

INFORMATION SHEET

PUBLISH WITH KWILL



PUBLISH WITH KWILL

Kwill is a registered independent publishing house and not just a marketing service. That means when you publish with Kwill you are a published author. Our authors are given everything needed to have a good-looking, well-edited, and formatted book with a guaranteed push at launch for a fee of \$3999, inclusive of all production, promotion, marketing, and launch costs. This is a method that gives you complete freedom and ownership rights, copyright, and 100% royalties for your book, and you are free to leave Kwill after the initial 3 months on KDP if you wish.

Kwill Authors Book Cycle

Once we accept your submission to our publishing house, you will be sent a contract and asked to pay \$3999 via PayPal invoice. You can also spread payments using PayPal Credit if you live in the US.

The book preparation cycle is 2 to 3 months from sign-up, then a 3-month period of KDP Select on Amazon.. After this time, you can go ahead with any plans you want to explore, or go into print and expanded distribution with Kwill's Add-Ons. You will retain your Kwill ISBN registration permanently as long as you use the number as issued.

Day 1 - Bowker ISBN Registration

Your ISBN worth \$125 will be registered with Kwill Books at Bowker's ISBN agency. Kwill Publishing House publishes US and UK English books using KDP and Createspace technologies at Amazon.com because Amazon has the best exposure for a new book. We are registered as a publishing house and therefore when you are with Kwill you have "published" status rather than having an ISBN you acquire through a service like Ingram, Createspace, BookBaby, or Authorhouse. These services are formatting and distribution services, and not publishers in the traditional sense and you will still be self-published status. With Kwill you are registered at Bowker as one of our published authors and will be treated as such by libraries and book buyers looking for new talent.

Day 3 - Author Page on Kwill

We will give you an author page on Kwill with an Amazon Buy button, a 3D book image, an author photo and bio, and a book trailer (see your Kwill Marketing Package for details of these deliverables). To begin with, this page will show your photo and bio with a "Coming Soon" book cover and a placeholder for your video trailer, but you will be provided with a URL of "www.kwillbooks.com/authername" to share with your fans.

Day 3 - 60 Editing

As soon as you have been registered with Kwill and have submitted your manuscript in Word format, one of our experienced native English editors Cate, John, or Francine will edit your book in two stages. The first

stage of content editing is optional only if you have already had your book edited by a professional editor, but for Kwill quality purposes, proofreading is mandatory.

Day 1 - 30 Content Edit - 1 month cycle of a full content edit by one of our editing team at Kwill. These edits will be marked up on Word, and will comment on character, plot arc, development, and language used.

Day 30 - 60 The manuscript is then returned to the author for approval and changes.

Day 60 - 90 Proofread - 1 month cycle of a proofread using manual and automatic editing tools. Your book will be read twice in full during this process.

Day 90 Interior Formatting

We will format your interior to Amazon KDP standards and add a link to your Author Page on Kwill ready for upload to your Book Page. Our staff have attended training at the Editorial Freelancer's Association with formatting expert Corine

Day 60 - 90 Book Cover Design

When you become a Kwill Author we will send you a questionnaire about your book cover preferences. This is an interactive survey that will tell us what kind of book cover you would like. Our in-house design team will then provide you with a draft for approval, or two tweaks. We then present your cover design in .pdf and .jpg format for upload to Amazon KDP, including fonts and stock imagery licenses for your book.

Day 90 - 120 - Book Launch

We will assess the best day to launch, and name the day. You will then set up your Amazon KDP Book Page to our specifications. Book price will be 99 cents to \$2.99 during promotion depending on which Launch Option you choose on our Amazon Mailing Promotion, see below.

Categories on BISAC and Amazon

We will assess your categories and give you 3-5 categories in the BISAC registry, and a further 2 on Amazon.com. These categories will give you a high chance of ranking on Amazon in as many as 5 categories.

Step-By-Step Guide To Set Up Your Book Page

You will be in control of your new Amazon Book Page. We will coach you through setting up your new book page and optimizing the layout and wording for best results. We do not have access to this page so that there are no overheads or royalties payable to Kwill, and you are in 100% control at all times of your financial and private information, as well as your Book Page content. However, we are here to help every day including the weekends on email for support for the three months you are in KDP Select.

Keywords Assessment for Amazon

We will give you 5-7 keywords or phrases that will help readers discover you on Amazon

3D Book Cover Design

You will receive a 3D book cover design to use on your Author Page and websites, blogs, and ads to promote your book.

1-Minute Book Trailer

We will provide you with a 1-minute book trailer designed in-house or with one of our partner suppliers, based on your book cover artwork. You will get a choice of two music tracks and wording. We will host your video on our YouTube channel so that you can share it wherever you prefer, including your website and social media.

Amazon Page Blurb and Author Bio

We will edit your book blurb and author bio to ensure you have a perfect Amazon Book page.

Help With Your Goodreads Page

We will assess and report back to you on the look, feel, and layout of your Goodreads page, and provide a worksheet for you to improve your exposure.

Help With Your Author Website

We will assess and report back to you on your author website if you have one, and suggest changes as a consultancy included in your package.

You can buy a new author website hosted for one year as an upgrade from the Add-Ons menu if you wish, at a discounted rate.

Book Launch and Reviews

We will launch your book with our Amazon mailout service to a vast list of readers and book professionals who like to review on Amazon. Choose from 2 options of launching:

1. **Guaranteed Ranking Top #20 + 15 Customer Reviews**

We guarantee you will reach Top 20 Amazon Ranking in your category, and that you will get an estimated 15 Amazon Verified Customer Reviews and 20 sales. This is within Amazon Guidelines because we are simply advertising to the public who signed up for our list promos.

2. **Guaranteed Sales + 10 Customer Reviews**

If you are not concerned with ranking, we can alternatively offer you 60 sales over 3 days with 10 or more estimated Amazon Verified Customer Reviews

Editorial Reviews

Editorial Reviews are an important part of your Amazon Book Page as they are expert opinion about your book to encourage sales. You can choose one review service from the following review services:

- Kirkus Review
 - Indiereader
 - BlueInk Review
 - Self-Publishing Review *our sister site, soon rebranding to Kwill Review
 - Portland Book Review
 - Midwest Book Review
-

Book Blast

We will manage a Book Blast to over 25 book-centric websites with Promotional Book Tours, prize included. This will increase your visibility on Google to list around four pages of links to advertise your book, and therefore increase the social proof of your book and you as an author.

Social Media

- We will get you 85,000 Clicks from visitors to your Amazon Book Page over 1 month
- We will promote your book and trailer on Kwill Books and partners' social media, reaching over 50,000 readers

EXCLUSIVE MARKETING ADD-ONS

Once you are a Kwill author, you can purchase the following add-ons:

Author Essentials

- Author Website - Designed and Hosted for 1 year on Wordpress with custom URL - \$149
- Book Cover Redesign eBook only, including stock licenses - \$299
- Book Cover Redesign eBook and Print including stock licenses - \$399

Print Book Upgrades

- eBook to Print Package - \$399 including new book cover, print interior, ISBN, barcode, and distribution on Createspace

Kwill Reader Mailing Promotions (eBooks)

We email our reader lists to get you sales and reviews on Amazon, much like BookBub but with no gatekeeping and a guaranteed level of exposure. Within Amazon Guidelines.

- Kwill Best Seller Package - Get 60 sales, 10 -15 Amazon Verified Customer Reviews, and a Top 25 ranking in your category - \$999
- Kwill Amazon Sales Charge - Get an estimated 100 sales on Amazon - \$799
- Kwill 20 Pack Amazon - Get an estimated 20 Verified Amazon Customer Reviews - \$499
- Kwill 10 Pack Amazon - Get an estimated 10 Verified Amazon Customer Reviews - \$270
- Kwill Supercharge - 100 sales plus book blast to 20+ book sites and 85000 clicks to book page - \$999

Kwill Reader Mailing Promotions (Print)

- Kwill 3 Pack - 3 sales and 3 Amazon Verified Reviews (Book price up to \$15) - \$199
 - Kwill 5 Pack - 5 sales and 5 Amazon Verified Reviews (Book price up to \$15) - \$249
-

READY TO BECOME A KWILL AUTHOR?

Submit your book here!

