



LEADING
THE PUBLISHING
REVOLUTION

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Inc.

Forbes



THE BOOKSELLER



||HUFFPOST||

“Crowdsourcing can eradicate traditional roadblocks and inefficiencies by validating book ideas with readers who preorder copies after reviewing an author’s proposal, which Publishizer helps create according to industry standards.”

John Hall, *Forbes*

“A revolutionary way
for authors to get
their book out there.”

Inc.

“ I know all about
Publishizer, and I think
it’s a fantastic idea.
It’s about time someone
did something like this.”

**Eric Nelson, Executive Editor,
Harper, VP, Editorial Director,
Broadside Books**

“Publishizer is doing really intriguing things in the publishing space, which is exactly the type of work we love most!”

Jessica Salky,
Lyons & Salky Law, LLP

ABOUT US

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.

OUR VALUES

1. Love What You Do
2. Give Freedom
3. Take Responsibility
4. Ask Hard Questions & Listen
5. Think Long Term
6. Motivate Yourself & Others
7. Support Creativity
8. Champion Stories & Ideas
9. Keep It Simple
10. Have Fun
11. Give Service First
12. Love Reading

OUR TEAM



Guy Vincent

CEO / Founder

Founded Publishizer and co-founded Writing Under the Influence, a writing sprints event started in Brooklyn in 2017. Previously, he started the digital publishing division at Tien Wah Press in Singapore, where he published dozens of book apps, including an award-winning comic book app about dim sum warriors fighting in space. His favorite book is *The Botany of Desire* by Michael Pollan.

Lee Constantine

Head of Growth / Cofounder

Lee's recent book deals include *The Business of Influence* by social media influencer Neal Schaffer (HarperCollins), *That One Cigarette* by award-winning Hollywood screenwriter Stu Krieger (Harvard Square Editions), and *Live Big* by world-renowned investor and business coach Ajit Nawalkha (BenBella Books). Lee was Cofounder and Editor-In-Chief at *CG Magazine* in Las Vegas, and then worked in editorial and marketing for startup accelerators in New York. You'll likely find him browsing the crime mystery section of a bookstore or in a cafe sipping an Americano. Favorite book: *The Lincoln Lawyer* by Michael Connelly.





Wendolín Perla

Head of Publishing

Wendolín holds a degree in Journalism but has always been a book editor. She belonged to the Penguin Random House family for over 11 years, where she came to be a Literary Director. She has proudly joined Publishizer, a fascinating publishing platform called to revolutionize the way authors, editors, and readers connect around the world. In her bookshelves you will surely find books by John Berger, Ursula K. Le Guin, Joan Didion, Stefan Zweig, and Oliver Sacks, plus lots of philosophy, folklore, and mythology.

Tobias Lorenz

Head of Engineering

Tobias is a book and music lover. And he loves great and reliable solutions on the web, that's why he built the Publishizer app right from the beginning. Being a full stack developer and project lead for over a decade now he's always looking for the right technologies to push Publishizer forward.



Tian Daphne

Head of People

Human rainbow, avid traveler and voracious devourer of books. Tian gets things organized and takes care of the Publishizer family and community. She loves solving problems and seeing authors realize their dreams. Before Publishizer, she started two bands, produced an album, and has organized a small, annual island festival for the past 12 years. Her reading tastes lean towards Magical Realism and SciFi, her current favourite being *The Ender Quintet* by Orson Scott Card.



Paula King

Marketing Manager

Paula comes to Publishizer with a wealth of marketing experience, specifically in the fields of digital and brand marketing. She loves to help bring brand visions to life through meaningful connections and engaging with communities. Forever living with wanderlust she is always keen for an adventure, to experience a new place or culture, with her latest book in hand. Paula loves to read fiction with a gripping plot twist. Her favourite books include *The Husband's Secret* by Liane Moriarty or any of the Robert Langdon Series by Dan Brown.



Daniel Kaufhold

Product Engineer

Dan has been programming for over 20 years and has been involved in building apps and websites for startups for almost 10 of those. He has a passion for music, sports, software and self-improvement. All of these interests drive him to transform and improve not only himself but also the technological landscape of Publishizer. His reading tastes usually fall into the business and leadership category *Start With Why* by Simon Sinek being one of his favourites.



Amelia Martin

Editorial Assistant

Amelia is a graduate of the Honours Business Administration (HBA) program at The University of Western Ontario in Canada. Her passion for books and publishing lead her to join the team as an editorial assistant. Prior to Publishizer, she spent six years working at the Canadian bookstore Indigo. She is a massive Harry Potter lover and collects Harry Potter books in the different languages from her travels. Currently, her ever growing collection includes copies in 12 languages.



Tré Wee

Scout

Tré works with non-fiction authors in the genres of self-help, business, leadership, mindfulness, spirituality, health, and fitness. Recent major book deals include *The Book of How and Why* by Corey Poirier (Morgan James). Tré has founded two e-commerce brands and also works as a brand strategist and life coach. He believes that reading is telepathy in action. Favorite book: *The Foundation Series* by Isaac Asimov.



Kate Miller

Scout

Kate specializes in memoir, politics, literary fiction, and YA books. Her recent book deals include *Unchained* by Tonya Whittle (Morgan James) and *The Infinity Chronicles* by Joe Basile (Odyssey). Kate comes from Aevitas Creative, a literary agency based in New York City where she worked with best selling authors. A true bibliophile by nature, she has a habit of buying used books to add to her already overflowing collection. She couldn't possibly begin to choose a favorite book but one she never tires of is *The Things They Carried* by Tim O'Brien.



Julia Guirado

Scout

Julia works with history, philosophy, and literary fiction. Since early age she collects Russian classics and gets mesmerized by Japanese fiction touch, while enjoying satirical books such as *A Confederacy of Dunces* by J. K. Toole. Julia comes from the Project Management industry and she's a polyglot: Spanish and Catalan are both her native languages, though she's also fluent in English, French, Russian and Italian. You can either find her digging around in a record store or at a library in the foreign authors section. Favorite book: *The Egyptian* by Mika Waltari.



Tom Pagliaro

Scout

Tom works with authors in politics and education. He worked as a political lobbyist in Australia before moving to Berlin where he made refugee themed documentary films, a hitch-hiking podcast and works as a student life coach. Thanks to his father he loves ancient Rome and Persian history and his favourite book is *And the Mountains Echoed* by Khaled Hosseini.

HOW WE WORK

YOU'RE AN AUTHOR

LAUNCH A BOOK CROWD- FUNDING 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 scouts 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 scout 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. The more pre-order copies you sell, the more likely it is that editors will 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. You will be paid once, after the end of your campaign and upon submitting your bank details and a W-9 form for tax purposes. You will then be responsible for fulfilling any pre-order purchases.

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. If you sign a traditional publishing deal, then, subject to the terms of that deal, your publisher will fulfill your pre-order copies sold in the book crowdfunding campaign.

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 scout will assist you in completing a full brief for editors, and will help with the negotiation process. If Publishizer is able to secure a traditional publishing deal then your publisher, subject to the terms of the deal, will fulfill your pre-order copies sold in the book crowdfunding campaign.

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 may still choose to represent you as an agent or a deal creator, however. But if not, 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: Publishizer will earn an additional 15% on domestic rights and 20% on foreign rights, subject to additional terms.

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 or 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.

YOU'RE A PUBLISHER OR AN EDITOR

DISCOVER NEW BOOKS FOR YOUR LIST



You're looking for a reliable partner to disrupt the publishing industry. It's about time! We bring you book ideas with a strong readership so that you can make more profitable editorial acquisitions. Don't miss all the benefits of signing up for a publisher profile.

Signing up and receiving queries takes no time at all:

- 1** **Create a free publisher profile.** All of your information is private. Only our scouts can see your bio and criteria. Choose your categories, keywords, location and other details so we get to know as much as possible about your list.
- 2** **Receive targeted queries.** Based on your given information, you will start receiving targeted queries only when we find the perfect fit for your list! We do not spam. You can opt out or unsubscribe at any time.
- 3** **Express interest.** Browse available book proposals and express interest in authors you'd like to work with. You may also request more information about the manuscript. One of our scouts will connect with you to follow up.

ACQUIRE NEW BOOKS FOR YOUR LIST



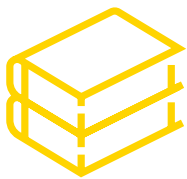
The outcome of an author's book crowdfunding campaign is a great indicator of a book's potential in the market.

Are you a traditional publisher? We will only query you if an author sells at least 500 pre-order copies. At this level, a Publishizer scout will assist the authors in all communications and negotiations until a publishing contract is signed. If Publishizer is fully agenting for an author, expect the traditional editor-agent interaction. Subject to the terms of your contract with the author, you will fulfill the pre-orders raised during the crowdfunding campaign. We provide confidential shipping information. This must be stipulated contractually in your agreement with the author.

Are you a hybrid/service publisher? You will be queried based on your selected preferences. You will be connected directly with the authors.

YOU'RE A READER

DISCOVER AND SUPPORT NEW BOOKS AND AUTHORS



Signing up and pre-ordering new books is super easy:

- 1** **Create a free reader profile.** All of your information is private. Choose your favorite categories so we can share new live and available books and all the great bonuses offered.
- 2** **Interact with authors and readers.** Comment on updates from authors about their books and unique bonuses directly on the reader feed in your profile.
- 3** **Receive staff picks.** Based on your category subscriptions, you will receive trending book crowdfunding campaigns. We do not spam. You can opt out or unsubscribe at any time.
- 4** **Pre-order books.** Browse book crowdfunding campaigns and pre-order as many books as you want! Payment is due upon pre-order purchase and includes the cost of shipping. Because of the unique nature of crowdfunding, authors offer exclusive bonuses and perks to readers for supporting their campaigns or for buying multiple copies at once. You will be directly helping an author get a publisher for their book! The author remains solely responsible for fulfilling pre-orders if that obligation isn't assumed by a publisher.

RECEIVE YOUR BOOKS



Receive your pre-ordered copies when the author signs with a publisher and releases their books for print:

If an author you support signs a traditional publishing contract, it is the publisher's obligation to fulfill pre-order copies.

If an author you support signs with a hybrid or service publisher, or self publishes, it is the author's obligation to fulfill pre-order copies.

SOME OF OUR BOOKS

We pride
ourselves on
working with
world-class
thought leaders,
speakers,
coaches,
investors, and
people doing
interesting things.





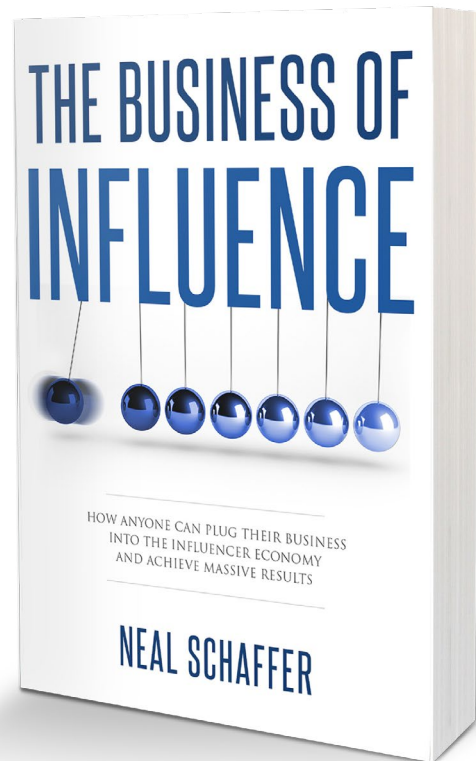
**NEAL
SCHAFER**

The Business of Influence

How Anyone Can Plug Their Business Into the Influencer Economy and Achieve Massive Results



Publisher: HarperCollins Leadership
Date: 2020
Languages: English
Funds: \$10,880
publishizer.com/the-business-of-influence/



“If you’re looking to write a book, I can think of no other way to vet your book idea, build buzz for your book, get connected with potential publishers and service providers, as well as actually begin to sell copies of your book in advance than to do a campaign on Publishizer.”

-Neal Schaffer

Neal Schaffer is a global leader in guiding companies through their digital transformation. A social media strategy consultant, international keynote speaker, and professor of social media marketing and social selling at 3 different universities, With his 4th book, *The Business of Influence*, he plans to help every business leverage the potential of influencer marketing.

**JOE
BASILE**

The Last Qumranian Infinity Chronicles Book 1



Publisher: Odyssey Books
Date: October, 2019
Languages: English
Funds: \$7,710
publishizer.com/the-infinity-chronicles



“This was such a great experience! It got me exposure, start up funds, and created buzz about my book. An amazing staff that were wise, kind, attentive and ultimately helped me double my goals and land a publisher! Wow!”

—Joe Basile

Joe Basile obtained his GED after dropping out of high school. He later completed his Bachelors of Arts in Biblical Studies at TIU - Deerfield, IL and became Chaplain for the Chicago Fire and L.A. Galaxy. *The Infinity Chronicles* is a highly anticipated series, an extension of his graphic novel, *Lukas*, partnered and designed by artists from Marvel, DC, and Image.

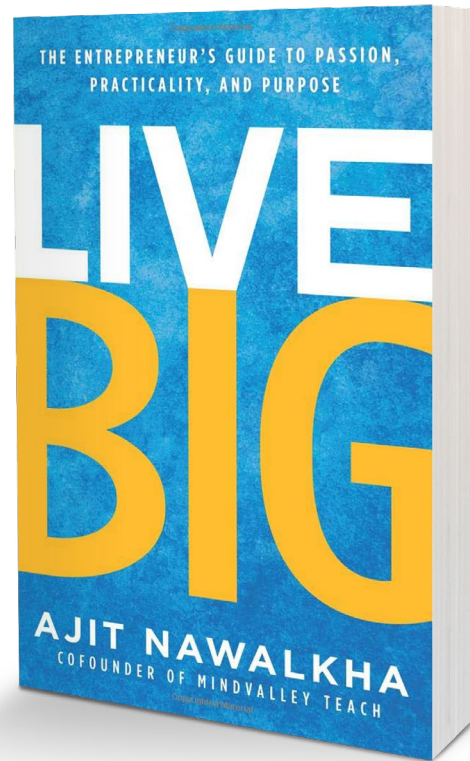
AJIT NAWALKHA

Live Big

The Entrepreneur's Guide to Passion, Practicality, and Purpose



Publisher: BenBella Books
Date: December, 2018
Languages: English
Funds: \$23,365
publishizer.com/live-big



“With Publishizer, I got picked up by a phenomenal publisher.”

—Ajit Nawalkha

Ajit Nawalkha builds businesses. After failing a startup, struggling through failed partnerships, and going from the ranks of an intern to a co-founder, he found business is lot more about emotional, spiritual, physical and mental resilience—and not as much about strategy. His passion is to help make world a better place. He insists entrepreneurs are going to do that. His endeavor is to empower you so you can be the change world needs.

PRAISE

“With Ajit Nawalkha’s expert guidance, you’ll tap into the magic ingredient that can help your organization sink or swim: your own outlook. Do not make the fatal flaw of thinking this sounds too simple to matter to you—it’s absolutely crucial. Ajit’s advising guidance has more than transformed my business; it’s transformed my mind-set. I am forever grateful.”

—Lisa Nichols, New York Times bestselling author and CEO of *Motivating the Masses*

“*Live Big* is a beautiful manifesto to entrepreneurs, change makers, and professionals. Beautifully written, a powerful wake-up call for anybody who wants to take their life to the next level.”

—Vishen Lakhiani, founder and CEO of Mindvalley

“An unconventional approach for entrepreneurs to create a life on their terms. It’s packed with insights, reframes, and perspectives. A fresh approach, Ajit trusts the entrepreneur to know the ‘how-to’ and ‘tactical’ stuff. *Live Big* focuses on the key to business success: the person actually running the business.”

—Christine Hassler, master coach, international speaker, and bestselling author

“The more successful you become the greater the challenges you often face. Ajit is a secret guide to that paradox. He’s an entrepreneur who has built multimillion-dollar businesses and helped others to do the same. But he does it from the inside out. You see, if strategy and tactics were all that worked, you’d just read Richard Branson’s biography and become a billionaire. Instead, you need to go deeper—much deeper. If you want to *Live Big*, I highly recommend that you let Ajit be one of your guides.”

—Rich Litvin, master coach and coauthor of *The Prosperous Coach*

“I have just started the book. I love it. I have this feeling that you are talking to me, but I would have never thought I was your audience. I feel excited and grateful . . . knowing that there is something that is just for me within these pages that I never thought to ask. I love the tone and am excited for the journey.”

—Tiffany Persons, founder of Tiffany Casting Company and Shine on Sierra Leone

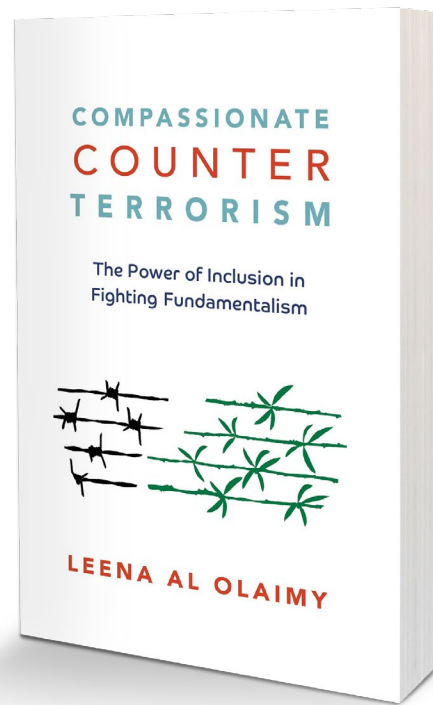
**LEENA
OLAIMY**

Compassionate Counterterrorism

The Power of Inclusion in
Fighting Fundamentalism



Publisher: Berrett-Koehler
Date: February, 2019
Languages: English
Funds: \$10,435
publishizer.com/fundamentalist/



“I signed with Berrett-Koehler, an independent publisher which also has a distribution agreement with Penguin Random House. We are totally values-aligned and I’m very happy I signed with them.”

—Leena Olaimy

Leena Al Olaimy is the cofounder of 3BL Associates, an award-winning social enterprise working on issues such as peace, climate change, and inclusive economic growth. She is a Fulbright scholar, a Dalai Lama Fellow, a Salzburg Global Fellow, a Soliya Fellow, and a *Wall Street Journal* “Woman of Note” and is listed among Bahrain’s Most Influential Women by *Business in the Gulf*. Her work has been published by the World Economic Forum, openDemocracy, *Stanford Social Innovation Review*, and the *Huffington Post*.

PRAISE

“This book brings a refreshing alternative to the fiction that state force is the long-term solution to terrorism. A thoughtful, personal, and impressive analysis of why a broader approach to the challenge may yield more effective long-term outcomes.”

—Sir Hugh Orde, OBE, QPM, former Chief Constable, Police Service of Northern Ireland

“In a refreshing and candid style that goes far beyond conventional analyses and commonly suggested solutions, Al Olaimy delivers a powerful counterargument on how to deal with terrorism. Insightful and persuasive, her book should be required reading for those in policy circles who routinely deal with strategies to combat terrorism.”

—Prof. Dirk Vandewalle, Dartmouth College

“An honest, comprehensive, and thoughtful critique highlighting and challenging stereotypes and assumptions about terrorism and violent extremism. A must-read for anyone involved in peace building and conflict resolution.”

—Eva Grosman, CEO, Centre for Democracy and Peace Building, and Director for Public Affairs, Centre for the Resolution of Intractable Conflict, University of Oxford

“This is an insightful book. Compassion is not a word generally associated with terrorism, but the message needs to be heard. Bravo, Leena!”

—John Marks, coeditor of *Common Ground on Terrorism* and founder and former President, Search for Common Ground

“Intelligent and intrepid work. Leena’s effort to unearth a critical societal faultline is the first step towards building a post-fundamentalist future for our next generation.”

—Tariq Cheema, Founder, World Congress of Muslim Philanthropists

CATEGORIES

Arts & Photography
Biography & Memoir
Business & Money
Career & Success
Children Fiction
Children Non-Fiction
Christian Fiction
Christian Non-Fiction
Coloring Books for Grown-Ups
Comics & Graphic Novels
Commercial Fiction
Communication Skills
Contemporary Fiction
Cookbooks, Food & Wine
Corporate Culture
Crafts & Hobbies

Creativity
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