

# TCK PUBLISHING SERVICES OVERVIEW

## **TCK Publishing Mission Statement:**

*“To build a sustainable publishing company that helps as many authors as possible fulfill their dreams.”*

Our goal is to help our clients earn a full-time income from book sales.

To earn a living as an author, you will likely need to write multiple books in one niche or genre, unless you already have a large following and platform, or you plan to do a lot of public speaking at seminars and conferences.

We do have some clients who have achieved great sales and royalties with only one book. Dr. Véronique Desaulniers, for instance, who wrote [Heal Breast Cancer Naturally](#). However, she has worked very hard on building her platform and regularly speaks to thousands of people each year at various events and conferences.

We will help you create a step-by-step promotion and marketing plan that is customized to you, your unique skills and talents, and your genre or niche. We’re constantly testing new marketing strategies and sharing best practices with our clients. We will help you understand where you can invest your time and money most effectively, so you are not wasting resources on marketing or services that don’t produce sales.

To help you get started, check out [our latest writer’s training videos and publishing checklists](#).

In addition, we highly recommend you [watch our free video training series](#) on how to earn a full-time income as an author.

## THE PUBLISHING PROCESS

Here's what we will do for you to help you sell books and attract new readers and fans.

1. After the publishing contract is signed and payment is delivered, you will need to send the following information to us so we can best market your books:

- A professional headshot. We will include this in the "About the Author" section at the end of your book and on the TCK Publishing website. [See example here](#). **Note:** *Make sure you own the copyright or license to the photo. If a professional photographer took the photo, you will need to get permission to use the photo in the book, on Amazon, on our website, and elsewhere online and in print.*
- A short author biography. Create a short, 50-word version (for the back cover of your book, podcast interviews, radio and TV), and a longer, 250-500-word version (for your website, Amazon author profile and for our website).
- The exact spelling of your author name or pen name. This will appear on the book cover and in all marketing campaigns and industry databases.
- A list of any other published books you have that are currently available for sale, along with links to purchase them.
- Your manuscript in Microsoft Word format (.docx or .doc). Please use our [free book writing template for clients](#) for all new book projects. If your book is already written, you do not have to reformat it or use the template; we will handle all the formatting, layout and book design for you.

2. Before we publish your book, we will review the manuscript thoroughly to determine if it is ready to publish. We focus on the following areas:

### ***Does the book need serious structural edits or revisions?***

If your book still needs work before it's ready to publish, we will have several qualified editors provide a free sample edit for you. You are free to decide which editor(s) you would like to work with.

### ***What is the book about, and how is it different from other books out there?***

This will help us come up with a marketable book title and hook so your book stands out from the competition. In order to assist us in creating the best possible marketing campaign, please send us a brief synopsis of your book (200-600 words). We will help rewrite your synopsis, making it more appealing to your target readers by highlighting the elements that make your book unique.

Also make sure to [study the market research process described in our free training videos](#) so you can better understand your market and readers. This knowledge will help you improve your writing and marketing skills.

### ***Does the book need any other changes to be marketable?***

Sometimes, we will recommend significant revisions, or adding additional content or material to the book, such as downloadable resources for readers.

### ***Is the book ready for Kindle, print, and audio?***

Not every book is right for eBook, paperback, and audiobook formats. We will let you know which format(s) are ideal for your book based on your specific market and content.

3. We will schedule a coaching call with you to help you create a marketing plan tailored to your specific strengths and skills. To prepare for this call, take inventory of your skills and strengths related to marketing, which might include:

- Writing skills (for blog posts, articles, and social media)
- Speaking skills (for public speaking, YouTube videos, and podcast, radio, and TV interviews)
- Networking skills (for building contacts with promotional partners, who can help you sell more books)
- Design skills (for creating infographics, cartoons, illustrations, photography, and other visual content to attract more readers)

4. We will help you implement your marketing plan. This includes:

- Creating a crystal clear brand for your book(s) and a unique marketing message that attracts your ideal readers
- Creating an author website if you don't have one yet. If you already have an author website, we will provide guidance on how to improve it to maximize traffic and sales
- Creating your email marketing system and landing page to help grow your email list of readers
- Providing you with a list of tools, resources, templates, and scripts you can use to implement your custom marketing campaign

**Note:** If you do not have an author website or email list, you will need to invest about \$5/month for your website hosting, \$10/year for your website domain, and \$20/month for email marketing software (the total cost is around \$300 per year). We will provide free training to help you build these business assets quickly and efficiently to help you achieve long-term success. If you prefer, our team will set up your professional author website and email marketing software for you for a nominal fee of \$100.

5. While the book is being edited, we will discuss branding and book title ideas with you. This process may take a few days or a few weeks, depending on how quickly we come to an agreement on a great brand and title for the book.

To get the process started, please come up with at least 5-6 title *and* subtitle ideas and email them to us.

[See videos #8 and #9 here for more information about choosing a good book title for fiction and nonfiction.](#)

6. After we finalize the book title and subtitle, we will start working on the cover design. If you have a specific vision for the cover, let us know. Otherwise, just sit back and relax while our professional cover designers come up with some great designs for you. We know how to design profitable book covers that will help sell books for you, so you do not need to have a specific cover concept in mind.

7. After we've selected a title, designed the cover, and the book has been fully edited and proofread, we will format the eBook for Kindle. We will then send the file to you for a final review before we upload it to the Amazon Kindle store and enroll the book in Amazon's KDP Select Program. If your book is a good fit for print, we will then start designing the print files for publication.

8. We will use the book synopsis you sent us from Step 2 to create a clear, engaging book description for your Amazon book page that will entice readers to buy your book.

9. Initially, your book will be published on Amazon at a price between \$2.99 and \$4.99. We refer to this as the initial "soft launch". Launching the book at a low price point helps us attract new readers, get more early book reviews, and build your following before we start the bigger KDP Select marketing promotions.

10. We will schedule either a Kindle Countdown Deal or KDP Select Free Promotion as soon as possible after the soft launch. We will let you know when the promotion is scheduled, so you can prepare for it and also promote the book to your audience.

See more about [Kindle Countdown Deals vs. Free Promotions on the website here.](#)

11. We will create a list of book reviewers on Amazon who have reviewed books similar to yours. We will then craft an email template that you can either send directly to these reviewers yourself, or we can send the emails on your behalf with our custom software. All you have to do is respond to the reviewers who request a review copy of your book. This process usually generates between 5 and 50 new reviews, depending on the market size and the appeal of your book.

Many of our clients have also received massive exposure via blog posts, radio interviews, podcast interviews, free exposure at book fairs and trade shows, and other free marketing opportunities as a result of sending these targeted emails to reviewers.

12. You will need to set up your Amazon Author Central profile page and claim your books on Amazon. See full instructions [here](#).

13. After the promotion dates are set, we will start contacting high-traffic websites and blogs to have them feature your book during the promotion in order to get as many downloads and sales as possible.

14. During the promotion, you will be promoting your book as much as possible on your website, to your email list, and on social media. We will also promote your book on social media and to our targeted email list of TCK Publishing readers.

15. After the promotion ends, we will raise the price of the book to at least \$2.99, in most cases. This will allow us to earn 70% royalties from Amazon (around \$2.06 per book at a \$2.99 price point), while keeping our sales volume as high as possible. At this time, we will also begin to price test the book in the \$2.99 to \$9.99 price range in order to maximize royalties and profits.

16. The week after the promotion ends, we will monitor sales and traffic closely and take screenshots of any bestseller rankings, especially any #1 bestseller rankings on Amazon. We will then post the bestseller screenshots on the blog, along with links to the book, for even more exposure. We can't guarantee your book will become a #1 bestseller on Amazon, but many of our clients have achieved #1 bestseller status in the US and internationally, as you can see [here](#).

17. We will start testing online ad campaigns to help you sell more books and build your email list. We split the cost of ads created to sell more books 50/50, so we can create sustainable and profitable ad campaigns for you. For example, if we spend \$100 on ads and receive \$150 in royalties from those ads, we have a profitable campaign that we can continue to run, selling more books and attracting new readers. However, if we were to pay for the ad spend entirely and continue to split royalties with you 50/50, we would be spending \$100 to earn only \$75 in royalties, creating a loss. This would make many profitable ad campaigns unsustainable, creating a lose-lose situation. That's why we split these ad costs 50/50.

If you want us to create custom ad campaigns for you to help you build your email list, you will have to pay for the ads directly, and we can manage the campaigns for you. We only manage these types of custom campaigns if you have a budget of \$300 per month or more (\$10 per day).

18. A few weeks after the promotion ends, we will review the previous several weeks' sales and determine whether we can generate more future sales by keeping the book in KDP Select and running additional Free Promotions or Kindle Countdown Deals after 90 days, or whether uploading the book on Barnes & Noble, Kobo, iBooks, Smashwords, Google Play, and other eBook retailers would be a more profitable option.

# FREQUENTLY ASKED QUESTIONS (FAQ)

## ***Q: How much can I expect to earn from my books?***

Author earnings vary widely, based on market size, your platform, the quality of your book, and many other factors. We talk in detail about the various factors that determine your sales and earnings in [this free training series](#). Please watch the training videos because we created them specifically to help you sell more books and build your platform.

Results will vary. There's absolutely no way we can tell ahead of time how many copies you will sell or how much you will earn. As anyone who's been in the publishing business for some time can tell you, there's a lot of *luck* when it comes to how well a book sells. *We will do everything we can to help you sell as many books as possible, but at the end of the day, we can't predict the results of any particular book in any given time period.*

**Note:** *Looking back on data from existing clients, we have found that clients who asked us to provide specific earnings projections ended up earning 73% less royalties than authors who did not ask. We believe this is because these authors tended to focus too much on money instead of focusing on what they could do each day to add more value to their readers. When you focus on factors that are out of your control (like how many copies you sell this month) rather than focusing on factors you can control (like whether you write 500 words today or send an email to your subscribers), you end up being busy without making any real progress toward your goals.*

Your book sales will depend on a myriad of factors, most importantly: the quality of your writing, your email marketing system, book titles, book covers, book descriptions, your genre or niche, book length, how many sales you personally generate from your platform and following, how much consumers perceive a strong need or want to read the book, and more.

The more you market and promote your books and the more books you write, the more you will earn per title. *Fiction and nonfiction clients with email lists tend to earn 10 times more than clients who have no email list. If you have not yet done so, you should immediately begin to build an email list.*

We highly recommend you [buy Tom's book, \*Email Marketing Mastery\* for just \\$2.99 on Amazon](#). The book will walk you through the process of setting up your email list. When you buy the book, let us know, and you will also get special access to Tom's *Email Marketing Mastery* video training course, which normally sells for \$147.00, as our gift to you.

On average, this is the breakdown of sales volume by book format for our clients:

**eBook:** 57%

**Print:** 27% (This number represents our print book sales via retailers and ignores print book sales made directly to readers by the author, where the author keeps 100% of the profits.)

**Audiobook:** 16%

Therefore, we usually recommend publishing in eBook format first and foremost, followed by paperback and then audiobook. We can discuss which formats make the most sense for your particular book and market.

***Q: How long does the publishing process take?***

After you send us your edited, proofread, and completed manuscript in a Word document, we can publish your book in 7 days or less on Kindle. It may take longer, depending on how long it takes for you to approve the book title, book cover, and final formatted version of the eBook.

Paperback books usually take 30-60 days to design, publish, and go live for sale online.

Digital audiobooks usually take 60-90 days to narrate, edit, produce, publish, and go live for sale online.

***Q: How much does it cost?***

We have a one-time, new client fee of \$500. This fee pays for the cover design, formatting, publishing, and ongoing marketing campaigns for all of your eBooks and print books for life. Some clients have published more than 60 books with us. We split all royalties from book sales 50/50.

Print publishing includes the interior design, spine, and back cover designs, ISBNs, layout, and proof copies. If you would like to order print books, you can do so at cost (usually \$2 to \$4 per book). We do NOT charge an inflated "author price" when printing books for our clients. *When you order printed books at cost and sell them directly to your audience, you keep all the profit.* When we sell your print books online or in bookstores and libraries we split royalties 50/50, as usual.

For audiobook publishing, we will manage the entire narration, editing, and publishing process. We charge \$300 per 10,000 words for audiobook production and publishing. We split royalties 50/50, as usual. We may also be able to negotiate other narration options that are more affordable depending on the project.

Schedule a call with us to see which publishing formats would be idea for your books.

***Q: Can I use Private Label Rights (PLR) content for my books?***

No! Amazon checks every book file for duplicate content, which means any PLR, repurposed content, or content existing on blogs or other websites will be rejected. We check all manuscripts with Copyscape and will not publish any material with significant duplicate content (10% or more of the entire manuscript).

***Q: What do I need to do to market my books?***

There's nothing you *must* do to market your books. One of the biggest things you can do to increase your sales and earnings is focus on writing more books, so you should never spend time on marketing unless it's going to provide a bigger return on investment than time spent writing your next book. *The most important thing you can do to market your books is to start building your email list right away so you can stay connected with your fans via email.*

Ideally, all of our clients would have full marketing plans from the start, but we understand that's just not realistic for most authors today.

If you have a marketing plan, great! We can help you improve it.

If you don't have a marketing plan, we'll send you a list of simple and effective marketing tools you can use to promote your books effectively with a small investment of time. Most clients find that going through the entire marketing and promotion checklist for each book promotion takes between 8 and 16 hours of work. Following our marketing process is a lot of fun, especially when you start to see the results and can connect with influential Amazon reviewers, bloggers, and readers.

### HAVE MORE QUESTIONS?

If you have any questions about publishing with us, feel free to email Tom directly at [Tom@TCKPublishing.com](mailto:Tom@TCKPublishing.com).