

**Multi-Marketing**

**PUBLISHING**

**THE GUIDE TO PUBLISHING  
WITH  
MULTI-MARKETING**

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# INTRODUCTION

Revolutionary greetings fellow author and welcome to the greatest step you will take in turning that amazing book or idea into a reality with the help of Multi-Marketing. Within the pages of this guide, we hope to help you understand the process of publishing and stimulate your mind with all the knowledge you will need to proceed with publishing your book with us here at Multi-Marketing. We offer step-by-step services allowing you as an author at any stage of putting your book together to work with us in taking that book and officially having it published and retaining your ownership of it as well.

With regards to costing for any of our services listed within this guide, please refer to the latest rate card which you can find under the Publishing page on our website, [www.multimarketing.co.za](http://www.multimarketing.co.za).

## SELF-PUBLISHING VS TRADITIONAL PUBLISHING

Often times we are asked at Multi-Marketing as to why we prefer the common self-publishing method over the lesser common traditional publishing method of years past? To give you a clearer answer, below is the listed difference between self-publishing and traditional publishing:

***Traditional Publishing:*** The publishing company bears all the costs of publishing and takes a major cut of any sales made and while this achieves the goal of your book getting into the public domain, you as an author will not receive the full amount of return on your work since the publishing company will take a major cut of the profit, which is only fair as they are the ones who took the risk of putting their own funds into publishing the book.

In addition, most, but NOT ALL publishing houses that offer traditional publishing, don't just publish any author who comes across their way. Any submissions considered for pro-bono publishing go through a very strict and stringent review programme and very few make the

shortlist as publishers need to be 100% absolutely sure that the work they are publishing will give them their due ROI (return on investment) for putting their own funds into the book which is why very few first time authors are given the option of traditional publishing as most publishing companies are not willing to take the chance on a new name as they have no prior track record of giving results - hence why we always encourage first time authors to rather save up whatever they can for publishing their first book as it gives them control and the ability to show they can produce results. Sometimes it takes a rare stroke of pure luck to land a publishing company willing to offer to publish you pro-bono and if your book doesn't turn back as well results as they would have hoped, you may either be liable to pay them back like a student loan debt or no publishing company will be willing to take a risk on publishing you pro-bono again, leaving you with egg on your face.

***Self-Publishing:*** You as author fund and pay for your work to be published. This ensures no company can say no to publishing you AND you retain ownership of your work as most of the time (100% of the time in the case of Multi-Marketing) the publishing company will copyright the work in YOUR name as you are the one paying for your work to get published and with their contacts, expertise and equipment are simply acting as a shepherd, guiding the author along the way of getting published. This is especially helpful if you are a first time author with no prior skin in the game or just a busy author with no time to really get completely hands-on with publishing your book and need the hands of a publishing company to move that project along for you.

Not only do you have a guiding hand in moving things along and retain full ownership of your work, but you also get the major end of the purse here as you funded the publishing process all by yourself and thus gain maximum ROI (return on investment) for yourself and that is why this is a more popular method of publishing in this day and age and why Multi-Marketing Publishing is in favour of it as it benefits the author the most in the long-term.

## WHY SHOULD YOU TRUST US?

Multi-Marketing Publishing is headed by a published author in Naushad Khan who is very open about his 8 year struggle to get published which later inspired him to build his own publishing business that provides more options and outlets for authors, more especially raw, undiscovered talent the ability to get published while guiding and empowering them. With Multi-Marketing Publishing, an author is never left in the dark as they are guided all the way through the process

of publishing and by following the proven Self-Publishing method under the guidance of a hands-on published author himself, the writer is empowered with the expertise and is not spoonfed or made to feel as if they are being put on a pedestal to owe anyone anything as they are the owners of their work and gain the maximum benefit by putting in their effort, trust and faith in the process.

## HOW TO SAVE UP FOR SELF-PUBLISHING

While fully in agreement that the Self-Publishing method is the way to go, Multi-Marketing Publishing recognizes the stark fact that most unpublished authors are strapped on funds and unable to be published on their own strength. The head of Multi-Marketing Publishing, Naushad Khan is no stranger to this as he struggled with this dark reality himself while attempting to get published for many years. Where most would just give up, Multi-Marketing Publishing has created avenues and has sought numerous ways to help an author out of a ditch. There are currently 3 ways Multi-Marketing has to help an author financially as outlined below:

•**Waived cost & installment plans:** This is applied in SOME, but not all cases and only where possible. For example, if found that an author's work required only minimal editing and upon discretion from the Multi-Marketing editor, the lowered cost of editing may be entirely waived off, which essentially means the author pays nothing at all for the editing cost (it should be noted that this only applies in such cases where the author has taken on more than one paying service from Multi-Marketing or undergoing the entire publishing process with us). However, if it is found that the work requires heavy editing and as a result, the cost would be higher and the author is financially unable to pay the total amount in full upfront, then a payment arrangement will be negotiated and an installment plan will be offered where the author can pay a minimal amount of the cost on a monthly basis until the debt is paid off.

(Refer to the **Editing & Proofreading** section of this guide for clarification on the editing matter or the latest rate card for the current costs)

•**Multi-Marketing Annual Anthology programme:** A programme that allows authors and poets alike the opportunity to publish some of their work at a reduced cost. This annual programme gives poets and short story writers the chance to submit their best work (with specified

guidelines on length) and if selected to be a part of this Anthology will pay - along with other selected authors - a reduced amount to get their work published in the book. By all authors pooling their funds together, they all add up to the full amount of publishing but in essence have only paid for their portion of the work to be featured. This not only gives authors exposure and an opportunity to be published, but also a form of income as featured authors earn a portion of royalties for each copy of the book sold once published.

•**Multi-Marketing Comissions programme:** This programme has been in place since our inception and shows our commitment to assisting everyone with maintaining a source of income. How this works is for every client you bring to Multi-Marketing, that pays for any of our services, you as the lead generator for that client will get 25% of the profit from the sale of that service paid directly to your provided bank account upon payment by the client. In addition, for every monthly service that client takes up with Multi-Marketing (for example the hoster fee of an author website), for every single month that client pays his monthly fee, you get 25% of the profit from that fee paid directly into your provided bank account. This commissions programme excludes any services paid for via an installments plan, it only covers services paid for upfront in full and services paid in full on a monthly basis - not broken up into instalments. This creates an immediate as well as a recurring form of income for you just by connecting a paying client to us at Multi-Marketing.

Sometimes the above programmes prove to be successful and other times it doesn't pay out as much - it all depends on the state of the market at the time, or the amount of effort you put in to make it happen.

## WHY CHOOSE MULTI-MARKETING?

## WHAT MAKES THEM DIFFERENT?

To answer this question, we must understand why Multi-Marketing Publishing started and what was the reasoning behind it coming to be. It really all starts with the head of Multi-Marketing, Naushad Khan at the age of 5 walking into a Library for the first time, getting a Library card and falling in love with reading and the world of books. Thanks to the kind Head Librarians noticing his absolute love for reading and his parent's Library cards, he was allowed to borrow up to 24

books a week which he swept through in record time for a child of his age. His mind then on its own just started conjuring up ideas and he was taken into what would become his lifelong love - writing. At the age of 5, before even going to school, Naushad was self-taught on how to write and was writing just about any silly, immature idea his childish mind would come up with but as he grew older and matured, so too did his writing.

His love for reading and writing was quickly picked up by teachers at his school and they encouraged him to keep at it (some even allowing him to read out his stories to other children at school at the end of the day) and encouraging his parents not to stop him from going at it. At the age of 10, he had written a western novel which shocked everyone and it was clear that this little boy had goals in mind and was driven to be something.

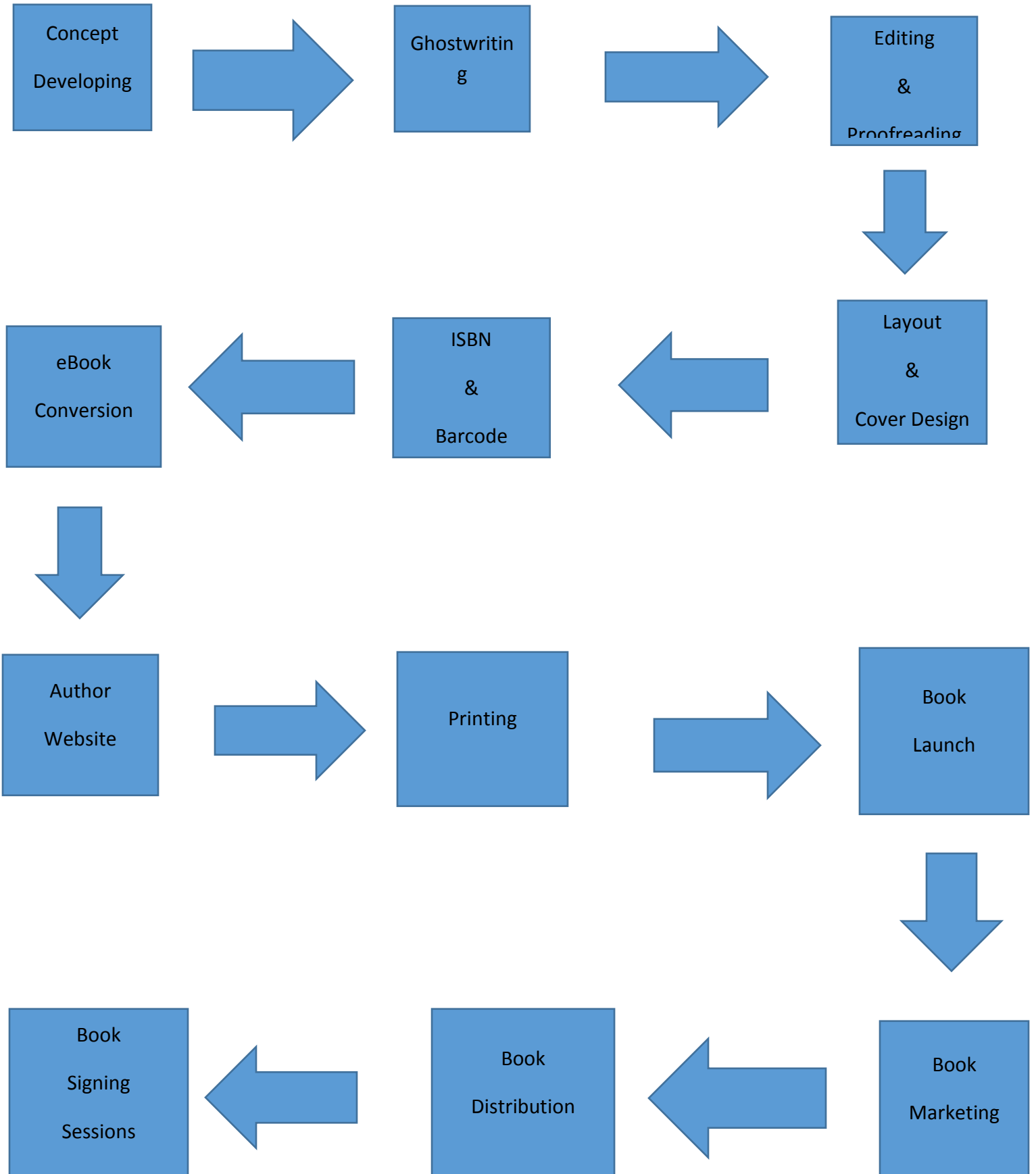
At age 17, Naushad wrote Race Champ and after completing his Matric, set off into the world to try and get his book published while working and saving up to get his book published which would be one of his lifelong dreams. Unfortunately as Naushad was young and naive to the world, he was under a perception that publishing didn't cost that much (he understood it wasn't a free service and costed money), however upon doing his due diligence and research, he saw that it costed something way above his pay grade as the amounts quoted to him far exceeded his expectations - something which he later sought to change. Despite this, he soldiered forward with the hopes that he would eventually achieve his goal; he refused to give up.

And after 8 long, hard years his patience and perseverance finally paid off as he published his first book in Race Champ and could officially call himself a published author. His highly successful Book Launch saw him being featured in multiple newspapers and across social media to the point that his success caught the eyes of other aspiring authors who approached him wanting to know how to go about getting published. That's when Naushad realized that there are many other authors out there just like him who were struggling for years, not knowing how to go about getting published and saw the niche in the market that he previously recognized during his own 8 year struggle, so he decided to take the leap of faith and fulfill that need in the largely shallow South African publishing space.

He lent the experience he gained during the process of publishing his own book to other authors and the trust in his brand grew to the point where he was publishing authors from Durban to Cape Town to Saudi Arabia to Malaysia to Australia and beyond.

## **LONG STORY SHORT (THE QUICK VERSION OF PUBLISHING - FLOW CHART)**

N.B. Some steps only apply if required by the author but the below flow chart indicates the work process for usual published author's book.





# THE STEP BY STEP PUBLISHING PROCESS

It's important to keep in mind as you read this that the publishing process can be picked up at any point. So if some of these steps don't apply to you or you have already had them done independently, there's no need to stress - Multi-Marketing Publishing will assist you and pick up right where you left off at any point at any stage of the process. Just simply skip that step if you have already done it - although it is wise to read through each, just in case you may have missed some important points when you did embark on that particular stage independently before approaching Multi-Marketing. Just keep in mind that Multi-Marketing Publishing assists in every step so if you have not done it independently, we will be more than happy to assist you in going about all of it. Please refer to our latest rate card for costing, which is available on our website [www.multimarketing.co.za](http://www.multimarketing.co.za).

## **CONCEPT DEVELOPMENT**

Although this is the first topic on the list, it was only offered about 3-6 months after the birth of Multi-Marketing Publishing when we came across authors who had great ideas but were either struggling to write their ideas down due to some type of difficulty - whether that be Writer's Block or an insufficient grasp of the English language or they simply don't have time due to their hectic schedules.

If this sounds like you or if you have any other type of difficulty which affects your ability to write your ideas down and transform it into a book, then don't stress, we at Multi-Marketing Publishing got you! We will sit down and consult with you on your idea at your availability, whether that be on a weekday or weekend and over any medium - in-person; over video call (WhatsApp, Skype, Zoom etc); or even a voice call (normal call or data/wifi call). We work around your time, however long you have available and the first consultation is always **FREE OF CHARGE!**

## **GHOST WRITING**

Sometimes you may have a good idea of your story or perhaps you have a life story/autobiography that is worth sharing to the world but you are not able to write it - either due to time constraints or perhaps you don't have the patience to sit down and write your story or biography - Multi-Marketing Publishing can assist with Ghost Writing your story so long as

we have a clear understanding of what you need to be written down (again, if you have issues in that department, we also offer **Concept Development** as seen above).

Whether it be fiction or non-fiction, we can Ghost Write your story and based on the amount of work required and pages it ends up being, you will be charged accordingly. If you consult our latest rate card, you will notice our standard cost listed next to the Ghost Writing service, but take into account that this amount can fluctuate or decrease based on the amount of work that is required to put it together and this is of course, communicated to the author.

### **EDITING & PROOFREADING**

EVERY book, regardless of what it is, NEEDS to be edited and proofread before any publishing process can begin. You could have this done independently but why should you when Multi-Marketing includes it as part of its publishing package. There has never been a single book pass through our hands that has not have had to been edited before embarking on publishing and it also gives us a chance as the publisher to get to know exactly what we're working with, especially when it comes to the later marketing stage.

Even when an author themselves has proofread their work numerous times, having a second pair of fresh eyes helps as we often pick up errors they may have missed as well as correct anything from spelling, punctuation, grammar, dialogue, spacing and even use of correct words and tone. We DO NOT EVER change anything with regards to your story and if we do feel it needs a tweak here or there, we make sure to inform you FIRST, BEFORE we make any changes and get your approval or input on the suggestions made. Our editing serves to ensure that the book is 100% professional to meet the public eye later on.

### **LAYOUT & COVER DESIGN**

We have a professional designer with over 15 years of experience who will transform your manuscript into a proper book as well as design a cover - she can design it to your specifications or if you are undecided, can provide you with at least 3 different types of covers to choose from!

If you already have a cover design done, we can work with that in our layout and if you already have a layout done, do note that if you proceed to publish with us, there will be a fee charged in working with files that were not prepared by us as we are not sure what software/platform was used and thus have the unenviable task of working with a PDF that we were not involved in creating.

What a layout essentially does is set the book out in a professional manner that is acceptable for commercial standards and just makes it look 'prettier', so to speak. This ensures its likeliness to be looked at and accepted by bookstores and platforms (such as Amazon) as well as the likeliness of consumers to purchase and want to read your book. This stage is essentially what turns your manuscript into a book.

### **IMPORTANT**

The cost for this service cannot be quoted upfront as seen on our latest rate card as every book is unique and different with its own look and feel and therefore cannot be costed on a standard. Once the book has been cleanly edited and handed over to our designer, she will assess and quote based on that book alone. Some elements that determine the cost are the amount of pages required, amount of special characters used and type of cover design required among others.

### **ISBN & BARCODE**

This usually takes place simultaneously with the layout & cover design stage whereby we register your book with the international registrar via our local authorities. ISBN stands for International Standard Book Number which is the code by which your book is known and registered as internationally. This means that your book is recognized internationally and this ISBN has to be printed on every copy of the book and appear on all eBook files in order to be accepted for distribution later on - whether that be in Bookstores or Amazon or another popular online eBook platform.

At the end of the day, every author wants to have as many people reading their book as possible and an ISBN is an essential step towards that - and the best part about it is, we don't charge you a cent for it! That's right, Multi-Marketing does not charge for registering your book with an ISBN - nobody should, because it is a free service. If you are being charged for this, you should double-check whom you are registering with as you may be a victim of fraud. However, please do note we can only apply for ISBN's for books we are either publishing or distributing, if these books did not have an ISBN registered prior.

If you decide to take on eBook conversion (see below under **eBook Conversion**) we can also apply for an eISBN at the same time which will appear on all eBook files of your book as well for online readers.

We will ensure to send you these codes for your records so you will be notified and aware of your ISBN and eISBN codes as soon as it is registered.

### **eBOOK CONVERSION**

Although this is optional, we often encourage it as it is essential if you plan on distributing your book or having an eCommerce Site (see more on that below under **Author Website**) or publishing your book on online book selling sites such as Amazon.

Although this can be done at a later stage, it is often better to do it right at the beginning as our layouts team can create the layout to translate to eBook formats as well as allow us to apply for an eISBN at the same time as we apply for an ISBN code.

We will create and supply the eBook files in the following formats: .kdp; .pdf; .epub as well as all the covers and files required for uploading onto online platforms. We can even do the uploading on your behalf (you can read more on this under **Author Website** and **Book Distribution**.)

### **AUTHOR WEBSITE**

We at Multi-Marketing are firm believers that every author should have an online presence to promote and sell their book and the flagship of their online presence is their website. 99% of Multi-Marketing's published authors all have their own websites and Multi-Marketing has website designers who will create a great website for you, whether that be a basic blog site or eCommerce Site (in which case having eBooks would be advantageous to increasing your reach and income). Also worth noting is that Multi-Marketing does not charge a website design fee for authors it has published.

There are 2 types of sites that Multi-Marketing will design **FREE OF CHARGE** for its published authors:

**Basic Blog Site** - A very basic site where the book is promoted and an author can put up blog posts for their readership or potential readership about their book. This can effectively be called a "fan-site" later on.

**eCommerce Site** - This is a Site whereby the author can sell physical or eBook copies of their book direct to the general public plus include blogposts etc.

There are only 2 costs related to the website which will be charged to the author:

**Annual Domain Fee** - This is a cost you pay only once a year (every 12 months from the date of purchase) which we pay directly to the National Domain Registrar to secure your end-domain. Your end-domain essentially means whether you have a .co.za; .com; .co.uk etc and each different domain has a different related cost. You may choose to pay this cost between 60-30 days before renewal date to ensure your site doesn't go offline on the day of renewal.

**Monthly Hoster Fee** - This is a monthly cost which you have to pay every month. We will bill you with an invoice on the 25th (or first business day after the 25th - except in December where you will be billed before the 25th) of every month as a reminder of the hoster fee.

The hoster is essentially the platform where your website is built on that is "hosting" your site online pointing to your domain name that you are billed for every month as a fee for using their software. Multi-Marketing uses different platforms for each type of website and as such, the costs are different; please consult the latest rate card for related costs for each website.

It's important to note that with an eCommerce Site, the local payment merchant plug-in will take at least 20% of your earnings per copy as their fee for their payment services. You will receive 80% per copy as the author which is still a majority return. The difference is you can sell books with a much larger return to you rather than with a Basic Blog Site where you cannot sell any copies and is better than not having a website and lowering your sales by not having any online presence at all.

It is also encouraged that all authors have some social media presence to assist with marketing their book (See ***Book Marketing*** for more information).

## PRINTING

Of course the dream of any author is to eventually see their work in print nicely laid out and while it usually takes between 2-3 weeks from placing the order to print and delivery, it is well worth the wait. If you are publishing with us, we will generally be able to provide you with a printing estimate at the beginning of the quotation stage and for your very first print run after the book preparation stage has been completed, will print 40 copies for your use (30 which you pay for and 10 FREE copies **ON THE HOUSE**, as way for us to say thank you to you for publishing with us at Multi-Marketing). These copies are usually kept for the initial Book Launch (See **Book Launch** section) otherwise they are couriered to you at your own cost for your own personal sales (family, friends, colleagues etc).

We can also print books for you even if you did not publish with us and will provide a quote once you provide us with the proper print-ready PDF files (layout & cover) and will print books as per your request if you need more for your own personal use or sales as well as during the bookstore distribution stage where books will need to be printed regularly.

## IMPORTANT

Just as with the layout & cover design, the cost for this service cannot be quoted upfront as each book has its own amount of pages which means different amounts of costs towards the paper mill as well as ink that has to be bought, not to mention running of machines. Also take into account the cover which often has various colours, different type of paper which is thicker than the pages inside the book and whether you have a gloss laminated finish or matte finish also factors in as well.

## BOOK LAUNCH

This is the most nerve-wracking and yet the most exciting part of your publishing journey. A Book Launch is absolutely essential as it is the kickstart of your marketing campaign and a way to officially introduce your book to the world and as such, we at Multi-Marketing have identified and developed 3 types of book launches to suit any author or budget to ensure that every author we publish has their special day:

### ***Physical Launch:***

This is the most common and popular one as it comes with all the bells and whistles; pomp and celebration. You get to hire a hall, sound and a banner and get all your family, friends and colleagues to attend. We also reach out to media outlets for coverage and you get sales from Day 1 as all who attend your launch in person will want to purchase a copy or 2, so you essentially get immediate ROI (return on investment) with this particular launch. Also at this launch, we can have a live on-stage book handover presentation and a Q&A session with the audience (including any media in attendance), covering any questions or comments they may have towards the end of the programme. There's also an interview between publisher and author on-stage as well as the author gets to read a passage from their book and speak in their own words for a few moments. Not to mention you get to take pictures with friends and family in front of the banner which makes YOUR SPECIAL DAY all that more special.

### ***Studio Launch:***

This is a watered-down version of the physical launch for authors who are shy of large crowds or who are on a lighter budget. We have your launch at a home-based studio whereby it is just you and us (and a few close family members or friends for moral support, if you wish). There is no media coverage or Q&A Session and there is also no sales of your book from the launch as there is no real audience in attendance. The only cost to you here is a smaller cost for hiring of the studio and a banner, there is no sound hire cost as the studio is small enough and you will be close enough to the mic of the camera to speak during the interview segment that your voice will carry.

### ***Virtual Launch:***

This is the least-common and most inexpensive type of launch although it strips the launch down to its bare essentials and due to lack of awareness, may hurt the potential of your book getting out there as much as a physical launch would - however is employed only in extreme cases where the author has absolutely zero budget and/or having a physical launch is impossible for quiet some time (a prime example of this would be a pandemic or external force preventing physical interaction).

This type of launch has no hall/studio hire, sound hire, banner (although a banner is still encouraged for the background of your video and couriered to you for your account), no media coverage, no family or friends and no pictures or sales from day 1. There is also no Book

Handover Presentation or Q&A session. The only segments in this are the interview between publisher and author, live reading from the author and the author speaking about the book in their own words.

In addition, if the author is comfortable with appearances to promote their book, we will reach out to the distributor who will gauge with interested bookstores in having some type of Book Signing Session or Book Dialogue/Book Discussion event at the author's availability which should boost sales, more especially at the beginning or intermediate stage if/when sales indicate a slight slump.

## **BOOK MARKETING**

This is an essential part of any publishing process as without any type of marketing whatsoever, no book can succeed or sell. There are four types of marketing currently offered by Multi-Marketing:

### ***Online Marketing***

In this digital era, this is the most common form of advertising and one that cannot be ignored as it usually gets the most results since everyone is online - and helps even more if you have an eCommerce Site as it makes it more accessible for anyone to purchase your book, especially as an eBook. (See ***Author Website*** for more info).

We take advantage of all available social media platforms (such as Facebook, Instagram, Twitter, LinkedIn etc) where we promote your book and specifically target the correct demographic to reap maximum value. Keep in mind that we **DO NOT CHARGE** for advertising books online that we have published unless the author opts to do a Social Media Boost (only currently available on Facebook & Instagram) upon which we can advise but the author has the decision on amount and frequency.

Online Marketing also includes upon request Google Ads and Email Blast where applicable (such as books being sold on Amazon or eCommerce stores) as well as marketing via YouTube - we have a myriad of ways to promote your book visually on YouTube and can maximize your reach with boosting of the video's link on social media upon your approval as the author.



### ***Print Media***

Where applicable and possible, we can arrange for print media marketing with your local newspaper (currently only available in South Africa) and this can range from running an article in the paper to promote the book and you as the author (if you reside in the area of the newspaper's distribution) OR if you have the budget, we will obtain the latest costing from the local newspapers with regards to placing an advert to promote your book, more importantly when it becomes available for distribution and where people can buy it from (See ***Book Distribution***).

### ***Audio Media***

There are 2 types of audio media where we can promote your book - your local radio stations and popular local podcasts. If you have the budget, we will reach out to your local radio stations and popular local podcasts to get quotes with regards to getting you airtime for an on-air interview or running an advert for a short period and this will once again commence after Book Distribution has taken place.

## **BOOK DISTRIBUTION**

There are 4 methods you can choose from that we can utilize to distribute your book to the larger masses and we will explain each one in-depth below:

### ***Bookstore Distribution***

The first step here would be for the author to reach out requesting national distribution (if you are an author who was published by us, naturally we will offer these distribution options upfront and it is up to you to decide whether you wish to proceed or decline). We will provide the author with an Advance Information Sheet which the author has to fill in with all the details regarding his/her book and return to us via email (the Sheet is provided in Microsoft Word format which allows for easier filling in on a PC). If there is anything the author does not understand or does not complete, we will be more than happy to assist or to explain to the author what it is we require. Multi-Marketing has partnered with 3 of the biggest bookstore distributors in the country and we will approach each one, one-by-one to gauge their interest in taking the book onto their catalogue. These partnerships have been formed to ensure that one

way or another, the author's book will be accepted for distribution, so if one distributor says no, it's almost guaranteed that one of other three will say yes.

Upon acceptance by a distributor, we will inform the author, who will need to sign a separate distribution contract with the distributor via us and pay the once-off listing fee - this listing fee covers all charges from the distributor's side including listing the author's book on their catalogue for bookstores to pick the title from. They will then need to supply 10 sample copies - these will be for the distributor's sales reps to use when they go around to promote their book at the various major retailers. The author will have to foot the bill for courier from them/the printer to us and from us to the distributor's head office where they will dispense it to their sales reps.

After garnering orders from the bookstores, the distributor will request stock to be sent to their central distribution warehouse (usually between 20,30,50,60 or 100 copies - sometimes 300 copies when there is a large order) and this stock must be sent to us FIRST so that we may attach the required #PO labels and waybills required by the warehouse, given to us by the distributor and THEN couriered directly to the warehouse from us. The author will be liable for the costs of printing and couriating the stock to BOTH locations. Bookstores order copies on invoice value and the distributor fulfills the orders at their own shipping costs for which they take their cut at the end of the month.

Once the stock is sent, both publisher AND author will embark on an agreed marketing campaign (see **Book Marketing**) to encourage sales to the general consumer market to purchase copies of the book at their nearest select retail bookseller. We will duly inform the author when there is an order placed by the distributor requiring more stock (such as for **Book Signing Sessions** - see last paragraph under **Book Launch** for more info) and the author will be obliged to keep the book in print for as long as there is a demand.

The important thing for authors to understand here is that orders indicate books bought by bookstores on invoice value and NOT actual sales. Also, as bookstores place a mark-up on books in order to make a profit for themselves, they are not obligated to communicate to the distributor, publisher or author as to how many copies they each sold to the general public. Orders made by the distributor may also be for general surplus stock in case they receive more orders on short notice that they have to fulfill and may not be directly related to general consumer sales unless they appear to be re-ordering more copies on a regular basis.

90 days after books have been purchased by the bookstores, the distributor will pay the author 55% in royalties off each copy sold to the bookstores nationwide. This money as stated before does not reflect actual sales of books to the general consumer-base, but monies paid by

bookstores to distributors in anticipation of sales which is why a Book Marketing Campaign is so important.

The reason we stress this point ad nauseam is due to the next point we will mention and we do not want there to be a misunderstanding down the road. IF 6-9 months down the line, a bookstore comes forward with unsold stock still in good and saleable condition, as per the sale or return clause in the distribution contract, they may return the unsold stock in exchange for their money back that they paid on invoice value for those copies - which is essentially the same monies paid to you 90 days after they purchased them. So the distributor will then turn to you as the author and request a refund for those unsold copies which you have to oblige (as per the contract) and hope you kept it aside before spending it or having put it away in some fixed investment account that you cannot withdraw from - such actions can be deemed as breach of contract and can lead to some serious legal implications.

### ***International Distribution***

This offering is essentially the same as the above except for that fact that books are distributed to places such as the United Kingdom and select countries in Europe at an additional cost.

### ***Amazon Distribution***

We have recruited in recent years an expert at Amazon publishing options to assist us in pivoting to online book distribution. The best part about the Amazon publishing service is that there are:

**NO** sample copies required

**NO** printing costs

**NO** courier costs

**NO** reimbursement for unsold copies ever!

With the Amazon publishing service you get:

- **Global distribution** of your eBook

- Payout after **60 days**

- **25%** royalties on copies sold in third-world lower-tier countries
- **55%** royalties on copies sold in first-world higher-tier countries
- **FREE** Online Marketing across Multi-Marketing's social media platforms

While the Amazon publishing process is honestly speaking a lot more expensive than the physical bookstore distribution method, it is far more rewarding in that you don't have to pay extra for international distribution and there's no unexpected surprises for the author in terms of unsold copies being returned or royalties that are not guaranteed.

What is important to remember here is that there are 2 separate costs for the eBook and physical versions and you can only apply for eBooks if you have the eBooks on hand or have had them done during the **eBook Conversion** process of publishing with us.

With the physical distribution process on Amazon, there is no need for you to print or courier any copies as once you provide the print-ready files which we upload onto Amazon, whenever a customer pays for a physical printed copy of the book, Amazon will print-on-demand and courier the copy to the customer at NO extra cost to you whatsoever. Amazon Distribution is literally a once-off payment that requires a strong marketing campaign and you can collect royalties for as long as there are purchases of your book - no returns for unsold copies and no printing and couriating costs to you each time there is a new customer ordering.

### ***eCommerce Site Distribution***

The final offered method of distribution links back to our section about Website Design. Similar to the Amazon Distribution, but more inexpensive in terms of a once-off upfront cost and rather ploughed into a monthly and per-order cost for the author on a budget. The difference here is you can apply for this whether or not you have done eBook Conversion or not as you can sell either eBook or printed versions or both.

You pay only for an annual domain fee and a monthly hoster fee charged to you on the 25th (or first business day after the 25th - except in December where you will be billed before the 25th). For eBooks, once a customer clicks on download, the money goes directly into your account and you do not have to do anything further, however with physical copies ordered, there will be action required from you and us in terms of getting the ordered and paid for copy to the customer and printing more copies when required if you get an excess of print orders via the site.

It is a cheaper form of book distribution but requires a continuous monthly payment rather than an upfront once-off cost and requires some dedication from you in terms of actually getting the physical copies printed and couriered to your customers who place orders.

## CONCLUSION

So there you have it, the entire procedure of publishing with Multi-Marketing from start to finish. We hope this clears up everything for you as the author and of course if you have any further queries or concerns, we are always available via email **info@multimarketing.co.za**. We at Multi-Marketing Publishing thank you for reading this guide and look forward to publishing your book with us.