



EXCEL LIFE
PUBLISHING



Complete Publishing Services

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Excel Life Publishing abbreviated (ELP) also known as Agape Behaviour Publishing (ABP) the (Organisation) is a UK based global publishing house that provides the following services:

* MOST POPULAR PACKAGE

- ▶ **ELP OPTION 1. PERSONALIZED PACKAGE*** completion average time period 1 - 3 months *
 - a. Write Book or See (OPTIONAL COSTS) below
 - b. Proof Reading (DIY) or See (OPTIONAL COSTS) below
 - c. Copy Editing includes editing & book Structure (DIY) or See (OPTIONAL COSTS) below
 - d. Book Cover & Barcode Design, assigning (ISBN) & File Creation for set up and Printing including 2D & 3D book images for promotional purposes (DIY) or See (OPTIONAL COSTS) below
 - e. Book Marketing (DIY) or See (OPTIONAL COSTS) below
 - f. Book Formatting includes layout of pages & chapters for Print Ready (DIY) or See (OPTIONAL COSTS) below
 - g. E-book Formatting: includes layout of pages & chapters files for ePub/Kindle, Apple books & Mobi (DIY) or See (OPTIONAL COSTS) below
 - h. Set up fee **£377**

(OPTIONAL COSTS)

- ▶ Book Formatting: includes layout of pages & chapters to create PDF for Print Ready **£347**
- ▶ Book Cover **£177**
- ▶ E-book Formatting: includes layout of pages & chapters files for ePub/Kindle, Apple books & Mobi **£217**
- ▶ Proofreading (Maintaining accuracy, reviewing for grammatical & spelling errors, punctuation errors, typos or incorrect use of regional English using track changes). **£497**
- ▶ Copy Editing (Maintaining quality, improving the style and flow of author's writing, editing of text to be printed by checking its consistency and accuracy. And making manuscript fit for purpose and free of error, omission, inconsistency and repetition. **£477**
- ▶ Ghostwriter service starting at **£777** a professional writer will write your manuscript with chosen title.
- ▶ Book Website starting **£597** *Note **£57** for further required updates on website.
- ▶ Book Marketing starting **£597** (This includes ELP using social media to gain followers, promoting book, website, Eblast to thousands of targeted audiences, a choice of one of the following two promotional material options 1,000 chocolates with name and website of book with Pull-up Banner, or Pull-up Banner with 1000 Business Cards or A6 double sided glossy Flyer designed with Book Cover & Website details).
- ▶ ELP will print any quantity of Client's completed book see examples below. (Quantity yet to be agreed)



SET UP FEE INCLUDES THE FOLLOWING:

ELP Book Complete Title Set up fee **£377** SET UP FEE INCLUDES THE FOLLOWING:

- ▶ Inputting pricing and book information on international distribution and sales channels, such as UK, EUROPE, USA & AUSTRALIA and more.
- ▶ ELP will assign the International Standard Book Number (ISBN) a unique numeric commercial book identifier.
- ▶ Initial one off book set up fee also includes uploading complete Print Ready & EBook files.
- ▶ Client's book(s) will be made available to over 40,000 global distribution channels, 60 major online retailers/outlets including Amazon, Apple®/iTunes/iBooks, Kindle and over 20 major distribution partners including Bertram's, Foyle's, Gardeners and Waterstones and in all major & high street bookstores such as WH Smiths, Blackwell's, Barnes & Noble and more. ELP will send books to the following Legal Deposit Libraries below and liaise with all six Legal Deposit Libraries to receive acknowledgment of Legal Deposits.
- ▶ 1 copy of book required by The Legal Deposit Libraries Act 2003 which we send to Legal Deposit Office The British Library.
- ▶ 5 copies of book required by The Legal Deposit Libraries Act 2003 which we send to
 1. Bodleian Libraries of the University of Oxford
 2. Cambridge University Library
 3. The National Library of Scotland
 4. The Library of Trinity College Dublin
 5. The National Library of Wales.

ELP OPTION 2. MANAGER PACKAGE (subject to decision) * completion average time period 1 - 3 months *

- a. Write Book (Book Writing Coaching)
- b. Proof Reading
- c. Editing/Copy Editing/Book Structure
- d. Book Cover & Barcode Design, assigning (ISBN) & File Creation for set up and Printing including 2D & 3D book images for promotional purposes
- e. Book Marketing
- f. Book Formatting includes layout of pages & chapters for Print Ready
- g. Book website domain purchase & social media set up
- h. Website design a professional modern up to date RESPONSIVE (Compatible with mobile phones, iPad, tablets), CMS (Content Management System) WEBSITE with chosen domain name
- i. Graphic design for book promotional materials
- j. E-book Formatting: includes layout of pages & chapters files for ePub/Kindle, Apple books & Mobi
- k. Set up fee

OPTION 2 TOTAL COSTS: FREE **£157** administration re-refundable deposit.

This is payable and given back to author through their book sales.

We do this due to previous bad experiences and to avoid time wasters

who take advantage of faith based organizations and to verify that the author is committed as we are.

ELP OPTION 2. MANAGER PACKAGE - UNDERSTANDING FEES & PROFITS:

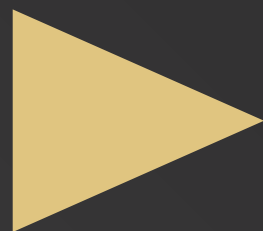
Please note with this option a Excel Life Publishing contract of terms is signed by the author and ELP will take 70% fees profit for every book sold and give author 30% royalty profit for every book sold, please note the payment percentage fees/royalty profit is after any print costs are deducted and where applicable postage/shipping & handling costs have been deducted.

We believe EXCEL LIFE PUBLISHING fees are fair due to high risks and initial investment made by ELP to publish and market author's work and bearing in mind majority of major publishers give their authors 10% royalty fees then the publisher receives 90% fees.

Please note that there is no printing or shipping costs associated with eBooks i.e. eBooks sold on Amazon or iBooks, however all eBooks sold via online retailers/outlets incur a flat industry charge rate of 40% and Printed books sold via online retailers/outlets such as Amazon incurs a flat industry charge rate of 55% where possible we always aim to reduce the percentage to the minimum in order ensure our authors receive the maximum royalties.

Please also note that we only pay author's royalties once cleared funds have been received by distribution channels and or retailers and royalty amount reaches a minimum of **£37** and only send breakdown statement of author's sales once authors have sold minimum of 7 books online in any given monthly period.

Payment on your unit sales from distribution partners both print and eBook sales are paid within 90 days of the sale. As an example, sales that are reported in JANUARY would be paid to the author 90 days later APRIL.



FOR INFORMATION OF RECENTLY PUBLISH AUTHORS BOOKS

Please see our website and Amazon. The website below can be used to search for Excel Life Publishing authors or any author with their book title, author's name or ISBN numbers here: www.isbnsearch.org

ADDITIONAL SERVICES BY EXCEL LIFE PUBLISHING: ELP BOOK CONSULTANCY:

This covers how to start your book, Book template, sizes, fonts and text sizes suitable book cover, book pricing, branding, choosing chapters, titles, choosing a book title generating book sales and a regular income/profit from your book target audience/market writing style SMART Goals, realistic duration, completion of your book and publishing.

TOTAL COSTS: £170

EXCEL LIFE PUBLISHING GHOST WRITING SERVICE:

We offer a full ghost writing service for novels, short stories and life stories.
We can help you put your thoughts, knowledge and experiences to paper.
We offer a specialist autobiography service which will help you to put your life story on paper.
Writing an autobiography can be an extremely enjoyable and therapeutic process.

Working with us will allow you to transform your memories and thoughts into words, so that you can capture the stories and memoirs of your life and record them as you remember them.

There are several options available within our ghost writing service; we can provide a full editorial of your work or we can complete all the research and write the book in consultation with you.
Ultimately, we will work in a way that suits you so that we provide as much or as little input as you require.

A full review of spelling, punctuation and grammar, with amendments made directly to your submission (via track changes). A comprehensive summary report that looks at areas such as the use of language, diction, characterization, storyline and spelling and grammar, with specific text examples to demonstrate suggestions and comments made.

TOTAL COSTS: (Will be subject to your needs and complexity of work involved).

ELP AUDIO TRANSCRIPTION & SERMON TRANSCRIPTION SERVICE:

Turning audio files & sermons into a text/MS Word document and book.

You send audio in formats such as WAV (MP3, WAV, WMA, AVI file) or you can mail CDs, cassettes, or DVD.

We will format Bible verses in bold, bold and italics; keep paragraphs short and consistent in length so they're easier to read Insert page numbers.

We will look up the correct spelling of all names mentioned in your audio/sermon file.

Leave out uh's and um's, laughs and coughs correct grammar.

TOTAL COSTS: (Will be subject to your needs and complexity of work involved).

ELPAUDIO BOOK SERVICES:

Book translation services from English, Spanish, French, German, Portuguese, Russian, Chinese, Italian, Arabic, Japanese, Hindi, Korean and more.

TOTAL COSTS: (Will be subject to your needs and complexity of work involved).

ELP FREE RECOMMENDATIONS:

The benefits of publishing your book with Excel Life Publishing if you choose package 1 is that you are in control and receive 70% profit on every sale of your book.

You get reasonable printing prices (approximately £3.97 per book) plus national & international shipping rates.

You can set and update your book pricing worldwide anytime.

You can print minimum of one book, thousands of books to millions.

You receive regular sales report including online Amazon, Apple iBooks/iTunes and Kobo etc.

You receive a quarterly royalty payment when books are sold from online Amazon and EBook sales.

Your book is published professionally and made available globally.

The benefits of publishing your book with us is unlimited, you are able to reach and impact people globally as well as sell your book and make a regular income.

You can sell, as many copies as you like below are some ideas to consider in reaching your target audience.

- a. BOOK LAUNCH
- b. BOOK PROMOTION ON TV
- c. BOOK TOUR
- d. BOOK SIGNING AT BOOKSTORES
- e. WORKSHOPS

REMEMBER WHEN WRITING YOUR BOOK THERE ARE NO RULES.

As an author you can use your preferred title, real name such as first, last and middle name or you can simply use your first and last name, some prefer to be anonymous and use the following below;

1. STAGE NAME
2. PROFESSIONAL NAME
3. ALIAS
4. PSEUDONYM (sometimes a particular form of the real name) adopted by an author (or on the author's behalf by their publishers). Many pen names are used to conceal the author's identity.

BOOK COVER & INTERIOR MANUSCRIPT FILE AND COMPLETE PUBLISHING PROCESS:

- ▶ ELP will publish Client's manuscript globally. Alternatively if option below has been agreed see as follows:
- ▶ ELP will publish Client's manuscript globally with Client's own (Publishing Company Name/Branding).
- ▶ ELP will provide ISBN(s) in order to enable Client's book(s) availability in paperback & eBook through over 40,000 global distribution channels, bookstores, online including Amazon, Apple iBooks/iTunes and Kobo.
- ▶ ELP will provide a complete professional industry standard book. Black & White, 5.5mm x 8.5mm (Demy 8vo) size, Perfect bound on Crème Paper, Gloss Laminated with a final Page Count between 170 - 220.
- ▶ ELP advises Client's standard marketing Book to be priced at **£12.97** with promotional price set at **£10.97**.
- ▶ ELP will provide Front cover designed professionally unless it has been agreed Client will provide their own.
- ▶ ELP will provide ISBN on Back Cover, designed professionally (Glossy) with small 300dpi profile picture of author (picture is optional not compulsory) and extract texts from biography in manuscript, worded marketing style as advised by ELP.
- ▶ ELP will communicate by email with Client regarding book cover & interior file before finalising complete book.
- ▶ ELP will check all Client's copyright text, contact information such as email, number and social media on the back & interior of book and carry out quality checks on all files before finalising and printing complete book.
- ▶ ELP will send 6 books on Client's behalf to compulsory Legal Deposit Libraries.
- ▶ When Client's book has sold on online channels such as amazon.com & .co.uk or www.excellifepublishing.com Client will receive a report and payment. This will be 90 days after sales (set as standard by Amazon) when Paperback & E-books are sold on Amazon platform. An administration charge of 30% will be charged by ELP to the Client and 70% of the remaining funds will be paid into Client's chosen bank account as royalty.

BOOK WEBSITE DESIGN:

- ▶ To design a professional modern up to date RESPONSIVE (Compatible with mobile phones, iPad, tablets), CMS (Content Management System) WEBSITE with chosen domain name. (We will also suggest domain names to be chosen and purchased).
- ▶ Website to meet requirement standards of Authorise. To enable Author to update and add book covers, new material, devotionals, new books and images etc. when required.
- ▶ Once Website is complete ELP will initially give Author opportunity to ask questions about website's functionality, through thorough instructions and guidance as the first time on how to navigate, update and manage website especially with updating website with professional contact details such as email address, phone number and address.
- ▶ When Author requires updates/modification to the website by ELP after initial instructions and guidance, ELP will charge **£57** administration fee per time to assist with updates.

EXAMPLE BOOK ORDER

- ▶ 100 books **£370** (shipping fee of approx. **£18.50** will apply to a UK address)
- ▶ TOTAL COST for 100 books ordered, printed and shipped to a UK address **£388.50**
- ▶ ELP will give author preferential rate of **£3.97** per book on initial 50 books and further preferential rates on larger quantity orders please see example below as follows;
- ▶ ELP guide print prices. Please note prices vary for low quantity book orders i.e.
- ▶ ELP will ship books to any location globally. Shipping fee will always apply.
- ▶ ELP worldwide shipping fee will always apply to global destinations.

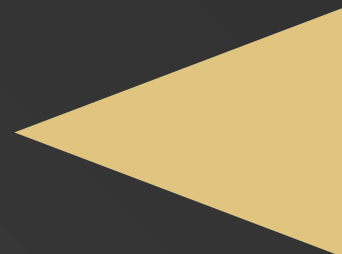
EXAMPLE BOOK SALES

- ▶ 250 books at **£10.97** will give Client an average return of **£2,742.50**
For maximum profit return based on our past experience and previous clients it is suggested that Client Frequently places an order from ELP direct by email of 250 books or more to have swift access to stock to independently sell direct to consumer at events, to congregation members, through organisations, speaking engagements, conferences, special meetings and exhibitions etc.
As well as online sales only or a combination of direct and online sales.
(It is realistic to achieve 250 books and more sales within 30 days or sooner).

BOOK MARKETING: (OPTIONAL)

ELP WILL IMPLEMENT MARKETING STRATEGY TO SUIT CLIENT'S BUDGET WITH THE USE OF THE FOLLOWING:

- ▶ The Client's book
- ▶ The Client's Website. (ELP will market Client's Book on ELP's website from time to time)
- ▶ Book Launch and Signing Tour/Workshops (Community Venues and Book Stores)
- ▶ Set up strategic Social Media i.e. (Facebook, Twitter etc.)
- ▶ Email Blasts to targeted audience mailing list
- ▶ Identifying location or venue to do book signing
- ▶ Book Banner, Book Bookmarks, Promotional Flyer other Promotional Material (Chocolates, Sweets)
- ▶ Informing leaders and relevant local community groups to purchase and support book
- ▶ Cost effective Television/Radio advertising, Magazine & Online advertising, third party costs will apply
- ▶ Credible endorsement and announcement from influential leaders and individuals/word of mouth
- ▶ Build Fan base following both on social media, mailing list and or cost effective advertising.



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- ▶ TOTAL COST for 100 books ordered, printed and shipped to a UK address **£388.50**
- ▶ ELP will give author preferential rate of **£3.97** per book on initial 50 books and further preferential rates on larger quantity orders please see example below as follows;
- ▶ ELP guide print prices. Please note prices vary for low quantity book orders i.e.

£4.77	for	(1 - 25)	BOOKS
£3.97	for	(30 - 70)	BOOKS
£3.70	for	(100 - 470)	BOOKS
£3.57	for	(500 - 970)	BOOKS
£3.37	for	(1000 - 4970)	BOOKS
£2.97	for	(5000+)	BOOKS

- ▶ ELP will ship books to any location globally. Shipping fee will always apply.
- ▶ ELP worldwide shipping fee will always apply to global destinations.

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For maximum profit return based on our past experience and previous clients it is suggested that Client Frequently places an order from ELP direct by email of 250 books or more to have swift access to stock to independently sell direct to consumer at events, to congregation members, through organisations, speaking engagements, conferences, special meetings and exhibitions etc.
As well as online sales only or a combination of direct and online sales.
(It is realistic to achieve 250 books and more sales within 30 days or sooner).

RECOMMENDED BOOK PRICE: Launch & Promotional Price **£10.97** Standard Price **£12.97**

* PAYMENT:

The Client will pay the Organisation the sum agreed for work performed under this agreement. All payments will be made immediately by the Client upon Client's agreement to begin production and submitting of manuscript and associated files. Payment will be made by bank transfer to the Organisation's bank details below.

Account Name: Excel Account Number: 03 75 67 26 Sort Code: 20 05 73

A secure card payment processing invoice link, ELP secure website payment link or PayPal.
(Please note we cannot print Client's books until payment has been made to printing company for quantity desired).

* RELATIONSHIP OF THE PARTIES:

ELP agreement creates an independent Client and Organisation relationship.
The Client is interested only in the results to be achieved as specified on ELP terms & agreement.
The Organisation is solely responsible for the conduct/quality and control of the services carried out as specified.
ELP's agreement is exclusive. However, both parties are free to contract with other parties for similar services.
Please note that services and prices offered are only exclusive to ELP's agreement and Client only.

* LIABILITY:

The Organisation agrees to meet requirements professionally as specified on this agreement and is not liable for any failure that arises of the Client's book expectations such as poor sales or loss of income arising from the execution of this agreement. ELP are not liable for Client's tax affairs this is solely the Client's responsibility. ELP suggest client seeks professional tax advice.

The Client is solely liable for their success or failure of their book sales and or meeting aims and objectives of book. For maximum and effective results, it is the Clients responsibility to promote their book on a regular basis and follow and implement strategies suggested by professional marketing companies or related services.