



EXCEL LIFE
PUBLISHING



Terms & Agreement

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THIS TERMS & AGREEMENT IS MADE BETWEEN:

- (1) Excel Life Publishing abbreviated ELP (Organisation) and
- (2) (Client)

WHEREAS:

(A) The Client is offered services to be received as listed below

(B) The Organisation ELP agrees to perform the services under the terms and conditions set forth in this agreement and any additional terms of reference, which both parties may agree to from time to time.

NOW IT IS HEREBY AGREED AS FOLLOWS:

- ▶ **Description of Work:** Agreed hereunder the Organisation ELP will perform the following description of SERVICES professionally in line with expected standards and services listed below:

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 & iBook through over 40,000 global distribution channels, bookstores, online including Amazon, Apple eBooks/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 carryout 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](https://www.amazon.com) & [.co.uk](https://www.amazon.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 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.

COST OF SERVICES OUTLINED BELOW:

- ▶ 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.

(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**
- ▶ Ghost writer 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)

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.

£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.

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).

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:

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

CONTACT US EXCEL LIFE PUBLISHING BOOKS GLOBALLY



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