**Project Name**

 **for**

**Client Business**

 **from**

**Your Business Name**

 **Publishing Services**

**Date**

**Submitted to:**

**Client Name**

**From:**

**Your Business Name**

Your Name

xyz@zxyz.com

555-555-1212

**OVERVIEW**

Below we've outlined our publishing services for your first book. We've also developed a simple plan for moving forward based on all available information. This is meant to be a flexible strategic partnership.

**THE PROCESS**

In short, we will help you create a custom book based on an interview using our proprietary "interview style" book development process. Here's how it works:

* We will give you a simple template that allows you to generate appropriate questions. So, you tell us what questions we should ask you. There are frequently asked questions (FAQs) and should ask questions (SAQs).
* We will interview you based on these FAQs and SAQs. The interview will be recorded and converted into a manuscript.
* We will proof and edit the final manuscript for you. We will also develop a customized cover for your book.
* We will set up your Amazon publishing account. We will submit the interior file (i.e., "manuscript") and the exterior file (i.e., "book cover") to Amazon.

It's a fairly simple process from your point of view. You just need to create some questions then we interview you and handle everything else.

**AGREEMENT**

We will use the Platinum Book Publishing Package (retail: $3,995) as the basis of this project. Please see the description below for details.

We have agreed to develop the book at cost ($1,200) in exchange for dual usage rights. In short, [YOUR BUSINESS NAME] can reuse the content with other financial advisors and financial planners (non-competitive) in exchange for price reduction. To be clear about this, we will strip out any personal information, company information or other information that you don't want included.

**Platinum Book Publishing Package**

**Description:** You get a book based on your financial planning knowledge. This is developed through our proprietary interview-style book production process.

**Publication Speed:** 3-4 weeks total turn around time from order submission. Your book will be complete and then available for sale on Amazon.com in approximately two months.

**Requirements:** We require the completion of a short interview questionnaire to get your business name, your author biography, case studies, physical location, call to action, author image and related data. We also require the collection of FAQs and SAQs plus the actual interview session to answer the questions.

**Proprietary "Hands Free" Book Creation Process:** We will conduct a simple 90-120 minute phone interview to capture your knowledge. Then we take over to create the transcript, transform the content into a manuscript and then complete all the hard work required to create your own special and unique book.

**Retail Price:** ~~$3,995~~ *("At Cost" Customer Special: $1,200)*

**Here's Exactly What You Get:**

\* Customer Interview Content Processing (questionnaire / 90-120 min audio)

\* Book Title Development

\* Recording, MP3, transcription, integration

\* 1 Full Editorial and Proof Reading Cycle

\* 10 Printed Copies of Your Book (delivered to your doorstep)

\* Amazon.com Publishing Account Set Up and Copyright Transfer

**CONTACT INFORMATION**

**Your Business Name**

**Your Full Name**

Your Title

xyz@zxyz.com

555-555-1212

Skype: xyzzzzz