



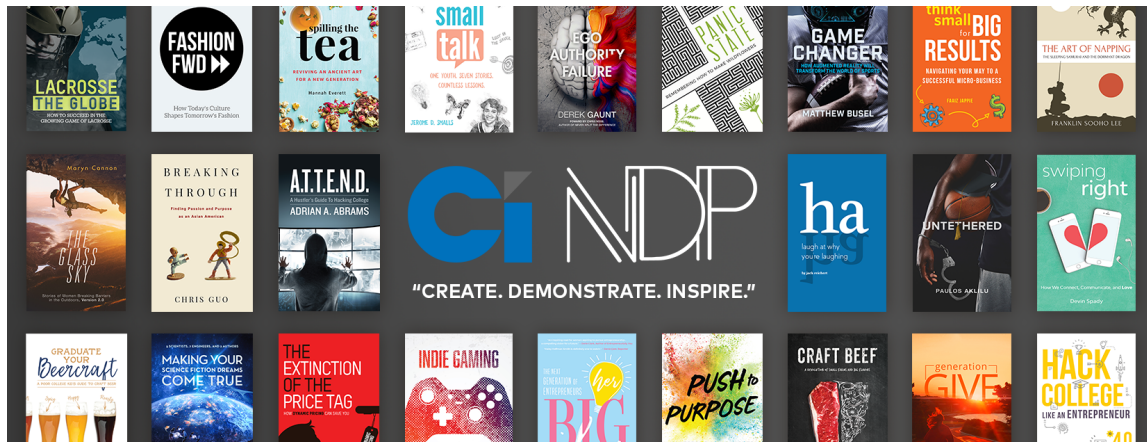
The Creators Program

New Degree Press provides an integrated publishing experience that enables our authors to publish and own their work without incurring out-of-pocket costs or fees. Our Creators Program™ was specially designed for authors who develop their manuscripts under the guidance of Professor Eric Koester and his Creator Institute.

New Degree Press was founded in 2017 as an Independent Book Publisher Association-recognized hybrid publishing house focused on empowering authors as owners. To date, New Degree Press has worked with more than 300 authors, many of whom have routinely been recognized in media and press including *Newsweek*, *The Washington Post*, *USA Today*, and dozens of other media brands and publications.

New Degree Press is a platform for creators. Authors are involved in each part of their publishing journey—from cover design and layout to launch and promotion.

Our executives, directors, and advisors include a wealth of experience across the book publishing industry, whose organizations have collectively sold millions of books annually. Selected advisors and board members bring decades of experience with publishing and innovation including Shane Mac (cofounder of Assist and bestselling author), Daniel Houghton (former CEO of Lonely Planet), David Marquet (President of Intent-Based Leadership Institute and bestselling author) and Joshua Schwartz (CEO of Pubvendo).



About Our Creators Program

New Degree Press' Creators Program was developed in conjunction with Professor Eric Koester's award-winning book creation program. Authors use the same tools—including Quip and Zoom—and follow the same cadence with weekly sessions and coaching.

Program Overview:

Through the Creators Program, authors publish their books over a five-month timeline that offers an entrepreneurial approach to publishing. Authors who publish will retain complete ownership of their works (and collect all profits and royalties on book sales) while receiving the support of a full-service publisher to publish and launch a high-quality book, including:

- **Acquiring Editor** reviews an author's first draft manuscript to offer structural support and feedback for revisions
- **Marketing and Revisions Editor** focuses on supporting an author through the four-phase revision process as well as developing tactical marketing plans and activities to promote their book prior to publication
- **Copy Editor & Proofreader** provide a technical grammar review and ensure consistency of tone, flow, and facts throughout the manuscript
- **Cover Designer** incorporates the author's ideas into an innovative cover design
- **Layout Editor** typesets the author's manuscript and prepares their book to go to print
- **Publishing Coordinator** organizes the logistics and weekly schedule for the author to follow over the course of their publishing journey

At the core, the Creators Program is designed to position authors as the owners of their books. To accomplish this, the Creators Program utilizes the power of a guided book prelaunch effort to generate early support and momentum for the book while also garnering early funding to support the book's production. This prelaunch campaign enables authors of all backgrounds to publish their book with no out-of-pocket costs or fees AND own 100 percent of their book—a unique and important value proposition for today's authors.

Creators Program Details

The Creators Program is a community-driven publishing experience that combines a structured program with editorial coaching to ensure a clear path to publishing with great outcomes:

- **Timeline:** 5 months (20 weeks)
Prelaunch Phase (4 weeks): Authors will work with their Marketing & Revisions Editor (MRE) to activate a comprehensive and tactical prelaunch effort, generating early support and momentum for their book. At the end of this module, authors will have developed their audience and a core group of Beta Readers to help further revise their manuscript in advance of publication.
Publishing Phase (16 weeks): Authors will work with their MRE to prepare their manuscript for publication (Revisions, Copy Editing, Proofreading, Layout, and Cover Design). At the end of the module, authors will have a high-quality book that is ready for publication.
- **Weekly Commitment:** Authors will have a weekly 1-hour workshop plus periodic longer (3–4 hours) workshops at key points along the way. Authors will spend time outside of these structured programs on revisions, marketing, and book production activities.
- **Coaching:** We know each author’s journey is unique, and while we provide a structured and guided week-by-week process, authors will also have access to individual coaching and support during the process.
- **Publishing Imprint:** Authors will launch their books under the New Degree Press Imprint but will retain 100 percent ownership and rights to their book.
- **Costs:** To commence the Creators Program, each author will make a \$300 Campaign Deposit to cover all activities associated with their book’s prelaunch campaign including video development, campaign marketing assets, and editorial support. Authors will then have the option to either receive an invoice (due in 30 days) to self-fund the book costs or do a Crowdsourcing Campaign where they will make their book available for presale on IndieGoGo as their prelaunch effort to fund their book costs. (*See Publishing Costs for details of the book publishing costs.*)

Authors who go through the Creator Institute book creation program will be green-lit for publication based on the following criteria:

- 15-20K Words of High Quality Stories or Scenes
- Developmental Editor Recommendation (Based on Story Quality, the 3Ds, and overall progress and likelihood to complete a first draft by the submission date)

Authors who do not go through the Creator Institute book creation program will be green-lit for publication based on the following criterion:

- An initial review from the Acquiring Editor Department based on an abbreviated version of the Acquiring Manuscript Process (see Stage 2 on Page 5)

Publishing Costs:

Authors in the Creators Program have the option to choose to launch their book on one, two, or three book mediums. Each launch will be staggered over a 3–5-month period to maximize the value of each release. Costs below are inclusive.

Plan #1: One-Medium Launch (Softcover/E-book) — \$5,000

What's Included: hiring and work of cover designers; advanced editorial, copy-editing, and proofreading support; layout, typesetting, and marketing support; as well as the production costs of formatting the book as a Softcover and E-book. Additional assets include: initial printing run of 20 Personal Copies plus an additional 130 physical copies for the audience built through prelaunch effort and the postage for those mailings (International Shipping not included).

Plan #2: Two-Medium Launch (Softcover/E-book and Hardcover) — \$6,000

What's Included: hiring and work of cover designers; advanced editorial, copy-editing, and proofreading support; layout, typesetting, and marketing support; as well as the production costs of formatting the book as a Softcover, E-book, and Hardcover. Additional assets include: initial printing run of 20 Personal Copies, plus an additional 155 physical copies for the audience built through prelaunch effort and the postage for those mailings (International Shipping not included).

Plan #3: Three-Medium Launch (Softcover/E-book, Hardcover, and Audiobook) — \$8,000

What's Included: hiring and work of cover designers; advanced editorial, copy-editing, and proofreading support; layout, typesetting and marketing support; as well as the production costs of formatting the book as a Softcover, E-book, Hardcover, and Audiobook. Additional assets include: in-home recording equipment to narrate their audiobook, initial printing run of 20 Personal Copies, plus an additional 205 physical copies for the audience built through prelaunch effort and the postage for those mailings (International Shipping not included).

Special Note: Some authors in the past have decided to translate their book into a foreign language. Authors interested in this option should reach out to Brian Bies (Head of Publishing, New Degree Press) to inquire about further details.

Authors have two options for funding their book costs.

Option #1: Crowdsourcing Campaign. Authors who pursue this route will make their book available for presale on IndieGoGo during the Prelaunch Phase. Authors will work with their MRE and New Degree Press to develop all campaign materials prior to the prelaunch, and they will receive marketing and coaching support over the course of their campaign. Authors will build their audience through the presale effort of their book by offering campaign supporters the opportunity to participate and be actively involved in the author's journey. Supporters can become a Beta Reader, help select their cover and title, receive recognition in the Acknowledgments section, and receive a signed softcover copy after the book publishes.

Option #2: Self-fund publication costs (due in 30 days). In lieu of a Crowdsourcing Campaign, authors who decide to self-fund their book costs will still use the Prelaunch Phase to build their audience and develop a core group of Beta Readers, who will read their manuscript early and give feedback on their revisions. Once all book production activities are completed, those authors will work with New Degree to complete a Traditional Prelaunch where they will make their book available for presale on major retail outlets (e.g., Amazon, Barnes & Noble) over the following 30 days and then formally release and publish their books.

Author Cohorts

The Creators Program is offered three times per year. Prior to starting the publication process with New Degree Press, authors participate in a Publishing Strategy Call with Brian Bies (the Head of Publishing) to map out their plan and evaluate their author-publisher fit with New Degree Press. After the publishing call, the following will take place:

Stage 1: Manuscript Approval

The NDP Board will review manuscripts, including feedback from an author's developmental editor. Based on the quality of the content and the amount of content created, the board will approve authors for publication approximately 6 weeks prior to submitting their first-draft manuscript. At that time, authors will commence pre-publishing activities (record promotional footage, submit a \$300 Campaign Deposit, and complete their Publishing Agreement).

Authors who go through the Creator Institute book creation program will be green-lit for publication based on the following criteria:

- 15-20K Words of High-Quality Stories or Scenes
- Developmental Editor Recommendation (Based on Story Quality, the 3Ds, and overall progress and likelihood to complete a first draft by the submission date)

Authors who do not go through the Creator Institute book creation program will be green-lit for publication based on the following criterion:

- An initial review from the Acquiring Editor Department based on an abbreviated version of the Acquiring Manuscript Process (see Stage 2)

Stage 2: Manuscript Submission & Acquiring Manuscript Process

The Acquiring Editing Department reviews all first-draft manuscripts for "completeness." Did the manuscript reach NDP's key metrics (20-25k word first draft, compelling introduction or author's note, and contains high quality, well written stories)? If the manuscript is "complete," the Acquiring Editor will move forward with their review. If it is "close," the Acquiring Editor will offer recommendations to be completed over a two-week period before they can begin the formal review. If the manuscript is "incomplete," the Acquiring Editor will recommend an author take additional time before resubmitting the first draft a second time for the review process. At that point, authors will have the option to continue with the Creator Institute book creation program and work with a Developmental Editor, write on their own, or pursue another option.

Once a complete first draft has been submitted, the Acquiring Editor will evaluate the strategic goals of the manuscript to help determine whether the author effectively accomplished those goals. They will perform a deeper read of the entire manuscript, examining each chapter and their components. (Is it **relevant**? Does it further the argument/narrative? Is it **engaging**? Does it make the reader believe?) The Acquiring Manuscript Process runs concurrently with Stage 3 (the Prelaunch Phase). At the end of this stage, authors will receive a comprehensive Manuscript Feedback Document including both strategic and tactical recommendations and suggestions that the author is required to implement prior to publication.

Stage 3: Prelaunch Phase (4 weeks)

After submitting their first-draft manuscript, authors will participate in a four-week module to develop and complete a prelaunch effort with the goal of generating early book momentum. Each author will do a presale or prelaunch campaign and target to sell 130-200 copies of their book in advance of its publication.

If the author opts to do a Crowdsourcing Campaign, their Campaign will take place over this four-week period. They will use this time to make their book available for presale on IndieGoGo in order to develop their audience and core group of Beta Readers.

If the author opts to self-fund their book costs, they will use this time to develop their audience and core group of Beta Readers. The Key Difference — Authors who pursue this option will at the end of the program make their book available for presale for 30 days through major online retailers (Amazon, Barnes & Noble).

Stage 4: Manuscript Revisions and Book Production (12 weeks)

Authors will engage in an eight-week, four-phase revision process consisting of (a) initial draft revisions recommended by their Acquiring Editor; (b) Beta Reader feedback and; (c) additional revisions based on new research or clarification of stories by the author; and (d) four-week review period for copy editing—a technical grammar review and thorough consistency check—and final proofreading.

At the same time, authors will go through a four-workshop sequence to help prepare them to collaborate with a world-class designer for their cover. When the manuscript has completed initial revisions, copy editing, proofreading, and cover finalization, it will head to layout.

Stage 5: Marketing and Book Launch (4 weeks)

In the final four weeks of the program, authors will develop a comprehensive and tactical marketing plan based on the target outcomes and goals for their book with their MRE. After authors release their book, it will go to print.

Stage 6: Launching and Promoting Hardcover and/or Audiobook (3–5 months)

After launching their book as a softcover and e-book, authors who chose Plan #2 or Plan #3 will work with their publishing team to produce the Hardcover and Audiobook Editions of their book. Those authors will develop a follow-up or extended marketing plan as a continuation of their original release. Those authors who chose Plan #3 will narrate their audiobook using an in-home recording setup. The author will be coached on how to narrate a high-quality audiobook and will work with a professional audio-engineering team to produce the audiobook files.*

**The author can decide to hire a voice actor to narrate their audiobook on their behalf and/or contact a recording studio in their area to use as a recording space. However, through our process, the author is not required to take these steps. Market Data on audiobook sales and consumer reviews show that audiobooks narrated by the author perform better than audiobooks narrated by someone else. That's why we invest in narration coaching and practice to give the author the tools they need to narrate their own audiobook with confidence.*

Book Prelaunch Effort

One of the most important aspects of a book launch is audience building, and many authors make the mistake of waiting too long to build their audiences. As a result, the Creators Program has an integrated audience-building component.

In Stage 3, authors will develop a prelaunch effort to build their audience and generate momentum around their book. Some authors will use this time to do a Crowdsourcing Presale campaign, where they make their book available for preorder and their campaign supporters pay to take part in the author's publication journey.

The New Degree Press publishing process builds and integrates a presale campaign into the publishing journey to: (a) help build an audience much earlier; and (b) use the presale proceeds to fund book production costs for editorial, cover designers, marketing support, layout, and more.

This powerful approach to build an audience and create a groundswell of momentum leads to more successful book launches. Even for authors who opt to self-fund, this prelaunch effort will generate momentum through activities such as building a book website, selecting prelaunch marketing and email sign-ups, and developing a core group of Beta Readers. This process will enable those authors to make their books available for presale later with major online retailers (e.g., Amazon, Barnes & Noble) and use that presale effort as a way to recoup their book production costs at the end of the program. Most authors who pursue this option find they are able to recoup costs through speaking engagements, securing consulting and coaching clients, and other opportunities.

Crowdsourcing Authors—How the Prelaunch Effort Works:

Once an author is green-lit with New Degree Press and can begin Stage 1 (from above), they will work with (a) a professional videographer to develop a book promotion video; (b) a designer to develop visual assets for their book; and (c) a marketing specialist to develop campaign marketing copy and assets.

Authors are responsible for a \$300 refundable deposit to cover these campaign development costs. (The deposit is fully refunded upon successful completion of a campaign with a target goal of \$8,000.)

If you have any questions on the deposit or the pre-campaign work, please let us know. From there, crowdsourcing authors will make their book available for preorder on Indiegogo, launch their campaign, and engage in the process of preselling their book (collecting preorders).

Preorders are typically priced at \$39 for a signed softcover copy of their book. Here's why. Authors are not simply preselling copies of their book. They are making their book available for preorder, and when people support their campaign they are paying for: (a) a signed softcover copy of the book and (b) the opportunity to take part in the author's publication journey and be involved at decision points along the way (help select their cover, become a

Beta Reader, receive recognition in the Acknowledgments, receive an invitation to author's Launch Party, and other preorder bonuses).

Having completed more than three hundred presale-publishing campaigns and studied thousands of successful campaigns, we've learned the key techniques to help authors succeed:

- **Campaign Goals**—Selling 130-200 copies of a book prelaunch leads to significantly higher book sales and greater momentum upon book launch. That's why as a publisher we set realistic and attainable presale targets for authors that enable them to build their early fans and community without requiring a massive network or expensive marketing efforts. Authors all have communities of supporters. The goal of the campaign is to tap into those for the first two hundred sales.
- **Campaign Materials**—This includes the author's campaign page, promotional video, and other visual assets.
- **Book pricing**—Only 32 percent of book campaigns on Kickstarter or Indiegogo succeed. The reason for this is authors price their book and presale campaign too low. Actually, authors who price their book higher drive more momentum for their campaign. Authors will make their preorder available for \$39. Supporters will get a signed copy of the author's book, including shipping of the book from the author to the campaign supporter, and the supporter's name will appear in the acknowledgments. The campaign supporter will be involved throughout the author's publication journey (help select cover, early access to introduction, etc.) and receive an invitation to the author's Launch Party.
- **Marketing Outreach and Tactics**—Having studied thousands of successful (and unsuccessful) campaigns, we researched and developed a playbook that enables authors to focus on the core activities that will drive momentum on their campaign and reduce the time spinning in their tracks.

Softcover and E-book—\$5,000. (a) \$3,800 goes to hiring and work of cover designers; advanced editorial, copy-editing, and proofreading support; layout, typesetting and marketing support; (b) \$700 goes to the printing/ mailing of the first 130 physical books from the preorder campaign; and (c) \$500 goes to the Indiegogo platform and credit card processing fees. Authors will typically publish their paperback and e-book first.

ADDITIONAL: Hardcover—\$1,000. (a) \$500 goes to the hiring and work of cover and cover sleeve designers as well as additional marketing support; (b) \$300 goes to the printing/ mailing of 25 additional books from the preorder campaign; and (c) \$200 goes to the Indiegogo platform and credit card processing fees.

ADDITIONAL: Audiobook—\$2,000. (a) \$1,500 goes to the hiring and work of cover and cover sleeve designers as well as marketing support, recording equipment and narration practice for author narration of the audiobook; (b) \$300 goes to the printing/ mailing of 50 additional books from the preorder campaign; and (c) \$200 goes to the Indiegogo platform and credit card processing fees. A professional audio-engineering team will produce the audiobook files for the book.*

**Please note: For international students, once the campaign reaches \$8,000 to cover costs, the campaign will be concluded and shut down to avoid issues with "earned income" that may affect visa situations.*

Creators typically finance this production cost through the Crowdsourcing presale model, where they leverage signed copies of their book prior to publishing to fund the production costs.

All proceeds above these three levels go to the author; all sales revenue and sales of the books after their presale campaign at the book launch and beyond go to the author.

Frequently Asked Questions

What is New Degree Press?

New Degree Press is a publisher that offers a hybrid publishing approach and does not take any royalties or ownership of the work from authors.

For more information, please go to <http://www.newdegreepress.com>.

Who is the team behind New Degree Press and the Creators Program?

Our executives, directors, and advisors include a wealth of experience across the book publishing industry, and their organizations have collectively sold millions of books annually. We employ a network of the best professional publishing experts across editorial, cover design, layout, marketing and presale campaigns. The principal of the Creators Program from New Degree Press is Brian Bies, who is an alum of the Creators Program having published his first book with NDP in 2017.

Selected advisors and board members bring decades of experience in publishing and innovation including Shane Mac (cofounder of Assist and bestselling author), Daniel Houghton (former CEO of Lonely Planet), David Marquet (President of Intent-Based Leadership Institute and bestselling author) and Joshua Schwartz (principle of Pubvendo).

What is the Creators Program?

The Creators Program was developed to be integrated with Professor Eric Koester's award-winning book creation program. Authors will use the same tools—including Quip and Zoom—and follow the same cadence with weekly sessions and coaching. This program was developed when Eric Koester was looking for a way for his authors to “have a clear path” toward publishing. Thus our unique model for publishing was created and offered to his authors.

As of April 2020, more than 300 authors have participated in New Degree Press' Creators Program, a community-driven publishing experience that combines a structured program with editorial coaching and a clear path to publishing and great outcomes. The program works through a shared community traversing the publishing steps on the same timetable and timeline. This community of many authors going through the same process at the same time helps keep costs as low as possible since the publisher can “batch” some of the publishing costs across the publishing team of editors, designers, and specialists.

This program is designed to be an entrepreneurial approach to publishing, where authors retain control and autonomy over their process but have access to world-class publishing talent, expertise, and coaching to develop a book they are proud of that performs well in the market. Additional professors at schools, colleges, and organizations have begun to utilize this program for their students and authors.

Can I publish my book on a different timeline or schedule?

The Creators Program is only offered approximately three times per year.

However, New Degree Press does offer custom publishing programs where we work with dozens of authors each year to launch books on a custom timeline and timetable (e.g., Entrepreneur-Executive Program and Social Impact Program). Because the experience is customized to you and your timelines, the costs are higher but the timeline is more flexible. Inquire for details on our custom publishing programs and models.

What pathways could I take to publish my book?

The three main publishing methods are: (1) self-publication, (2) a traditional publisher, or (3) hybrid publishing. Self-publication allows you to keep your rights but can require an up-front cost. Going through a traditional publisher means you give up your rights, and the process can take a lot longer. Either method presents challenges.

New Degree Press operates on a hybrid-publishing model. This specific model gives the author the opportunity to fund their publishing and create prelaunch momentum through a presale or prelaunch campaign. Upon publication the author retains all rights and royalties for their book.

What are the challenges with the self-publishing model?

If you self-publish, you take on all the risk. At the same time, you keep all the reward.

In self-publishing, you will need to find your Cover Designer, Layout Editor, Copy Editor, Proofreader, Marketing Editor, and the other necessary team members to help you publish your book. Finding great talent at the right price point can be difficult.

It takes time and effort to find the right people to work with to ensure you publish a book of which you are proud.

Self-publishing is a great approach if you're willing to take on all the risk, time, and effort with little to no outside involvement or support.

What are the challenges with the traditional publishing model?

Traditional book publishers make the bet that your book will sell at least 5,000–10,000 copies within the next twelve to eighteen months.

If a book doesn't reach the sales targets set by the publisher, the author typically ends up owing the publisher money. With traditional publishing, you give up the publishing rights of your book, and you sign over the lion's share of the royalties to the publisher.

If you want to maintain 100 percent of the rights and 100 percent of the royalties, traditional publishing is not the path for you.

How “does it work” with the Creators Program through New Degree Press?

This program is designed to enable authors to own 100 percent of their work without any out-of-pocket costs or fees. This is accomplished through a book preorder campaign where authors make their book available for preorder on a Crowdsourcing Platform (IndieGoGo), and the proceeds of that campaign cover the publishing costs. It’s that simple.

As the presale campaign completes, authors begin the other fun elements of publishing: (1) manuscript revisions, (2) turning the manuscript into a book, and (3) launch and promotion.

Publishing a book is a deeply personal experience. We care about making this experience the best it can be, which is why we have a team of people (Marketing Editor, Cover Designer, Copy Editor, Layout Editor, etc.) to work with authors each step of the way.

To Date, New Degree Press has published more than 300 books and in the next five months will publish upward of 200 more creators.

I have been green-lit to publish with New Degree Press through Professor Koester’s courses. Do I have to publish with NDP?

Of course not. The Creators Program is one option designed to make publishing accessible to every author, but not everyone chooses to publish with New Degree Press.

Some authors will pursue traditional publishers and others may pursue self-publishing. We support authors who choose either of those routes. Authors who utilize the Creators Program see the benefit in the combination of ownership of their rights and support of a publisher while removing out-of-pocket costs and fees through a presale campaign.

However, if you get green-lit to publish, there is no obligation to publish with New Degree Press, and in fact, if you choose to defer publishing, we remain committed to help authors who begin with the Creators Program at a later time.

Do presale campaigns succeed?

Yes. All of our authors have succeeded in their presale campaigns.

Why have they been so successful? Using our data from more than one hundred presale campaigns and research into thousands of successful (and unsuccessful) presale book campaigns, we’ve developed a data-driven approach to authors’ campaigns (helping target the right number and type of people through the right combination of marketing and sales tactics). There is some science to the process.

Typically, around 30 percent of presale campaigns achieve their goals, but Creators Program alums have, to date, all succeeded in their targets.

The campaigns require effort from the author. You’ll learn how to market and sell your book.

However, the scope of the campaign only requires sales of 130-200 signed copies, which makes it accessible to individuals regardless of their backgrounds.

Here are some recent example Campaigns and Campaign Videos:

- 67 percent funded in seven days. Rob Kasper, author of *The Case for Space*—<https://igg.me/at/5042bzfDJ9U/x/20441078>
- 209 percent funded in eight days. Carlota Benito-Rodriguez, author of *Beauty as It Is*—<https://igg.me/at/eVzvyfbYjYA/x#/>
- 158 percent funded in fourteen days. Dennis Wang, author of *The Phone Wars*—<https://igg.me/at/gIElDmHVZKY/x#/>
- 113 percent funded in twenty days. Karen Cornwell, author of *You Can't Fix What You Can't See*—<https://igg.me/at/ffSSgATbMc/x#/>

Most presales come from friends, family, coworkers, classmates, alums, and people you've interacted with through your book-writing process. But many authors find success in larger sales through organizations, nonprofits, schools, companies, and bookstores. And when authors encounter struggles or roadblocks, the NDP team helps the author with marketing and new approaches.

Beginning the presale doesn't mean you are obligated to publish. If an author starts the process and for some reason decides to postpone or end their campaign without reaching their presale targets, the only cost they have incurred is the \$300 deposit, which was used to develop the campaign materials. It's not an obligation, but an opportunity.

Do I have to “pay to publish” my book?

The Campaign approach is designed so you as the author presell your book and use the proceeds of that campaign to fund your publishing costs.

Authors will make a \$300 Campaign Deposit. This deposit goes toward creating the Campaign Promotional Video and jumpstarting the publishing journey (initial manuscript revisions from an Acquiring Editor and initial time with your Marketing Editor).

Authors are responsible for the \$300 refundable deposit to cover these campaign development costs, but the deposit is fully refunded upon successful completion of a campaign to fund paperback, e-book, and hardcover/audiobook (i.e., \$6000 raised).

I am nervous about launching a Crowdsourcing Campaign; will I successfully reach my campaign goal?

Authors work collaboratively with their Marketing and Revisions Editor as well as the larger New Degree Press Team to help make sure their Crowdsourcing Campaign succeeds.

We work with all of our authors to help them develop a strategy and outreach specific to their book and their goals. In the first publishing workshop, authors will develop a list of 200-250 potential Superfans and Friendlies within their own network and existing

audiences for preselling their book. Additionally, authors will work with their MRE to identify schools, local businesses, associations, and chambers of commerce as potential partners for book talks, workshops, and other speaking engagements and events. Lastly, we work with our authors to identify and secure early support from influencers on social media (Twitter, Instagram, and LinkedIn) as well as their current/former schools and places they've worked. This includes email, texting and DM language you can use to perform these outreach efforts (and follow-up).

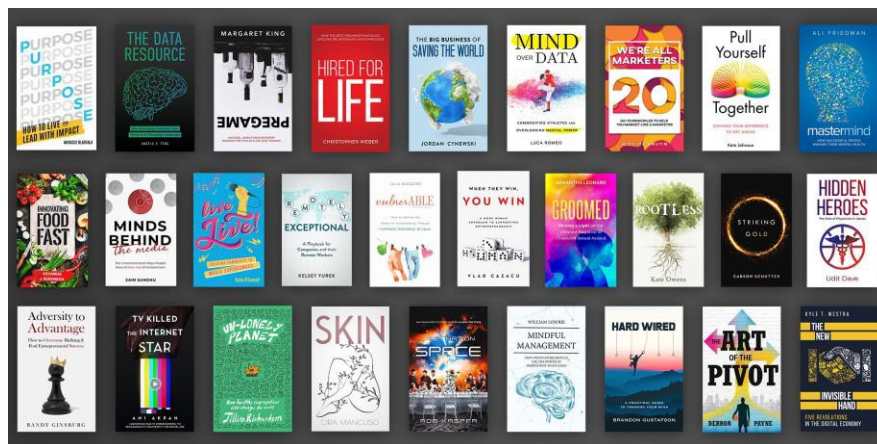
Crowdsourcing Campaigns take time and effort. Authors who expect that launching their campaign will automatically mean they will hit their goal and succeed will find they will need to spend time and effort to make their campaign a success.

We will work with you and provide coaching along the way to help ensure you succeed. Prelaunch Efforts take time and effort, which is why the first month of the program is dedicated to doing this—Crowdsourcing Campaign, or otherwise.

Do I have to hire someone to design my cover?

No. New Degree Press has a team of cover designers. Unlike traditional publishing, you will actively collaborate with your cover designer on your cover.

These are the covers for the twenty-eight authors who published on in July 2019 in New York City.



What are my publishing costs and how will I fund them?

The book production costs to publish the paperback book and e-book editions are \$5,000, which starts with a first-draft manuscript and helps the author work to turn it into a professionally produced book. Approximately 33 percent of authors presell additional copies to fund their hardcovers (\$1,000) and 20 percent of authors presell additional copies to fund their audiobooks or foreign language editions (\$2,000).

Some authors will choose not to make their books available for presale (due to their work,

their marketing strategies, or just the support of others). In those cases, the authors will be responsible for the book production costs, and their prelaunch campaigns will be focused on early momentum from emails and other followers.

What is the specific cost breakdown for publishing my book?

Three typical target levels for Presale Campaigns are:

(a) 130 Copies Pre-sold (\$5,000) for paperback and e-book editions

(b) 155 Copies Pre-sold (\$6,000) for paperback, e-book, and hardcover editions.

(c) 205 Copies Pre-sold (\$8,000) for paperback, e-book, hardcover, and audio book or foreign language editions

Your \$300 Deposit will be refunded upon raising \$8,000 (or more) over the course of your presale or prelaunch campaign. \$8,000 is the equivalent to 205 softcover, physical book preorders.

What happens when I presell more than 205 copies (raise \$8,000+)?*

If an author sells more than 205 copies and raises more than \$8,000, all funds will be credited to the author to apply at their discretion.

Many authors have decided to donate the additional funds raised beyond the \$8,000 toward a nonprofit of their choosing to further the impact. You will receive the funds upon publication.

**Please note: If you are an international student, once the campaign reaches \$8,000 to cover costs, the campaign will be concluded and shut down to avoid issues with "earned income" that may affect visa situations.*

What happens if I *don't* hit my presale targets?

NDP's publishing team has sufficient data to anticipate any concerns about your campaign. We will intervene and develop a game plan so you can position yourself for success.

Second, if all else fails, we will sit down and revisit your game plan to readjust your publication timeline. You will have the option to move into a later cohort and publish your book at a later time.

The process is designed so you, as the author, should succeed if you follow our advice. Sometimes things come up and you have to push back your timeline for personal reasons.

We will take those situations one step at a time as they happen and work them together.

The major takeaway from all of this is: (1) if you want to publish and (2) you put in the effort, there should be nothing stopping you from publishing.



Could I still publish with a traditional publisher later?

Yes. In fact, because you own all the rights to your book, you have control over the publishing and can decide to republish or distribute the work with other publishing houses.

Traditional publishers and book agents are routinely looking for already-published books that are performing well in the market to acquire and distribute under their publishing imprints. These arrangements are called “distribution-only” publishing, where the publisher isn’t providing the extensive up-front support to create the book itself including editorial, copy editing, cover designs, and layout. As a result, distribution-only contracts are much more favorable to the author (you’ll retain ownership rights and only pay the publisher-distributor 30–50 percent for the sales they directly distribute). Often this could be internationally or through their relationships.

Once you’ve published your work and see substantial sales and market traction (typically more than 50 five-star reviews and over one thousand copies sold) authors can choose to pursue these arrangements.

How does New Degree Press keep book production costs low?

Over the past five years, major innovations have occurred to take a finished book and get it distributed without a middle man. This has made book distribution much more accessible. And through tools like Amazon KDP and IngramSpark, authors have the ability to sell their works directly through Amazon and other online channels. While that innovation is huge for authors to retain control of their work (disrupting the middle man), authors still need to take their first draft manuscripts and turn them into high-quality books. These activities are the book production.

Book production is a complex process involving a number of concurrent steps and resources as well as people to come together in a finished book (each of your paperback book, e-book, audio book, and hardcover book). This means authors also need the support of a variety of professionals to provide activities such as revision editorial, copy editing, cover design, layout, printing support and distribution, marketing support, etc. Regardless of how the

author chooses to distribute their book (self, traditional or hybrid publishing), the production of a book still requires a variety of professionals to create that book to be distributed.

As a result, book production costs can be substantial. Traditional publishers' book production costs often run upward of \$20,000 while niche or trade publishers have costs typically ranging from \$5,000 to \$10,000. This is the reason traditional publishers need their authors to be able to sell 10,000+ copies in order to recoup their investments in book production. Even book production costs for self-publishing are significant with a recent survey of self-published authors revealing an average cost for book production of \$4,560.

The Creators Program uses a unique approach to keep its costs low for authors by batching the book production process. This means rather than having each author on their own individual book production timeline, the Creators Program keeps authors on a shared timeline, creating substantial efficiencies in that process. For example, a single cover designer may work with four other authors during the publishing process on the same timeline. This enables New Degree Press to "batch" activities like cover designs, editorial and layout, and reduce the individual cost for each author's book production. It's also why publishing with New Degree Press outside the Creators Program incurs additional costs.