



**publishizer**

**LEADING THE  
PUBLISHING REVOLUTION**

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**HOW WE WORK**

# ABOUT US

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## What is Publishizer?

Founded in 2015, Publishizer is revolutionizing how books get published. Not only do we crowdfund book proposals and negotiate publishing deals, but we also provide a wide range of services by means of our publishing expertise and key connections in the industry.



VISION

**Great Books Everywhere.**



MISSION

**Discover, Enable and Spread  
Great Book Ideas.**



MOTTO

**In Stories We Trust.**

# HOW WE WORK

## YOU'RE AN AUTHOR

### LAUNCH A BOOK CROWDFUNDING CAMPAIGN



You have a great book idea and might need a little push and some support to get it out there. We can help you transform it into a best-seller by connecting you with key players in the publishing industry.

Signing up and getting published is a four step process:

- 1 Pitch your book idea to us.** One of our agents will receive your pitch and guide you through creating a book proposal and planning a high-performing crowdfunding campaign.
- 2 Submit your book proposal.** Use our step-by-step book proposal writing template and helpful resources to meet high-level industry criteria. Your agent will team up with you to get approval from our editorial team.
- 3 Launch your book crowdfunding campaign.** It is your responsibility to market and bring traction to your book idea using unique bonuses and perks. (But remember, you'll have to follow through on these. For example, if you promise your readers signed and personalized copies, you'll need to work with your publisher to find a time and place to sign them. Any travel expenses are on you.) The more pre-order copies you sell, the more editors will be likely to express interest in your book idea.
- 4 Raise funds to publish.** Because you are actually selling pre-order copies of your book idea, you'll earn funds from your readers. You earn 70% on your total funds raised, while Publishizer earns 30% and provides you with connections to editors and publishers. On or after the conclusion of a successful campaign, you'll receive that payment from us. From that money, you'll be responsible for fulfilling the pre-order purchases. If you sign with a traditional publisher, you'll most likely do this by purchasing copies from your publisher under terms to be arranged in your book contract. Our payment to you also includes a shipping fee that you'll use to cover the cost of shipping your book to readers. The publisher will likely execute the shipping, which you will pay the publisher for from the funds you receive from your campaign.

## SIGN A PUBLISHING DEAL



Once your book crowdfunding campaign is over, based on the outcome, one of three things may happen:

- 1** **You sell at least 1,000 copies.** Publishizer could very likely get interest from an editor at a traditional publishing house on your book idea. In that case, you also qualify to be fully agented by Publishizer. In that event, we will send you an agency agreement. If you sign a traditional publishing deal then your publisher will fulfill your pre-order copies sold in the book crowdfunding campaign. Please allow up to three months from the moment the campaign is over until we land a deal for you.
- 2** **You sell at least 500 copies.** Publishizer could very likely get interest from an editor at a traditional publishing house for your book idea. Your agent will assist you in completing a full brief for editors, and throughout the negotiation process. If Publishizer is able to secure a traditional publishing deal then your publisher will fulfill your pre-order copies sold in the book crowdfunding campaign. Please allow up to three months from the moment the campaign is over until we land a deal for you.
- 3** **You sell less than 500 copies.** If the minimum goal is not reached, then it is the sole responsibility of the author to fulfill the pre-orders placed throughout the book crowdfunding campaign. Publishizer allows you to connect with reputable hybrid and service publishers. You can message them directly and take steps required to obtain and sign a publishing contract. Or you can self-publish.

## **PUBLISHIZER AS YOUR LITERARY AGENT**



If you sell over 1,000 pre-order copies, you qualify to be fully represented by Publishizer. That means we would like to support your authoring career, and you have the potential to become fully agented under the industry's standard commissions: 15% on domestic rights and 20% on foreign rights, subject to additional terms to be provided.

## **PUBLISHIZER AS YOUR INITIAL DEAL CREATOR**



If you sell over 500 pre-order copies, Publishizer could very likely create a traditional publishing deal for you and assist you throughout the negotiation process. As your initial deal creator, Publishizer will not earn a commission on the advance/royalties. Publishizer will not act as your agent on an ongoing basis on this deal, it will simply negotiate the initial contract with the Publisher and work with the publisher to help fulfill pre-orders. You have the right to obtain literary representation elsewhere.

**publishizer.com**



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