



Pick-a-Woo Woo

## **Joint Publishing Program** *A wonderful journey to fruition*

We know that when you found Pick-A-Woo Woo Publishers many of you breathed a sigh of relief only to read that we have closed our book submissions page. So, it may feel like another door has closed on you but in reality two windows of opportunity may have opened.

### **Why do we offer Joint Publishing Agreements?**

As a commercial publisher we invest a substantial amount of money each year and this means we can only assist a certain number of authors towards manifesting their dream (seeing their spiritual children's book in print).

Regrettably, there are many talented authors whose children's book we are unable to publish. So we did some major brainstorming and came up with an opportunity for authors who wish to make an investment in their own book title, under our Pick-a-WooWoo imprint (includes picture books of all ages, novels, e-books etc).

If the submission panel believes the marketplace will embrace your book title, then Pick-a-WooWoo Publishers will assist you by entering into an agreement to joint publish the book on your behalf, and add it to the range of 'Pick-a-WooWoo Books' available.

**Our strong brand image, logo, name, distribution channels, marketing abilities, network of supporters and business contacts are an important foundation to have behind your title. Your book will fit into the already popular 'Pick-a-WooWoo' titles.**

### **We invite you to consider Joint Publishing!**

The world of publishing is a numbers game and in the increasingly accountant-driven world of larger multinational publishing houses it is seldom that the work of new authors are accepted. Many 'Mind-Body-Spirit' publishers do not cater for children's books; will

only publish adult material; or will only publish named or celebrity authors (for children's books) – thus making the dream of getting your book in print even harder.

We felt we needed to offer some hope to the many wonderful authors who requested we publish their children's books or book series. As you may realise, it is not physically or financially possible to accept all manuscripts presented to us. However, we can offer a joint publishing agreement to ensure your children's book reaches the marketplace. The challenge is for you to make a positive decision, have faith and make it happen.

### **A misconception.**

*No self-respecting author should help finance the publication of his or her book, because any work of merit will eventually find a trade publisher. Unfortunately, this is simply not true.*

Surprisingly, many well known authors have shared the costs of publication. Authors like Jane Austen, George Bernard Shaw, Deepak Chopra, Edgar Wallace, Kipling, and even Beatrice Potter. The Celestine Prophecy apparently even started out as a self-published low budget book. We believe it only takes one book for you to become a known author and then anything is possible.

### **What do I do now?**

There is NO COST involved in submitting your manuscript for us to read for suitability and acceptance. If found not suitable we will advise you accordingly and offer you some suggestions as to who may consider your book title within the publishing industry.

***If Accepted*** - If your children's book is found to be acceptable, we will provide a completely personal service, planning and seeing your book through all the various facets of production. One of our team will be assigned to your book and manage the process from the start. An edited manuscript will then be sent to you for your approval. When it is returned it will be typeset, proofread and the proofs sent to you for final checking.

If artwork/illustrations are not supplied with your book title then we can assist you to locate an artist, in consultation with you, to complete the illustrations and to jointly select an image for the front cover.

The average time for completing a book is eight months.

### **More about Joint Publishing!**

Our joint publishing service is an arrangement between the Author (you) and the Publisher (Pick-A-Woo Woo Publishers) wherein both contribute and then share in the benefits. The Author contributes the manuscript (and artwork where possible) and a subsidy payment (fee to cover set up costs, design and printing); the publisher manages production from start to finish, all administration and legal requirements, promotion,

marketing, wholesale, retail and mail order expertise, website, warehousing, fulfillment, accounting, rights selling and so on. *See book management plan for more information.*

Although a financial investment to cover the origination costs is required from the author, no further monies are required. We undertake to print a first run of a minimum of 1500 - 2000 copies and to keep the book in print for a minimum of five years (or more if the market requires). Please note: All reprints of the title are undertaken at our expense.

### **What does Pick-A-Woo Woo Publishers do?**

Pick-A-Woo Woo Publishers evaluates your manuscript and its market potential. If accepted we'll manage the editing and you'll be involved at each step of this process. After editing we'll manage the design and typeset of your book and handle details such as cover design and colour separations. If illustrations are required (colour books) and you have not supplied them, we can assist you with professional artists and photographers. You'll receive an inkjet proof of the galleys for changes and corrections or we can send you the file in Pdf format.

Your electronically prepared book is sent by USB to the printer. The printers we work with use the latest high-resolution equipment and meet our quality standards and are green friendly rated. We handle the delivery and then storage of the books direct into our warehouse and dispatch centre.

We attend to all copyright and standard book numbering details (ISBN) and copies are lodged with the National Library of Australia Cataloguing in Publication, copyright agencies and legal requirements.

Even before your book is printed the Pick-a-WooWoo team will prepare information, which is sent to key accounts, wholesalers and library suppliers.

We work closely with Australia's top Mind-Body-Spirit distributor (**Brumby Books**) and through our printer **Lightning Source** who utilise in the US Ingram; Amazon.com; Baker & Taylor; Barnes & Noble. In the UK via Amazon.co.uk (retailer); Bertrams (wholesaler); Blackwell (library supplier); Book Depository (Amazon Marketplace); Coutts (library supplier); Dawson (library supplier); Gardners (wholesaler) / Mallory International (wholesaler); Paperback Bookshop (Amazon Marketplace).

We have excellent contacts with book reviewers and expertise in preparing press material. After publication, details and review copies are sent to the local and national media and to specialist magazines or parenting journals.

Once again, *See book management plan for more information* on the process involved in publishing a children's book. (note: Schedule is a in-house guide for the team @ Pick-a-WooWoo).

*Whilst every effort is made to promote our books, there is no guarantee given or implied that books will be stocked by bookstores or that book reviewers will select our books. This decision is purely the domain of the receiver (book buyers / editors etc).*

**How does it work financially?**

You will receive a royalty of 35%- 45% on all sales receipts of your book (depending on book type) until your entire subsidy is recouped, and thereafter 11% of sale receipts.

In addition, you will receive a percentage of subsidiary rights that we may negotiate on your behalf.

Royalties are paid every six months. *Note: Contracts may vary according to terms offered.* Here is an example of percentage split and royalties.

**This is for a full colour /soft-cover / 32 pages A4 size title – RRP \$16.95 Aus.**

**Example One - Sold via Australia Distributor (Brumby Books)**

*(Distributor seeks 65% of RRP)*

Net Receipt		\$5.39
Authors Royalty	40%	\$2.16
Publishers	60%	\$3.23

**Example Two - Sold via Bookstore Direct**

*(Bookstores seek 40-45% of RRP)*

Net Receipt		\$9.35
Authors Royalty	40%	\$3.74
Publishers	60%	\$5.61

**Example Three - Sold via Website / Exhibitions/ Direct to Public**

Net Receipt		\$16.95
Authors Royalty	40%	\$6.78
Publishers	60%	\$10.17

**Example Four - Sold via E-Book (not all books are converted to E-books).**

Net Receipt		\$7.50
Authors Royalty	40%	\$3.00
Publishers	60%	\$4.50

**Example Five - Sold via US / UK Print on Demand (approximate only) (Distributor & Bookstores take approx 40-45% of RRP)**

Net Receipt		\$6.00
Authors Royalty	40%	\$2.40
Publishers	60%	\$3.60

As a general guide, because each contract varies depending on your needs and book production costs for Australian Printed books (ie colour book or novel), you can expect to pay per book around **\$4,800 Aus – \$7,800 Aus** per book title.

The cost of undertaking your book as an E-Book only is significantly less – approximately \$700 - \$900 Aus per book title.

We can provide you with a more detailed estimate once you've decided that this is a path you would like to follow and we understand your book requirements fully.

Remember, if you were to self-publish it would probably cost you a greater amount when you consider all the costs of initial design, editing, production, printing, travel, and controlled storage – not to mention ongoing management costs of sales, marketing and operations, establishment of networks and contacts and so forth. As a publisher we have many cost savings because we participate in this industry daily and have spent considerable time developing networks and relationships especially with our suppliers and printing partners – our aim is that we are a turn key operation, with strong relationships with all suppliers, customers and third parties.

*We should point out that book publication is a competitive business and there can be no guarantees that you will recoup your entire upfront subsidy (although it is our aim that everyone involved recoups their investment). Your investment is our investment so we do everything in our power to ensure sales of **all** Pick-a-WooWoo books, including yours.*

***If joint publishing is something you would like to consider, then we encourage you to pick up the phone and talk to us (or email) now. Our passion is to ensure these books reach mainstream markets as soon as possible. We look forward to hearing from you.***

*Have faith and enjoy the journey.*