



Why retain a Book Consultant or Book Coach?

A book consultant or book coach can work with you to create a high-quality and attractive book suited to your market, while at the same time, saving you time, money, and frustration.

Why choose to work with a book specialist from The Publishing Institute?

The Publishing Institute (TPI) offers you a customized approach to meet your needs, schedules, and budget. Our agreement will be tailored to fit your needs, and can include:

1. A practical, step-by-step and proven system that helps you to learn the business of becoming an author or being your own publisher.
2. Guidance in the formation of your own publishing company
3. Assistance in working with reputable vendors (editors, typesetters, designers, illustrators, printers, distributors, and others)
4. Support in developing your own book tracking system, an important factor that helps you monitor your financial progress
5. Expert advice in developing and meeting the challenges of subsidiary or add-on product sales, such as e-books and audio books.
6. Exclusive work with one author per field to avoid possible conflicts of interest.

What will it cost?

After a complimentary 30-minute needs assessment in person or by phone, we require a retainer is \$600. This fee covers five hours of individualized consultation, including phone conferences, email correspondence, review of materials, research, and other investigation as appropriate for your project (for example, determining appropriate vendors). Additional consultation is available at \$120 per hour or on a project-by-project basis, to be quoted prior to beginning your project.

Please review the following agreement. Then fill out page 3, signing and dating it to indicate that you understand and agree to abide by the agreement. Mail or fax this page to The Publishing Institute with your retainer (payment can be done by check, money order, MasterCard, Visa, or PayPal) to the address below.

The Publishing Institute

1288 Summit Ave., Suite 107/115, Oconomowoc, WI 53066 Fax: 262-565-2058 Phone: 608-576-9747
Email: kira@ThePublishingInstitute.com www.ThePublishingInstitute.com



Book Consulting / Coaching Agreement

The Publishing Institute agrees to work with you by delivering any and all of the following services:

- Guide you to achieve a good understanding of the publishing process, following TPI's proprietary "Ten-Step Guide to Publishing"
- Guide you in the completion of a manuscript that can be submitted for editorial review
- Assist you in developing a marketing and/or distribution plan for completed self-published materials.
- Additional professional assistance on any of the following:
 - Preparing bid requests and selecting vendors
 - Providing contacts for distribution, fulfillment, and warehousing

Consulting Appointments:

Consulting or coaching sessions are by appointment only. These are considered to begin at the pre-arranged time. We will work around scheduling conflicts as necessary and make every effort to accommodate your scheduling needs. We will also decide the amount of time TPI should allocate to reviewing and commenting on your materials.

Changes to Appointment Times:

Consulting appointments may be rescheduled only if you provide at least 24 hours' notice. You will be billed for missed appointments with less than 24 hours' notice based on the amount of time scheduled.

No Guarantees Given:

Your publishing goals are yours. The purpose of book consulting and coaching is to facilitate your work on those goals. TPI makes no representation, guarantee or warranty that such consulting or coaching will work for your particular circumstances. You agree to hold TPI harmless and indemnify TPI for the failure (in whole or in part) to achieve any or all of your book writing and publishing goals.

Confidentiality:

As part of our consulting work together, you may share personal information. This will never be disclosed to any third party without your consent, barring court order. All written materials sent by mail or email fall under your copyright and will never be used, published, or shared without your consent. We also ask that any checklists or materials provided to you within the scope of this agreement are for your use only, and are not to be shared or distributed to third parties. We work exclusively with one author in a particular field to avoid any potential conflicts of interest.

Duration:

This Book Consulting / Coaching Agreement can be terminated by either party by giving 15 calendar days' written notice.

The Publishing Institute

1288 Summit Ave., Suite 107/115, Oconomowoc, WI 53066 Fax: 262-565-2058 Phone: 608-576-9747
Email: kira@ThePublishingInstitute.com www.ThePublishingInstitute.com



Consulting / Coaching Agreement:

I/We hereby agree to retain The Publishing Institute to provide the aforementioned services for the fees detailed above.

Name: _____

Date: _____

Signature: _____

Name: _____

Date: _____

Signature: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Email: _____ Website: _____

Project name/description: _____

The Publishing Institute

1288 Summit Ave., Suite 107/115, Oconomowoc, WI 53066 Fax: 262-565-2058 Phone: 608-576-9747

Email: kira@ThePublishingInstitute.com www.ThePublishingInstitute.com