



SERVICES

Although on some occasions a Path To Publishing literary consultant may suggest a client use Fiverr (if they can't afford the services of a Path To Publishing Companion), Path To Publishing Companions are individuals we know, trust, have worked with, have spoken with, seen, had coffee and meetings with, and, more importantly, have a contract/agreement with. Several Path To Publishing Companions attend the annual "Act Like an Author, Think Like a Business" Conference. This enables the attendees, aka Pathfinders, to get an opportunity to meet and engage with some of the team members (Companions) they work with (will work with) along their literary journey. Several of the Path To Publishing Companions are on the team of expert presenters for the conference as well. All Path To Publishing Companions have a contract/agreement with Path To Publishing. Included in those contracts/agreements are confidentiality agreements (so that your work is protected) and "work-for-hire" terms (again, so that your work is protected and that anything a Companion creates/designs on your behalf is yours; you own full copyright and use).

Creative

When it comes to writing a book, Path To Publishing Companions are here to help. Whether you need coaching or ghostwriting, a writing partner, or just someone to keep you headed in the right direction, we're here for you.

Writing

If you are already a skilled writer, you may not need our writing-support services. If not, scroll down to editing. However, if you know what your book should contain, but you have no idea how to reach that goal, we're here to help.

Writing Coaching

At P2P Press, our Writing Companions work with first-time authors, experienced authors, and visionary women and men who have a dream, but who have no prior experience in writing books. We will assign a Writing Companion; a skilled coach who can help you craft sentences, paragraphs, pages, chapters and an entire book or publication.

Ghostwriting

For some writers, a lack of time stands in the way of creating the books of their dreams. For these writers, we offer the services of one of our skilled and experienced Ghostwriting Companions, who will work with you to create those dream books in a fraction of the time.



SERVICES

Editing

Like love, editing is a many-splendored thing. When it comes to editing, our team of experts covers all the bases, so whatever our clients need, we can deliver. Some of the areas we specialize in—but by no means are the only editing fields we professionally deliver—include the following:

Beta Reader: A Beta Reader is someone who gets a first look at what's supposed to be a near-finished manuscript, and who then offers caring, but candid insights into the book's strengths, as well as into those areas where the book fails to deliver. This process comes before developmental editing, or before the final clean-up stages in the editing process. Path To Publishing has a team of both beta readers and post-publication reviewers. Please note, a beta reader is not an editor, but can help the editing process greatly.

Developmental/Content Editing: Developmental editing looks for the holes in your book manuscript; things that you've overlooked that need to be included. We also look for other issues such as redundancy, for instance—that stand between your book and a successfully completed manuscript. This is the first stage in editing, because it inevitably leads to rewrites to fix the problems we've identified.

Copy/Line Editing: This is where we look at spelling, word choice, grammar, punctuation and all the things that Mrs. Johnson tried to teach you in Tenth Grade English. No book is ready for publication that hasn't been professionally copyedited.

Fact-Checking: Fact-checking applies to non-fiction books that are telling a story where facts matter. A great example is told in the book and movie *All the President's Men*, when you're introduced to two young journalists who are sitting on the biggest story of their lives . . . and every last fact has to be checked and double-checked—and checked again—before it can go into print. Some fiction books require fact-checking as well.

Integrity/Sensitivity Editing: In today's politically-correct world, readers and critics are more sensitive than ever before. Offense can be taken where none was intended, and such offense can totally derail a book's successful launch. We've all seen it happen. Worse, we've seen books written by men and women who mean well shattered because of unrecognized insensitivity. Fortunately, this can be prevented.

What we do is turn the book over to individuals who, because they are part of the book's market, can look at it objectively and find areas where a little more sensitivity can lead to a great deal of added success.

Of course, not every book needs this kind of attention, but if your book addresses individuals or groups in ways that might be misunderstood, you need sensitivity editing.

Proof editing/Proofreading/Fresh Eyes Editing: This is the final pass taken by a skilled editor, looking for items that have been missed by the editorial team. In a market where poorly-edited books seldom get a second chance to make a good first impression, this final stage of editing can be a life-saver, and a book-saver.



SERVICES

Design

Because book design, like all design, is subjective, the results are in the eyes of the beholder. It has never been more important for a self-published book to look and feel just like the best work put out by one of the big-five traditional publishers whose books cover the shelves at Barnes and Noble or Books-a-Million.

With our background and experience in working for and with publishing houses, we know what a professionally-designed book looks like, and we make sure that our clients' books have that same look and feel; one that spells reader satisfaction and sales success.

Design includes all of the following, and we focus on delivering the best for all of these:

- Front Covers
- Back Covers
- Spines
- Front Matter
- Back Matter
- Page Layout
- Table of Contents
- Appendices

When all of these look professional, we've done our job, and the book is all dressed up and ready for the market.

Production in all formats

Publishing today includes more formats than ever before. Setting aside books for kids, graphic novels, and other multi-media productions, each book can be produced in one, some, or all of the following. The choice is the author's, and we can help in every step of the way to determine what's needed, then to deliver on that need.

- Print Manufacturing – including POD or Short Run Books
- eBooks
- Premium Hardcover Books
- Coffee-table Books
- Audio Books

Marketing and Promotion

Promotion and marketing always spell the difference between success and failure for authors. One reason there has been a huge move away from traditional publishing and toward self-publishing is that royalty publishers across the board have dropped the ball on promoting their clients. Those writers swiftly realized that "if I have to do my own promotion, why should my publisher receive ninety percent of the profits?" The answer is simple. And our Marketing and Promotion Companions are to help with everything from marketing plans, market research, press released, press kits, and more.



SERVICES

Distribution, Wholesalers, Retailers

If you want your book to appear in bookstores such as Barnes and Noble, Books-a-Million and local bookstores across America, you've got to have your books carried by one of the major book distributors.

Not every book belongs in a bookstore, but if yours does, we can plan out in advance just how to publish your book to ensure that bookstores have the option of buying your book from one of their regular distributors.

If your book has international appeal, we can even help you line up distributors in English-speaking nations around the world.

Book-Related Website Design, Creation and Maintenance

If it's not on the web, it's not going to sell. Yet tens of thousands of authors don't even think about creating a web page for their books. They assume that being on Amazon or Facebook is enough. And while Amazon and Facebook are excellent, you really need to have your own WordPress-based book website. You need a book-specific website, and we can help to design, create, and maintain it for you.

Blogs and Video Blogs

Blogs and video blogs are excellent ways of getting the word out about your book - and to keep getting the word out about your book. Your blog and video blog can be part of your WordPress website.

While we don't promise run-away best-sellerdom, we do promise that an effective blogging and video blogging campaign will boost sales dramatically. And even if you've got no interest in writing and posting your own blogs, we can help.

Book-Related Social Media Page Design, Creation, Maintenance

We've already made the case for creating a book-centric website. Now we're going to make the case for doing more-or-less the same thing, but for Facebook, Twitter, and Instagram, and . . .

If you plan to include social media as part of your pre-launch, launch, and ongoing promotion efforts, you need to have great social media pages that focus on your book, and on you as a published author. Our Social Media Companions are here to help.

Reviews

Getting great reviews is critical to book-sales success. Promoting those great reviews is how they help boost sales. We'll work with you every step of the way to generate meaningful reviews that help sell your book, then we'll show you how to leverage those reviews into sales and other marketing goals.



SERVICES

Digital Marketing

Digital marketing is an entirely different kind of marketing than what authors have traditionally done in order to sell books. Fortunately, we have on our team real, experienced experts in the field of digital marketing who will help you achieve goals that mean book sales, including becoming an Amazon Bestseller or generating at least ten well-written five-star “verified purchaser” Amazon reviews, the kind that get Amazon interested in helping to promote your book.

Digital Press Kits

Not every author wants to deal with the news media. Reporters can be intimidating, even when they get everything right. However, the news media remains one of the most powerful tools available to authors who want to “get the word out” about their new book—and one of the best ways of generating favorable press coverage is to create and maintain an up-to-date digital press kit.

Our Marketing Companions will work with you to identify “news” items that deserve to be written up as press releases, either to actually send out to reporters and editors, or merely to be “found” on your website’s digital press kit.

Pre-Launch Plan

Your pre-launch activities will be identified in your book marketing plan, but as we get closer to your book launch, we will work with you to revise, refine, and enhance those initial plans. Your launch is a major step toward success, and what you do before the launch can be decisive.

Pre-Launch Promotion

Many authors—and an increasing number of publishers—have prelaunch promotions, where readers are offered an attractive percent discount if they buy the book four to six weeks in advance of publication. This extra money beyond what you’d budgeted for launch will help your launch to be even more successful, and we have the expert Companions to help out.

Launch Events

Every book needs its own kind of launch events. No two books are the same, just as no two authors are the same. We make it a point to help our clients determine what will work best for them—and for their new book—then we step in to assist in the implementation, to make sure each event is polished, professional, and profitable.

Some may want to launch in support of a charity, cause, or even their alumni association (which is a great place to launch a book). Others will want to hold a launch event in Washington—if their book addresses issues of national importance—or in Hollywood if it’s all about entertainment.

Your book deserves its own special launch.



Path To Publishing

SERVICES

For example, one of our author/friends went back to her hometown to stage a launch-event book signing. At this event, 300 people showed up to hear her read from her book, and she sold 175 copies of the book right there at the event (and many more via Amazon or her own website in the next week). At \$20 a book, that \$3,500 gross profit went on to underwrite a lot of other special launch events, from Tucson to Iceland!

Another author wrote a book about politics and went to Washington. There we helped launch the book at the National Press Club, and we generated more than 500 distinct bits of press coverage, including cable news, satellite radio, daily newspapers, and so much more. Not bad for a self-published book!

Your book needs—demands—its own launch, and when it comes to your launch, we'll help you succeed!

Post-Launch Ongoing Promotion

Too many authors roll the dice on their launch, then sit back and assume that they've done all they could to sell their books and achieve their other goals. They couldn't be more wrong.

Be it novel or non-fiction, there is no time-limit on a book's salability. If yours is a non-fiction book about an aspect of society that is constantly changing, we'll work with you to come out with updated editions every year or two . . . new, updated editions that can sell well, all over again.

One book we ghostwrote and launched successfully a few years ago is now in its fifth edition, and each edition continues to sell very well. Each new edition adds to the book's content, bringing it current in a tightly-competitive market space where the business world is constantly changing.

On the other hand, we are promoting a novel that was originally published in 2004. Its publisher took it out of print in 2012, and when the rights reverted to the author, he re-published it on Amazon. There, the book continues to sell well, in part because—though it's a novel—it's based on a true story, and the underlying subject matter continues to remain newsworthy. Whenever more topical news breaks, we comment about it online . . . and sell more books.

There are dozens of stories about books we've kept selling well long after their launch cycle had ended. It's merely a matter of remaining focused, continuing effective promotion, and watching the cash register continue to ring.

Special Services

Many authors need special services that coincide with publishing, but which involve other factors as well. Tell us what you need, and we will find a way of making it happen for you! We pride ourselves on our commitment to "service," and we look for any way we can better serve you, your book, and your writing career.

Schedule your free consulting call with a Path To Publishing Verified Literary Consultant by visiting <https://gmerivvtrtwgsyuezivgt-free.10to8.com> so that we can discuss how our companions can help you get on and stay on the road to literary success!

To inquire about or request a quote for Path To Publishing services, click [here](#) to complete a brief questionnaire.