR DISCOUNT FOR LIFE**
- ✓ **HARDCOVER PRINTING**





# MARKETING

The gap between  
the book and the  
buyer.

- ✓ AUTHOR PUBLICISTS AVAILABLE
- ✓ TARGETED ADS FOR AMAZON
- ✓ BACK COVER WRITE-UP
- ✓ ONLINE DESCRIPTION WRITING
- ✓ 3D BOOK MOCKUP
- ✓ SOCIAL MEDIA MARKETING KIT



# AUDIO TO BOOK PUBLICATION

Our pulpit to page  
service.

- ✓ Transcription from audio
- ✓ Developmental Editing
- ✓ Flow editing and voice retention
- ✓ Proofreading
- ✓ Chapter arrangement
- ✓ Subheading placement



Between \$5-9  
per audio minute

*"The easiest way to write a book. Amazing."*



—Eric Gilmour,  
Orlando, Florida



# OPTION 1

## Premium

- ✓ Cover Design
- ✓ Typesetting
- ✓ eBook Formatting
- ✓ Amazon Listings & Global Distribution
- ✓ Kindle eBook Distribution
- ✓ Choice of trim size
- ✓ Choice of cover finish/paper type
- ✓ Author Dashboard Login
- ✓ Monthly Royalties
- ✓ Author Retains Rights
- ✓ ISBN Number
- ✓ Digital Proofs
- ✓ Physical Proof Copy (1)
- ✓ **10-image** 3D Social Media Mockup Kit
- ✓ Focused delivery
- ✓ Hardcover set up/distribution
- ✓ Includes **50** Paperback Author Copies
- ✓ Includes **10** Hardcover Author Copies
- ✓ Targeted amazon ads—3 months
- ✓ We write your back cover copy
- ✓ Amazon listing description write-up
- ✓ Press release write-up
- ✓ 9,000 bookstore/church directory
- ✓ Topical Index created in book
- ✓ Study questions created in back matter





# OPTION 2

## Essentials *\*most popular choice*

- ✓ Cover Design
- ✓ Typesetting
- ✓ eBook Formatting
- ✓ Amazon Listings & Global Distribution
- ✓ Kindle eBook Distribution
- ✓ Choice of trim size
- ✓ Choice of cover finish/paper type
- ✓ Author Dashboard Login
- ✓ Monthly Royalties
- ✓ Author Retains Rights
- ✓ ISBN Number
- ✓ Digital Proofs
- ✓ Physical Proof Copy (1)
- ✓ **5-image** 3D Social Media Mockup Kit
- ✓ Includes **10** Paperback Author Copies
- ✗ Focused Delivery
- ✗ Hardcover set up/distribution
- ✗ Includes **50** Paperback Author Copies
- ✗ Includes **10** Hardcover Author Copies
- ✗ Targeted amazon ads—3 months
- ✗ We write your back cover copy
- ✗ Amazon listing description write-up
- ✗ Press release write-up
- ✗ 9,000 bookstore/church directory
- ✗ Topical Index created in book
- ✗ Study questions created in back matter

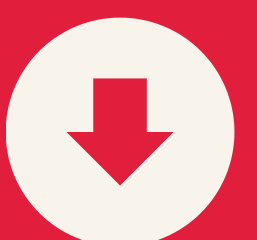


# OPTION 3

## Starter

- ✓ Cover Design
- ✓ Typesetting
- ✓ Amazon Listings & Global Distribution
- ✓ Choice of trim size
- ✓ Choice of cover finish/paper type
- ✓ Author Dashboard Login
- ✓ Monthly Royalties
- ✓ Author Retains Rights
- ✓ ISBN Number
- ✓ Digital Proofs

- ✗ eBook Formatting
- ✗ Kindle eBook Distribution
- ✗ 3D Social Media Mockup Kit
- ✗ Paperback Author Copies
- ✗ Hardcover Author Copies
- ✗ Physical Proof Copy (1)
- ✗ Focused Delivery
- ✗ Hardcover set up/distribution
- ✗ Targeted amazon ads—3 months
- ✗ We write your back cover copy
- ✗ Amazon listing description write-up
- ✗ Press release write-up
- ✗ 9,000 bookstore/church directory
- ✗ Topical Index created in book
- ✗ Study questions created in back matter



# PRICING

## OPTION 1

Premium

\$817/mo

\$4,899/total

## OPTION 2

Essentials

\$333/mo

\$1,999/total

## OPTION 3

Starter

\$241/mo

\$1,499/total

*\*monthly cost based on 6-month payment plan*

### AUTHOR COPIES:

\$5.49/copy for 50-500 copies (est. 70% retail discount)

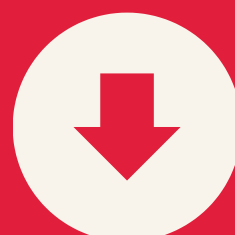
\$2.35-\$3.50/est. copy for 500 plus copies

## Stackable solutions.

Already have a cover design for your book? You'll save money.

Need a product from *option 1* thrown into your choice of *option 2*? No problem.

Clients like flexible solutions and flexible payment plans. We do too.





# WHAT ABOUT SMALLER BOOKS?

We love short  
books too!

For smaller books and booklets,  
ample discounts apply to the  
publishing package of choice.



# WHAT ABOUT MARKETING AND PR?

We work with some of the sharpest PR folks in the industry.

To develop a back-end marketing and PR plan, discuss retainers, strategies, and so forth—contact your publishing rep.



# WHAT ABOUT EDITING/ADDITIONAL SERVICES?

We offer several tiers of editorial work, priced on a project by project basis.

- ✓ Proofreading
- ✓ Developmental editing
- ✓ Manuscript review
- ✓ Ghostwriting





# READY FOR NEXT STEPS?

Visit

**tallpinebooks.com**

and click *submit a  
project* to begin the  
conversation.

