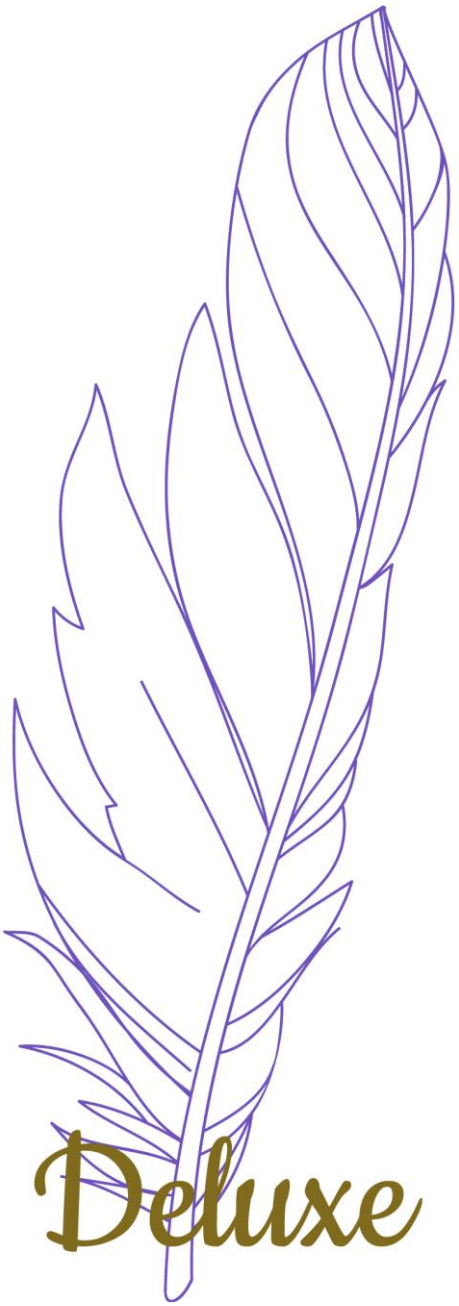

Kwill Deluxe Deal - $4999

Editing 2

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Kwill's Deluxe Deal is our top-tier deal getting you an end-to-end service for your book with in-depth editing, Bestseller status, an author website, exciting book trailer, and a unique book cover.

Editing

This is the first step of a book's success after completing your manuscript. We will edit your book in three stages, a process worth over $1000:

1. Viability Report

We will read your book and assess:

Commercial Viability – Will your book sell?
Niche genre to push for sales – Which area of readership to focus on?
Main issues with copy such as plot holes or character issues
Suggestions to the structure of the novel to be concentrated upon during editing

Includes a one-page report summary and a Readability Report, assessing which sentences are too long, short, or complicated by running analytics on your manuscript.

2. Line Edit

We will read your book and make margin notes on character, plot and development of the book. We will provide a 1000-word report, i.e. roughly two pages summarizing the issues and merits of the work. You will then make changes accordingly and return this to us for proofreading and formatting.

3. Proofread

We will read your book and proofread it a final time on a Word document copy of your book manuscript.

Design

A great book design both inside and out makes all the difference when it comes to selling your book to readers. We work with the most reputable designers in the world to bring you a fantastic design that works in all sizes for your book promotion.

Our design experts will assess your book and choose a design that will mean your book will sell. It's not always the pretty covers that sell a book – sometimes font, color, and other placement aspects are just as important to sales, especially online and in thumbnail formats. We use highly skilled book designers such as Scarlett Rugers and Robin Ludwig to produce beautiful covers that will showcase well on Amazon, Goodreads, and beyond.

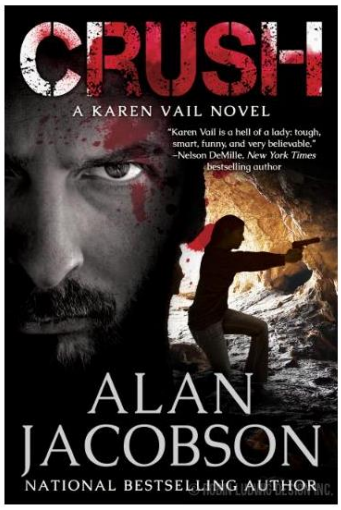
1. Interior Design and Formatting for Kindle e-book by our team trained by e-book expert Corina Koch McLeod

2. Custom Book Cover Design, including:

- Three choices of image
- Usage Rights to your image and font
- Unlimited tweaks
- Ebook and Print Version
- 3D Book Cover Illustration

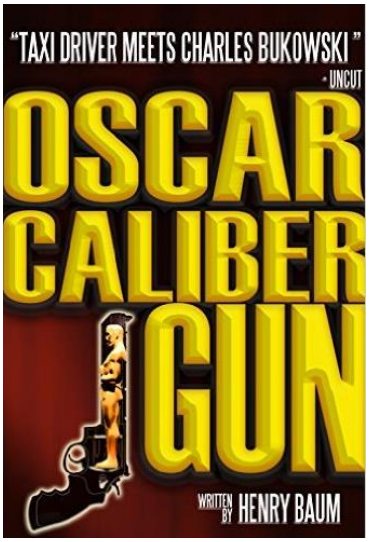
Examples:

Robin Ludwig (link to portfolio) Gold/Deluxe



Scarlett Rugers (link to portfolio) Gold/Deluxe

Kwill In-House (various) Silver



Publishing

The most important aspect of your book's success is publishing it correctly online for ebook sales. Our promotional model works with Amazon's KDP Select Program for the three months of your deal.

We will:

- Publish your book using Kwill's publisher account on Amazon
- Create an Amazon Author Page Linked to Kwill Books Page
- Set up an Amazon Book Page with Look Inside
- Add optimized keywords, categories, and tags for Amazon and Google search engines
- Get you a Kwill Books ISBN from Bowker worth $125, giving you press published status, rather than self-published status
- Add you to up to five categories on Amazon instead of the two assigned to self-publishers

If you wish to then contract us to deal with print or extended distribution you can purchase an upgrade.

Marketing

Marketing is the most laborious part of launching a book, and most writers just give up, with nearly a half of all self-publishers selling *less than 10 books*.

That's where Kwill's unique marketing guarantee can help you. We promise to get your book a Top 20 Bestseller List status in your book category or your money back. We do this using marketing promotion techniques to readers who love your kind of book.

- Social Media Campaign on Google, Facebook, and Twitter
- Your book will show up in Google search results
- Bestseller in Top 20 Amazon Category Chart Guaranteed
- 35+ Real Amazon Verified Customer Reviews Guaranteed
- Back Cover Synopsis/Book Description Copy
- Self-Publishing Review Lead Story Review worth $275
- Ocean Book Review worth $99
- Kirkus Book Review worth $575
- Goodreads Author Profile Page
- Kwill Author Page on Kwill Books
- Facebook Author Page Creation/Makeover
- 30-Second Book Trailer Hosted on YouTube
- Custom Sell Sheet for use in print media and for mailing

Free Memberships

AMC Premium Membership Worth $149 (1 Year)

AMC Premium is a private, members-only group of new & successful authors and subject-matter experts who wish to work together to master the art of book marketing and publishing.

Self-Publishing Review Pro Membership Worth $99 (Forever)

A Pro membership gets you up to 20% off editing and review services forever, plus:

- A free permanent book listing page and URL linked to all sales outlets
- An author interview made available permanently on the website
- A Pro Member badge to display and link to your article from your website

Authors' Licensing and Collection Society Set Up (Free with £36 payable from your first royalty check)

Protect your book with ALCS! This a membership organization based in London, open to all kinds of writer worldwide. ALCS collects money due to members for secondary uses of their work using a sophisticated database that records photocopies, transmissions, and sharing of your book, and then pays members royalties due.

Authors Alliance Membership Set Up (Free)

"Promoting the public good by supporting authors who write to be read." Become a member of this prestigious alliance, who believe in protecting the written word through laws and rights relating to reputation and authorship. Your name will appear listed as a member alongside Harvard and Berkeley librarians, published authors, journalists, and advocates from the book world globally.

The Kwill Cycle

The process takes 4 months from the moment we receive your manuscript:

Editing = 2 months (with a break for you to make changes)
Design & Formatting = 2-3 weeks
Free Membership = 1 week

Publication = 1 week

Promotion = 1 month

You will then be managed by Kwill for the 3 months of your KDP Select deal on Amazon, with your earnings and reports sent to you via PayPal.

Once your three months is over, you can take over the management of your book, or choose to contract with us for a further term for print and extended distribution into shops, libraries, and other outlets.

If not, you retain your Kwill Bowker ISBN and can continue selling independently of Kwill.

At any time, you can select print or extended distribution add-ons, or individual upgrades to suit your needs.

Speak to Stephanie our sales manager about these options by emailing steph@kwillbooks.com