

# FIRST STONE PUBLISHING, LLC

## Self-Publishing Consulting Services

There are dozens of questions to be answered along the journey to becoming a self-publisher. First Stone Publishing, LLC (FSP) can help answer those and most other questions that pop up as you move your project ideas from “brainchild” to “best-seller” or personal success. You alone define what success means for you, but you don’t need to travel solo. FSP consultants can walk you through the process step by step.

Becoming a self-publisher is like starting your own business. One of the first things you need to consider is your market, your audience, your reader. Another key decision is production: is your book going to be an e-book, downloadable from our website? A paperback? A hardcover? An audio book? Maybe a collection of art or individual prints, drawings or paintings?

What about the book itself? Who’s going to edit it? Will your cover design capture the potential reader’s attention in just a couple of seconds? Is the interior designed with your reader in mind? Where will your book be printed? What about warehousing? Copyright? ISBN? Bar code? CIP? (Cataloging In Publication) LCCN/EPCN? (Library of Congress Control Number/Electronic Pre-assigned Control Number) Distribution? Shipping and handling?

Book consulting can help save you money, time and frustration, and in many cases, book consulting can be deducted as a business expense. The goal of book consulting is to help you create high-quality, attractive, successful books and subsidiary products, like audio books, e-books, art prints, marketing tools, and much more.

Book consulting with FSP is customized to meet your needs, schedule and budget. It includes:

1. A practical, step-by-step system to help you learn the business of having your own publishing company
2. Guidance in the formation of your own publishing company
3. Assistance in working with proven vendors (editors, typesetters, designers, printers, distributors, and others)
4. Support in developing your own book tracking system
5. Challenges that have not yet been anticipated

## **Fees:**

Our standard consulting rate is \$150 per hour. These rates may be modified over time, although at this time we do not anticipate changes. Our statements to you will reflect the rates in effect at the time the service was performed.

Services may include, but need not be limited to: face-to-face conferences, phone conferences, email correspondence, travel time, review of materials, research, and other investigation as appropriate for your project (for example, appropriate vendors). *We request an initial retainer of \$1500* (estimated 10 hours, billable in 10-minute increments. Please see attached checklist) per project. We will provide you with an itemized account of work on your project on a monthly basis.

Because of the ongoing nature of the publishing process, it is currently not possible to provide an accurate estimate of our total fee. In any event, we will do our utmost to make efficient use of our resources. Further, we reserve the right to engage subcontractors whenever we deem it necessary or desirable, upon notifying you, billable at that subcontractor's normal rate, if acceptable to you. Typically \$3,000-5,000.00 will cover most small-scale projects, so additional retainers may be requested and if so, expected to be paid before completion of the defined project.

In addition to consulting fees, we may incur and consequently be reimbursed by you for various out-of-pocket expenses, such as long-distance telephone calls. We do not charge for automobile mileage or small quantities of photocopying made at our office. However, if copies are made at a copy center, the associated costs will be charged to you at our invoice price.

Before beginning your book consulting program, please review the following agreement, then sign and date the next page to indicate that you understand and agree to abide by the agreement. You may print these pages and sign or go to the .pdf link and download a .pdf copy. Please also fill out the Client / Project Information Sheet as completely as possible. You can return by fax or mail to FPI with your retainer(s) for each project.

## **Contact information:**

**First Stone Publishing, LLC**  
**12081 W. Alameda Pky, #244, Lakewood, CO 80228**  
**Tel: 520-360-2567 Fax: 303-265-9548**  
**Email: [sales@firststonellc.com](mailto:sales@firststonellc.com)**  
**<http://www.FirstStoneLLC.com/>**

## Book Consulting Agreement

As your book consultant, I agree to:

- Provide you with honest, professional feedback
- Respond to your mail, emails and/or phone calls in a timely fashion (10-minute minimum billable for calls and emails).
- Provide professional advice on
  - Preparing typesetting and printing bids and selecting vendors
  - Providing contacts for distribution, fulfillment, and warehousing
  - The publishing business (software programs, pricing, etc.)
  - Galley (proof) reviews to ensure compliance with publishing standards
  - Other information or contacts as deemed necessary for the success of your published work

As my client, you agree to:

- Maintain writing quotas and “bundle” questions by phone or (e)mail
- Treat materials such as checklists provided to you by FSP as proprietary information. These are not to be used for any purpose other than the current consulting arrangement.
- Make payments as agreed
- Complete tasks as determined

FSP accepts payments by check or money order (please make payable to First Stone Publishing, LLC), as well as PayPal (we will send you a PayPal invoice).

### **No Guarantees Given:**

Your publishing goals are yours. The purpose of book consulting is to facilitate your work on those goals. FSP makes no representation, guarantee or warranty that such consulting will work for you in your particular circumstances, though we commit to giving it our best effort. You agree to hold FSP harmless and indemnify us for the failure (in whole or in part) to achieve any or all of your goals and for any damages incurred by you directly or indirectly as a result of the book consulting.

### **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 without express written permission from FSP.

I wish to retain the services of The Publishing Institute and agree to pay the fees mentioned above.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_