

A new service for professional Authors, Speakers & Thought Leaders



Spread the word like

**Wildfire**

Central creative and production resources to support your career

*"Supporting your success"*

Two decades of experience in international publishing, staging events, broadcast and corporate television production and internet marketing

01

**Big Picture**

Working with you to identify your market niche, business model, routes to market, requirements of your brand, your product family, time frames for production, marketing and promotion strategy.

**Create**

Editorial and technical support to extract new content from webinars, live events, and interviews. Repurposing your words into a range of new knowledge products and courses.

02

03

**Publishing**

Your book will open doors, raise your profile in the marketplace, and position you as an expert with the media and within your profession. We help you to be found worldwide and grow your influence - and sales.

**Media Production and Events**

Our team of talented and creative experts include event directors, lighting and sound technicians, cameramen, video mixing and projection specialists, videoediting and production. No event too large or too small.

04

05

**Marketing and Distribution**

You were put on earth for better things than licking stamps! We warehouse and dispatch your products to the trade internationally and also fulfil your orders from online sales. Your book will be with all the major retailers.

You get all the limelight and applause whilst we are behind the scenes supporting you, promoting your brand, creating and distributing your products and giving you the peace of mind you need to be your own unique self.

Filament Wildfire is a flexible subscription based service which is scaleable to support your changing needs throughout the year.

## **Spread the word like Wildfire**

Because of your standing in the marketplace as a professional communicator, your needs and expectations are different from the average author. To support your career as a speaker, trainer, author and thought leader, we provide a bespoke 'concierge service' which helps;

- Repurposing and creating new content based on your recordings and transcriptions
- Providing editors, proofreaders and ghost writers to develop new product
- Crafting a range of income generating knowledge products in all media
- Publishing physical and electronic books and making them available to the book trade worldwide
- Providing warehousing, fulfilment and distribution.
- Providing technical support for presentations and event
- Managing back of room sales at events
- Stage management, lighting, sound and projection
- Filming and video editing
- Email marketing and web site content management
- Blogging and Social Media

### How we work

We provide a single contact point for our clients and act as their 'back office' doing all the penny tasks that are needed to support their speaking and events

This is resourced by a variable monthly subscription which is based on the estimated needs of the author in the month ahead. There is a fixed hourly rate of £50 which can be used for admin, artwork and design works, copywriting, website updates, mailing list management, video editing - or a whole range of other support services. You can call this off in 15 minute intervals. Subject to a minimum subscription based on one hour per week. Note: Unused time may be carried forward to the following month.

Wherever you are in the world, one call to use can make things happen and smooth your path.

External third party services can be immediately arranged on your behalf providing we have a live payment method in place to resource this. Third party services are supplied on a cost plus 25% project management fee.

Warehousing and fulfilment services - Warehousing is charged at £3 per pallet per week.

Fulfilment services - where we post our products on your behalf, including any letters of brochures you might want to include. Charged at actual postage plus £1.20 per unit

# Spread the word like Wildfire



## Partnership Publishing

in which the author and the publisher play to their individual strengths for mutual benefit

Our Partnership Publishing model consists of;

- No upfront cost for publishing
- No cost to author for printing a standard trade paperback for book trade distribution
- You retain all your rights
- Advanced Information Sheet sent to book trade buyers and distributors
- Book trade distribution in the UK, Europe, USA, Middle and Far East
- Distribution on Amazon platforms in paperback and Kindle
- eBook distribution worldwide via over 70 distributors
- ISBNs for all versions and full entries on all book databases
- Net receipts from all book trade sales split equally between author and publisher
- We represent your book at international book fairs to sell overseas translation rights in other countries as an additional revenue stream for you.
- Provide a fast turn round for printing copies of the standard international edition of the book for the authors own distribution supplied at the author's price of 35% of the cover price of the book - giving a profit of 65% per copy
- We provide a project manager and use of our cloud-based Author Project Management System to enable you to log on and manage your projects worldwide

The author is responsible for:

- Editorial polishing and proofreading their manuscript
- Supplying all designs, illustrations and photographs (licensed ready for use)
- Supplying print ready artwork which meets our technical specifications
- Supplying PDF and EPUB versions of the book
- Ordering an initial minimum run of 500 copies
- Marketing and PR
- Resourcing the printing of special editions with non standard binding or print embellishments

Where an author does not have print ready artwork or EPUB files, we are able to provide full book design and layout services, professional proofreading and eBook conversion at cost.

We are linked with PR partners in the UK and USA, plus event and presentation services for book launches, and other live events.

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