Begin Your Legacy

EVERY AUTHOR STARTED SOMEWHERE.
YOUR FUTURE BEGINS WITH WESTBOW PRESS.

You may have dreamed of becoming a published author all your life, or perhaps you’ve only recently begun tossing around the idea for your book. Whether you’ve already experienced the thrill and satisfaction of finishing your manuscript or you’re still working on the finishing touches, you have a story to tell, a book to publish.

WestBow Press can help you create and publish the book you envision easily, professionally and affordably. By following our Guide to Success, you can take the initiative to achieve your goals of success for your book.

WE UNDERSTAND THAT YOUR DREAMS ARE UNIQUE

Even if your ultimate goal is to publish traditionally, WestBow Press can be your foot in the door. As a division of Thomas Nelson, our titles are actively monitored by our parent company to identify those books that show promise and strength in the marketplace.

In every author’s success story, there is a history and a beginning. With WestBow Press, you now have the opportunity to begin or advance your career as an author, share your story and start shaping your future today.

THE WESTBOW PRESS ADVANTAGE

At WestBow Press, we understand that your work is more than just a book. It’s a passion and a dream. It’s a career. Our self-publishing company is designed to empower you to fulfill your dreams and reach your goals. We supply everything you need to create and publish the book you envision easily, professionally and affordably.

Here are just a few advantages of publishing with WestBow Press:

**Discovery Opportunities**
As a division of Thomas Nelson, WestBow Press titles will be regularly reviewed by the parent company for talented authors who rise to the top. For authors who hope to one day be signed by a traditional publisher, this is an opportunity to get your foot in the door.

**Professional Self-Publishing Assistance**
Self-publishing means that you have the freedom to blaze your own trail to success. But that doesn’t mean that you’re left to figure everything out for yourself. By choosing to publish with WestBow Press, you have a team of experienced industry professionals to assist you throughout the entire publishing process. From formatting your book’s interior to designing your cover, we take care of the details to ensure that your book meets today’s industry standards, while remaining true to your vision.

**Expert Services**
Expert services can make the difference between a great manuscript and a sensational book. At WestBow Press, we have just what you need. Begin with one of our publishing packages, which combines a number of services to create the book you envision. Beyond our standard packages, you gain access to a wealth of specialized services, such as copyediting, data entry, marketing and publicity. Take advantage of our experience and enter the marketplace with confidence.

**Established Editorial Standards**
When you self-publish with WestBow Press, your book will be among good company. Each of our titles is held to a set of editorial standards, as defined on our Web site. You can review these standards to determine whether or not you share our values, which are based around the simple fact that we are a Christian self-publisher. Your book with a WestBow Press identity gives readers the confidence that your book was written from a Christian worldview, regardless of the subject matter of your book. Readers will identify your WestBow Press title as one they can trust.

**Extensive Bookselling Support**
Once your book is published, it will be available for sale on the WestBow Press Web site and to more than 25,000 retail outlets worldwide, including Barnes & Noble.com (www.bn.com) and Amazon.com. As an author, you are eligible to receive an author-only discount on volume book orders. We also provide the option for titles to be listed as “returnable” for retailers through our Booksellers Return Program. This program alleviates the bookstore’s financial risk, helping your book’s chances of getting on the shelf.
Begin Your Publishing Journey: The Steps to Success

**Publishing your book should be an exhilarating and enriching experience.**
Taking the first step, however, can be scary. You have a distinct story to tell, and you have already put so much of yourself into bringing that story to life.

At **WestBow Press**, we understand that the production of your book is more than just a process – it’s a journey. We want to insure that your unique story is told exactly as you envisioned and that you reach the destination for which you set out.

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**1. Define Your Destination**
In order to reach the goals you have set for your book, you need to define what you would like to achieve through publishing. Whether your intention is to be picked up by a traditional publisher or you simply want to create a book to be shared with those closest to you, aiming toward a specific target will eliminate distraction and ensure your success as an author. Defining your sales goals and target audience will help clarify your specific needs.

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**2. Choose Your Path to Success**
Once you’ve defined your goals, take some time to review our diverse line of publishing packages. Our publishing packages were defined with our various authors and paths in mind. With five dynamic publishing packages and three specialty packages and a color package to choose from, you have the flexibility to choose from a collection of editorial, pre-press, production and marketing services. Once you have selected the best fit for your publishing experience, we will help you put your plans into motion.

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**3. Submit Your Materials**
After purchasing the WestBow Press publishing package, you will be able to submit your manuscript and information online with ease. Our professionally trained check-in coordinator will guide you step-by-step through the submission process and provide extensive knowledge of how best to submit your manuscript and other materials.

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**4. Maintain Creative Control**
Our entire staff of experienced industry-trained professionals is on your side, providing you with continual support and assistance as your book is produced. Our skilled cover designers and book layout technicians will design the book around your vision while ensuring that your book meets industry standards. Once the initial design of your book is complete, we will promptly send you a draft for your review and approval. You can speak to your design team to fine tune your book to your vision.

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**5. Approve and Publish Your Book**
Once your book meets your approval, it will be officially published. The very first copy of your book will be delivered to your door. Just imagine: a few months from now, you could be holding your very own published book in your hands. People around the world will be able to order your book online and through various retailers. And once your book is published, you are free to kick off your book marketing and publicity efforts to generate sales and establish yourself in the marketplace.
Define Your Destination: We’ll Help You Get There

Our publishing packages were designed with you in mind. From the author publishing for a smaller group in the community to the author with a national platform, we have a package for you. First, define your goals. Then, review your options. We encourage you to discuss these options with your WestBow Press Publishing Consultant, who can help guide you toward the right package and answer any questions. For more details, visit www.westbowpress.com.

SELECT YOUR PUBLISHING PACKAGE

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| **COLOR BOOK PACKAGE**        |         |
| Our Color Book package allows you to create a softcover book in full color inside and out. Readers will appreciate the vivid images in your quality color book alongside your story or captions. |
| **Color Essential** $1,599    |
| Choose this package to publish your children’s book, photography book, cookbook or graphic novel. The Color Essential package includes all of the services necessary to create and publish a professional full-color softcover. |

| **SPECIALTY PACKAGES**        |         |
| Developed to help authors with high aspirations achieve success for their books, our Specialty Publishing Packages will help you reach a widespread audience and optimize the launch of your publishing career. |
| **Video Premier** $9,999      |
| For authors with big plans, this package takes the launch of your book to the next level and prepares you for your first event. |
| **Pro Launch** $13,999        |
| Including editing, reviews, videos and more, this package helps your title become a serious contender in today’s market. |
| **Premier Publicist** $19,999 |
| Our potent Premier Publicist package combines the top resources available, including a personal publicist implementing a three-month-long promotional campaign. |

Call Toll Free
1.866.928.1240
Enlist Our Experts: Reach Your Unique Goals

At WestBow Press, we understand that your work is more than just a book. It is a passion and dream. It’s a career. While our publishing packages are designed to help you publish your book with ease, we know that you may need or desire something extra to help you reach your unique goals. Our professional services are available to supply anything and everything that you could need to create and publish the book you envision. From custom design, top-notch editorial and powerful marketing services, you have the flexibility to choose the services you need.

Select Your Additional Services

Editorial Services

WestBow Press editors are among the best in the industry. You can count on our team of professionals to provide the appropriate level of editorial attention that your book needs to clean up your text while carefully preserving your unique voice.

Additional Design and Production Services

You can customize and personalize your book with our production services. Whether your manuscript needs to be data entered or you want your book to have a detailed index, our book layout technicians will follow your lead to give you the book you envision.

Marketing Services

Our book marketing services will allow you to build your own marketing plan to achieve your goals. As a self-publishing author, you hold the reins when it comes to marketing your book — but that doesn’t mean that you’re left to figure it out on your own. Enlist our team of experienced professionals to help you customize a suite of services to promote your book with success.

Our available services follow the latest trends in marketing, such as social networking, Web sites and author videos, while we continue to utilize classic tactics, such as press releases, book reviews and advertising. Select individual services or choose one of our discounted Marketing Bundles. Remember your goals for your book. Speak to one of our Marketing Consultants to help you match your goals and target audience with your marketing efforts.
After reviewing our Guide to Success, we hope that you have a clear understanding of the opportunities available to you as a writer. Resources are within your reach to achieve your publishing goals, but the first step is up to you.

We are here to help get you started. Feel free to contact a WestBow Press representative to ask any questions or to discuss the specifics of your book. Even if you are still putting the finishing touches on your manuscript, now is the time to take the first step to publishing.

Remember, behind every successful author, there is a history and a beginning. This is your chance to begin your legacy and achieve your publishing dreams.