

5 STEPS to Bringing Your Book to Life

1. Set the Goal:

Publishing your book is a collaborative process that will begin with a half day planning session. As the author, you will be joined by the writer, a representative from our senior management and others mutually agreed upon. Together, we will discuss and identify up to three different book ideas. We will create an initial outline of how we might work together to develop them.

We will discuss the intended audience and the value for the reader. If we agree there is potential, we will create an action plan for next steps. You will receive a synopsis for up to three books within two weeks.

2. Choose the Topic:

Our recommendation will present the pros and cons of each approach. The final choice will belong to you. Just as any business needs a focus, the same goes for your book. Guiding this conversation has two fundamental questions:

- Is the topic consistent with the vision of what you want your book to accomplish?
- Is the topic one that will position you or your company as truly distinctive?

3. Develop the Content:

We look to four primary resources when we develop book content.

- Your experience and expertise.
- Source materials you provide such as speeches, transcripts from panel discussions, papers presented, descriptions of best practices and so on.
- Access to your network of contacts – key employees, customers, vendors, industry leaders and perhaps even respected competitors – to provide us with the anecdotal background that really makes a book interesting.
- Our own resourcefulness in identifying and pursuing additional information – publications, trend analyses, market research, etc.

There are several things you can expect from us during the content phase.

- We will work with you to keep the project on-schedule.
- We will constantly be looking to assure that the reader will understand what you intend.
- We will solicit your candid feedback, including criticism.
- We will push back along the way to make certain every aspect of the book will be seen as both interesting and credible.

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FOR MORE INFORMATION OR A QUOTE

Please contact Publisher Dustin S. Klein at dsklein@sbnonline.com or (440) 250-7026 to determine how Smart Business can help take your ideas and transform them into a book...and much more.

4. Gain Distribution:

A company can develop a great product, but that product has no value unless it gets into the marketplace. The same can be said about a book. Nobody benefits from a book if they can't find a copy.

We have established relationships that assure your book gets noticed. We take care of all of the registrations for your book which include:

- ISBN number for both printed and eBook formats
- Library of Congress Control Number (LCCN)
- Copyright Registration, which you will own.

An essential link in distribution is to create an Amazon Seller Account that assures any registered Amazon seller can market your book in any format. Charges for this by Amazon are very low.

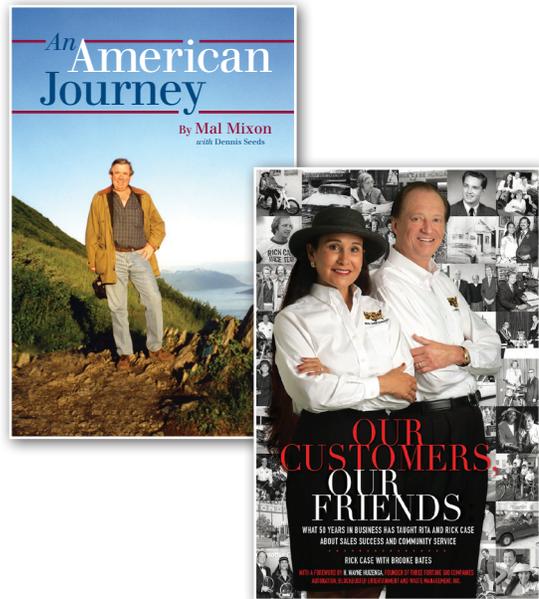
Your book can be formatted for hard cover, soft cover or for eBook distribution on devices such as Kindle, Nook or smart phones. You will have an account through Amazon Direct. All book net proceeds and royalties will go directly into your bank account. We do not take any royalties.

We will deliver an agreed-upon quantity of either hard or soft cover books to you to use directly with employees, customers, opinion leaders and other important stakeholders.

5. Market Your Book:

Depending on your topic, we have the capability to bring a vast array of marketing services to this phase. You can expect to receive a marketing and public relations recommendation.

In most instances authors choose to execute some marketing tactics through their own companies and ask Smart Business Books to undertake others. We will help as much or as little as you choose.



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