

# TURNING STONE Press

a new way to publish

**Turning Stone Press** is a new publishing collaboration between Conari Press (a division of Red Wheel/Weiser, LLC) and Hampton Roads and authors with something to say about the world around us and the way we live our lives. We offer the professional services of the publishers of such best sellers as *Conversations with God* and *Random Acts of Kindness* to help bring your book to a wide audience.

**We're looking for manuscripts in specific areas that have a positive message, so if you have**

*a spiritual memoir or autobiography ...*

*a completed spiritual or metaphysical novel ...*

*a spiritual self-help book ...*

It's possible your work would find a good publishing home with **Turning Stone Press.**

We provide you with the tools and information you need to professionally publish your book and reach your intended audience.



By signing with **Turning Stone Press**, you will join a boutique venture of committed, like-minded people and experience the benefits of:

- complete copyediting
- quality book design, including a full-color cover
- books available to you at deep discounts to resell at your own events or on your own website
- e-books listed with major e-tailers on multiple platforms
- a dedicated web page where your book will be listed for sale, along with those of other specially selected Turning Stone Press authors
- listing on all major bookselling sites, including but not limited to *amazon.com*, *bn.com*, and *chapter.indigo.ca*
- PLUS access to other special sales and marketing options

#### CONTACT INFORMATION:

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c/o Red Wheel/Weiser, LLC  
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San Francisco, CA 94107  
[tsp@rwwbooks.com](mailto:tsp@rwwbooks.com)

***Is Turning Stone the right solution for you?***

Have you written a spiritual memoir or autobiography, telling your story of growth, transformation, inspiration, or living through adversity or addiction?

Have you written a work of metaphysical, speculative, spiritual fiction?

Do you have a prescriptive method or practice to share with others in order to contribute to either personal growth and transformation or the common good of society and the planet?

Are you ready to put your work out into the world?

***Take the first step.*** Send us your manuscript. If we find that your work fits with Turning Stone's mission, we will schedule your book for publication and work with you to bring it into the world.

"Leave no stone unturned." -Euripedes

## SERVICES OFFERED:

Package Cost \$7,500

### EDITORIAL

Proofreading	Included
Copyediting	Included
Substantive editing	Optional
Full-color cover design	Included
Interior page layout	Included
Back cover copy	Included

### MARKETING

Marketing copy	Included
Marketing plan	Included
Press release	Included

### SALES

Listing on Red Wheel Weiser website	Included
Listing on <i>Amazon.com</i> and other national retail websites	Included
E-book distribution	Included

### OTHER

Royalty rate for bookstore and website sales	25%
Free paperback copies	12
Bulk purchases	50% off retail

All terms and conditions will be further explained in the contract and by your customer service rep when you make the choice to sign up with Turning Stone Press.

### TURNING STONE EDITORIAL SERVICES

Not sure if you have a manuscript you want to publish? Want help organizing your thoughts? Finishing your manuscript? Polishing it for publication? We can help your words come alive on the page. We provide a variety of editorial services tailored to fit your needs. Please contact us at **TSP@rwwbooks.com**. One of our customer service reps will contact you to help find the right editorial services for you.

### TURNING STONE MARKETING SERVICES

With our collaborative publishing service, we offer a marketing plan, press release, and other advice on how best to market your book. In today's publishing world, authors need to be marketers too. Not everyone has the time or skills needed to implement a good plan. We offer additional services to help you market your book. Our customer service reps can tell you more.

In your search for a way to write your book, share your message, and join a community of committed storytellers, wise teachers, and seekers, leave no stone unturned. Send your work to Turning Stone Press and explore new possibilities.



## EDITORIAL SERVICES:

**A good editor is hard to find.** Everyone needs an editor. Editing is a broad term that covers a multitude of tasks and topics (and uncovers a multitude of pitfalls and miscommunications). With our Turning Stone Press curated self-publishing program, we offer copyediting as part of the package. Copyediting is that last final pass that checks grammar and punctuation and general writing mechanics. A copyeditor finds missing words and queries you about dates and facts. A copyeditor checks spelling (and those nasty homonyms—their/they're—that your computer keeps insisting on) and sometimes suggests a more precise word or concise phrasing.

But before you see your book in print (whether you are publishing with Turning Stone Press or not) you may be interested in more editorial help. **That help is available!**



*We are pleased to offer the following services:*

**For the modest fee of \$99.00, you get a written estimate of what we think it will take to make your idea into a fully realized book. If you choose one of the following three options that fee will be credited back to you on your editorial services invoice.**

### COACHING:

Are you at the beginning of a new project, with some words—maybe a rough outline and a chapter or two—on paper? Are you stuck in the middle? Do you need help focusing your idea? Figuring out the scope of your book? Polishing your elevator pitch? Are you writing fiction (or narrative non-fiction) and finding yourself stuck in the middle of the plot, with characters who sound wooden? Or perhaps you're having trouble writing "show me" details? Coaching can help.

A writing coach can be invaluable, especially for first-time authors, helping you avoid common pitfalls and mistakes. Helping you refine your book proposal. Critiquing your writing and offering positive suggestions on how to get your message across. Our coaches all have experience working

with writers in one-on-one or small group situations. Most of them have written or ghost-written books—some of them bestsellers and prize winners. They have all edited hundreds of books. They know the shape of a book. They know how to teach you to think and talk about your book.

To get a coaching estimate, send a description of your project, a sample of your writing, and, if you have them, a list of your questions or problems.

We'll get back to you with an estimate.

Coaching is \$150.00 per hour, with a five-hour minimum. (Of that five hours, two hours will be spent with you on the telephone in one-on-one consultations.)

### ORGANIZATIONAL EDITING:

This is the "heavy lifting" of editing. It's for writers who have a lot of information and stories and material that they know belongs in their book—they're just not sure where. There's a rough draft, and somewhere in this roomful of words there's a pony or a gold ring. An organizational editor will help you discover what you're trying to say, and

## EDITORIAL SERVICES:

actually make you sound more like you than you ever thought you could. The editor will recommend how/if the manuscript should be reorganized, what should be left out, or what seems to be missing.

In order to best work with an organizational editor, you should have a draft of your work completed or nearly completed. (If you need an organizational editor for a book proposal, you will be better served by our coaching services listed above.) You should have an idea of who you're writing for and what titles on the same or a similar subject exist out there—in the case of non-fiction. (And, actually, that's a good thing to know about your fiction as well.) Our organizational editors can help you with style, language, pacing. They can point out where you need to trim the fat and where you need to say more—even suggesting how to say it.

They will also go through the manuscript sentence by sentence, word by word. They will move sections into a more logical, elegant order. They will fix clunky sentences. They will edit so that you're writing simple, declarative, direct sentences. In other words, they will make you sound like your best self.

Our organizational editors all have years of experience editing books in the fields of narrative non-fiction, fiction, self-help, spirituality, and other genres. In order to get an estimate, please send a cover letter along with fifty or so pages (10,000 words) of your manuscript, plus the word length of your draft, along with any specific questions or problems you have.

We'll get back to you with a written estimate. Organizational editing fees are based on both the length of the manuscript and the amount of work we think it needs. A typical charge is \$4500.

## DEVELOPMENTAL EDITING:

Perhaps you have a pretty good draft mostly done and have written yourself into a corner without knowing how to get out. Maybe your manuscript has grown to 600 pages—and, trust us, that's like three books; not everything belongs in there. Your characters may all sound alike. Or your dialogue may sound like real people talking—on another planet! You fall into the trap of giving four, five or six examples—where one, two or three would be more than enough. You may have put the part about beginning the practice you're teaching in chapter 4, instead of chapter 1 where it belongs. Your topic sentences may be hiding at the end of the paragraph, or somewhere in the middle, or under the furniture.

If organizational editing is the heavy lifting and thorough cleaning, developmental editing is for manuscripts that have the big concepts down, but still need help.

Our developmental editors have all worked as both line editors and with writers to organize books. Please send a cover letter saying why you think you need an editor, along with fifty or so pages (10,000 words) of your manuscript, plus the word length of your full manuscript.

We'll get back to you with a written estimate. Developmental editing fees are based on both the length of the manuscript and the amount of work we think it needs. A typical charge is \$2500.

When we review your manuscript, we can tell you whether we think you need organizational or developmental editing, or something in between. We look forward to working with you!

## MARKETING SERVICES:

**Turning Stone Press** is a new publishing collaboration between Conari Press (a division of Red Wheel/Weiser, LLC) and Hampton Roads and authors with something to say about the world around us and the way we live our lives. We offer the professional services of the publishers of such best sellers as *Conversations with God* and *Random Acts of Kindness* to help bring your book to a wide audience.

With our collaborative publishing service, we offer a marketing plan, press release, and other advice on how best to market your book. In today's publishing world, authors need to be marketers too. Not everyone has the time or skills needed to implement a good plan. We offer additional services to help you market your book. Our customer service reps can tell you more.

As an author of **Turning Stone Press**, you receive a press release, a marketing plan, and social media tips as part of your publishing contract at no additional expense. If you have an interest to receive further marketing services, please review the options below and contact us today.

If you are not an author of **Turning Stone Press** but wish to receive marketing services through us, we are happy to provide you with a quote. Contact us today!



“Leave no stone unturned.” –Euripedes

## EDITORIAL SERVICES:

### Level 1 - \$3,000 SAPPHIRE MARKETING PACKAGE, TSP WILL:

- Create interview questions and talking points for radio pitches
- Create interview questions and talking points for online pitches
- Send 20 review copies to genre friendly radio shows with request for an author interview
- Send 30 review copies to select bloggers
- Provide one round of follow up to reviewers who were sent a copy of your book
- Provide copy for an email blast you may wish to send to your network
- Provide you with a one-hour session with a marketing coach to discuss specific sales and marketing recommendations for your book
- Issue a press release to wire services distributed to a variety of search engines, news, entertainment, and lifestyle websites
- Create a First Chapter Plus ad promoting your book to 20,000 librarians
- Create a Facebook page devoted to your book

### Level 2 - \$6,000 DIAMOND MARKETING PACKAGE, TSP WILL:

- Create interview questions and talking points for radio pitches
- Create interview questions and talking points for online pitches
- Send 20 review copies to genre friendly radio shows with request for an author interview
- Send 50 review copies to select bloggers
- Provide two rounds of follow up to reviewers who were sent a copy of your book
- Provide copy for an email blast you may wish to send to your network
- Provide you with two hour session with a marketing coach to discuss specific sales and marketing recommendations for your book
- Issue a press release to wire services distributed to a variety of search engines, news, entertainment, and lifestyle websites
- Create a First Chapter Plus ad promoting your book to 20,000 librarians
- Create a Facebook page devoted to your book and a blog on a universal blogging site such as Tumblr, Live Journal, or Word Press
- Create a Twitter Account devoted to your book
- Provide a PW Select Self-Published books announcement  
<http://www.publishersweekly.com/pw/diy/index.html>
- Create a Goodreads and Facebook ad campaign driving traffic to Amazon and BN for readers to purchase your book
- Contract with Kirkus Reviews to provide a review for your book  
<http://www.kirkusreviews.com/indie/about/>
- Place an ad in Radio Television Interview Report

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