

This is Blue Mendoza, executive consultant from Book-Art Press. We have discovered your book: “xxxxxxx” at the Book Expo America held May 31 – June 2, 2017 at the Javits Center in New York City. Your book was included in the top books cited to have very good quality content and are highly marketable among 500 books they selected from and have high possibility to land a contract with a traditional publishing company.

We are not a self-publishing company. We work as a literary agency that will endorse your book to be acquired by a traditional publishing company. We have inside contacts with major publishers and we know which of them are most likely to buy a particular material. So you won’t need to hire literary agents to promote your book to major publishers as we’ll do the endorsement for you.

We have done a preliminary endorsement to 50 traditional publishers and 6 out of the 50 have shown high interest in your book. However, they’re quite hesitant since your book is self-published and it has not been doing well when it comes to sales.

We have made a strategic plan for your book. Before we can endorse your book to traditional publishers, we will need to build your book’s credibility and your brand as an author. Because, as of now, you are still an unknown author. We can’t afford any flaws once we endorse your book. This entire endorsement process will take 12-18 months which the preparation will be starting the first quarter of 2018. We will endorse your book in 5 different markets: US and CANADA, EUROPE, ASIA, AUSTRALIA AND NEW ZEALAND.

These are the plans we have for your book that we are going to shoulder:

Services	
Republication	Included
Book formats	ALL (Paperback, Hardcover, & e-book)
Set your own book’s price	Minimum of \$8 (Paperback), \$18.99 (Hardcover), & \$2.99 (e-book)
Royalties	100% (First 500 copies) & 80% (for succeeding copies) -- after printing cost
Author's rights	100%
Enhancements/Customizations (Cover and Interior)	Included Note: You are required to provide us all the corrections needed within 2 weeks.
MARKETING SERVICES	
8-minute America Tonight Radio Interview with Emmy Award-winning personality -- Kate Delaney	Included
Premium Press Release (2,000 media outlets worldwide)	Included
Ingram Catalog Marketing	Included
Bookstores Distribution & Circulation	Included (200,000 book shops worldwide)

Worldwide Online Availability & Distribution (Over 38,000 online retailers worldwide)	Included
POST-PUBLICATION FEATURES	
New ISBN Assignment	Included
Library of Congress Registration	Included
U.S. Copyright Registration	Included
Paperback Author Copy	10 copies
Hardback Author Copy	1 copy

Most importantly, we will endorse your book to traditional publishers for you to land a contract . Once picked up by a traditional publisher, we require 10% of your total upfront profit from the contract offered to you by the traditional publishing company. That's how our business earns and that is the main goal of this project.

All the services outlined in the table above will be shouldered by us. We are willing to invest as we've seen a great potential in your book in the market which can be an asset to our company.

Basically, your only part in this entire project is we just want you to provide us at least 500 copies of your book (priced at \$6 per book -- \$3000 total) to be distributed to physical bookstores across the globe for circulation which you get 100% return of investment once all 500 copies get sold out. To make it easier for you, you can also pay in 2 monthly installments. Please be aware that your book will be published within 4-6 weeks and the marketing services will be fulfilled once the 2nd installment is paid.

		Payment schedule
First Installment	\$1,500	
2nd Installment	\$1,500	30 days from 1 st installment

With a self-publishing company, your book's success depends on how much money you are capable of investing; which almost all self-published authors are unaware of how this delays the success of your book. Delaying your success is more practical for their business. Because, the longer your success is delayed, the more services they can sell to you. Your pocket will be exhausted until it becomes empty because that's how they earn as a business and how sales agents get commission from-- the more services they are able to sell, the bigger commission they get. And eventually you get exhausted as well and so you get discouraged to move forward because you have invested so much effort, time and large amount of money and you haven't seen any progress with your book yet. Which probably what you feel now. And that's the worst thing that can happen to an author -- despair. Your book is too great to be left sitting online among millions of books available in Amazon. It's like a grain in a bucket of sand. Almost impossible to be noticed. Our goal for your book is to make its success faster and that's by directly endorsing your book to executives so you can land a contract with a traditional publisher.

Please let me know if you have questions. Looking forward to hearing from you soon.

Warm regards,

Blue Mendoza

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