

# DAWN BATES

INTERNATIONAL

## Frequently Asked Questions

For all those of you who are not enjoying the experience of working with Dawn on a 1:1 coaching basis, here is a snapshot of some of the questions we get asked on a regular basis, so much so, instead of writing another book on the matter, Dawn thought it best to create you this PDF.

If however you have a question that is not answered here, please visit <https://dawnbates.com/contact> and send us your questions!

### **What kind of royalties can I expect?**

Here are Dawn Publishing we do not take any royalties from the author. We charge a small handling fee for our time in making sure your book is published on over 100 platforms around the globe, and of course for managing the team of designers, typesetters etc but other than that, we don't take anything from your royalties.

You wrote the content; you get paid the royalties!

### **How soon do I get paid my royalties?**

Depending on the platform, you can expect to get paid 2-3 months in arrears. For example, Amazon pays out after 2 months, whereas iBooks take 3 months to pay. Royalties are paid out on a quarterly basis in March, June, September and December. You will also be provided with an excel spreadsheet of all the sales listed against your book and when they were received.

### **What about taxes?**

The royalties we receive already have the tax deducted from them, so the tax is paid up front at source. You receive the rest.

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### **What's the financial return on writing a book?**

This depends on you.

The more books you sell, the more associated products you have, such as merchandise, and the more you use the book to promote yourself and your business, the more return on investment you can expect to receive.

We at Dawn Publishing cannot guarantee a financial return. We have options available for helping you strategise and expand your brand, but as with anything in life, there are no guarantees.

Plus, you have to look at your 'Why?' for writing the book. Is it a marketing tool? A sales qualifier? Are you co-authoring a book and reaching more audiences than ever before?

There are so many variables, but ultimately your ROI depends on you. The more you promote the book, the more you create smart ways of selling the book, the more ROI you will receive, hence the better financial return you receive.

### **What kind of marketing and PR can I expect?**

Which package have you signed up for? Are you simply publishing with us? Are we supporting you through the entire process of writing the book, publishing and taking one of the marketing and PR packages?

Again, there are so many variables, and we can only guarantee your book will be listed on <https://dawnbates.com/published-works> and over 100 publishing platforms worldwide.

This all said, we do have a team of marketing, design and PR specialists on hand to ensure your book is seen and read by people around the world.

Your book, will also be listed on the <https://dawnbates.com/published-works> website

### **What's involved with the strategy call, and is there an additional cost?**

Depending on where you are at with regards to experience and expertise in business will depend on what gets discussed on the call. We may be helping you create a whole new business blueprint and vision or creating product spectrums and merchandising your existing business with your book as the focal point and lead magnet. This is why we suggest you book in a consultation call with one of our team so we can gauge where you are on your journey so we can advise you on the best route of action as we see it.

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If you are also a seasoned business owner, and already have an awareness of developing global business strategies, then we suggest you dive straight in to the half day strategy session with our CEO, Dawn Bates using this link <https://visioncreation.youcanbook.me>

### **What's included within the PR Media kit?**

The Standard PR Media Kit includes

- a 2-page Media Sheet profiling the author(s) of the book
- Press Release for the Launch of your book written and distributed
- Facebook and LinkedIn Banner
- 3D Social Media graphic for use on Instagram and platforms such as Pinterest

If you opt for one of our exclusive media packages you can take advantage of landing pages, ongoing monthly PR, radio interviews, cover articles on some of the world's top publications, as well as Instagram and Facebook growth campaigns, Podcast development and hosting and a whole lot more besides!

Your desires and budgets will be the only sticking point!

### **Is there a landing page included within the PR fee?**

Landing pages are not included in the Standard Publishing agreement and PR fee, but are available as additional 'add-ons' after the launch along with a 3, 6, 9 and 12 month PR and marketing consultancy contract.

### **Data protection with landing pages and GDPR – how does that work?**

There are a couple of ways we work on your landing pages to ensure we all comply with DPA and GDPR guidelines around the world.

First of all, we make it clear on the landing pages when people sign up that they are signing up to Dawn Publishing to be able to order your book. We also make it clear on the 'Thank you' page that they have signed up to receive updates from both Dawn Publishing and you as the author.

If however, you are part of a co-authored collaboration, the contact details of all those ordering through the sales pages will only be available to Dawn Publishing and the Lead Author. If you wish to capture email addresses of those purchasing the book, then it is best to create a sign-up page on your own website/sales funnel platform.

All emails which are sent out to those on the order subscription list have the opportunity to opt-out at any time.

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### **What are the benefits of a pre-order?**

Putting a pre-order option in place helps you build traction and work towards gaining larger amounts of books sold on release date, which then counts towards the '24 hours records' which can lead to you have a bestseller on your hands.

It also helps you collect the email addresses of those who buy your books so you can promote future releases and build your email list, which of course will help you let those on your list know about other offers you have, which ultimately helps you gain a better financial return.

However, if you miss the deadline for uploading your manuscript to Amazon in time for the pre-order date, you screw up the chances of being able to publish a book on Amazon for at least 12 months.

### **What about editing?**

What kind of editing are you talking about? Readability? Structure? Copy? Format?

With so many different kinds of editing required for different aspects of the publishing process, it is important to know why you want the book editing in the first place. Here at Dawn Publishing we have a team of proofreaders on hand who are experienced in the publishing process, English teaching both as a first and second language, and we read every single manuscript coming through our doors.

We will run your manuscript through editing software prior to reading the manuscript, setting different parameters based on the English language required (UK, US, AUS, NZ, etc) and whether it is to be formal or informal. Once we have run the manuscript (or individual chapter if you are co-authoring a book) through this process we then start proofreading and reviewing the content.

We give you feedback, let you know about any gaps in the content, any questions or queries we have regards to timelines, and making suggested amendments. If you are working with Dawn on expanding your brand, she will be looking at how to maximise your income and impact in serving humanity whilst reading, developing ideas to bring your next level vision to fruition.

A professional editor is needed when you wish to go down the route of having your book distributed through the major high street stores in volume. In this instance, we would discuss with you where, when and how best to edit your book for mass distribution. The fee for structural and copy editing will be quoted to you when you are ready to expand into a much wider global market.

With Dawn Publishing anyone can walk into the stores and libraries around the world and order your book, so if you are worried about your book being made available in stores, then we've got you covered.

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If you are wanting to have your book converted to stage, screen and radio waves, then we will source an editor to meet your needs, genre and budget.

\*Working with an editor will always improve your writing, provided you are willing to take the feedback and implement it.

### **How does editing work with fast turnaround times?**

Fast turn arounds in the publishing world are subjective and depends on what you know about the publishing process. Here at Dawn Publishing we are transparent about how long it takes to produce your book, and depending on whether you come to us with a completed manuscript or whether you are working with Dawn to get your manuscript written

### **What kind of books do you publish?**

Here at Dawn Publishing we want to make sure your book is in line with our brand mission of adding value and serving humanity. With that in mind we publish books with a social conscience, whistle blowing books, exposes, autobiographies and memoir business books. Biographies which fit into this remit will be considered.

Many of our books are stories which include some kind life changing event which led to success, corruption and trauma, whether that is from living through a civil war, life threatening illnesses, abuse or death of a loved one; and that are all written from an empowering and positive perspective, design to inspire, motivate and empower others.

Our books give a voice, or a louder one to a much-needed cause in the world, expose organizational or political corruption with the aim of making the world a better place.

If you have a book which you would like to consider for publication, please book a discovery call using <https://dawnbates.com/get-published> where one of our team will assess your brief and then get back to you with the next course of action to take.

### **Do I get any free samples?**

Included within the publishing package you will receive five copies of your book in paperback for you to gift to family, and or influencers in your network.

You will also receive the final manuscript via email, which you will need to check over prior to go to print. This is yours to email out to those in your network and your PR contacts so you can gain publicity and reviews.

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## **Where will people be able to buy my book from?**

We publish using a multitude of platforms around the world, across five continents so people can buy from all their favourite places. We use various Library Systems around the world so if people walk into a store or library and request a copy of your book they can do so.

We want to get you seen by as many people as possible, and only relying on Amazon isn't the way to do this. It is one part of a very big puzzle, and with platforms such as iBooks, Kobo, Neilsen and Barnes and Noble stores it just makes sense for us to use them, and the 100+ platforms linked to them.

Remember, not everyone buys from Amazon so only publishing to Amazon is a big mistake to make.

## **What about distribution?**

We are not a distribution company, and do not intend to be. It doesn't make financial sense to us, nor do it align with our environmental policies.

We are a Boutique POD Publisher (Print on Demand) so it not only saves on warehousing costs, it also saves on valuable resources and land mass which is better served for nature.

If you would like to know more about the various ways Distribution and Fulfillment can help you and your future plans, then book in for one of my Author Strategy Calls using <https://writers.youcanbook.me>

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## **How do I become a Bestselling author?**

There are many different ways of becoming a bestselling author, and it is not as difficult as you may think. However, if you are only looking for a title, then we are not the publisher for you. We are not interested in rubbing egos and publishing mediocrity. We want your book to be profitable and impactful.

It takes a lot of focus, energy, time and of course an investment of money to achieve an abundant author life, and depending on your goals, we can help you or refer you to other publishers more suited to your needs.

If becoming a bestseller for all the right reasons is on your list of goals, and you would like to discuss the best option for you, then please book in for a 90 min What's Possible Session with leading Author Coach and founder of Dawn Publishing, Dawn Bates, using <https://whatspossible.youcanbook.me>

If you already have book and want to see how being a bestseller of a different kind works for you, your why and your vision for the future, book in for a Half Day Strategy Session with Dawn who will look at your overall goals, business blueprint and then work with you to come up with the best options for you and your vision. Use <https://moneymaker.youcanbook.me> to book in a session.

## **Do I get a sample or a pdf to send out for reviews prior to publishing?**

You do get a sample to preview the typesetting, and once you have given the go ahead on that, we will then typeset the rest of your manuscript for you to review and approve of. Once you have approved the PDF, we will then move forward with the publishing.

It is essential you read this PDF thoroughly because once you have approved it, any amendments required after this will result in additional fees being added to your account. If these fees are not paid, they will be taken from your royalties.

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### **What are my responsibilities as the author?**

Your responsibilities as the author are to make sure you provide us with all the content needed for your book by the agreed deadline. Any delays to the deadline will result in delayed publication dates and may incur penalty charges being added to your account.

Once we have agreed to publish your book, and we know which publishing package we are working together on, we will then be able to tell you what your responsibilities are. For example if you are having 1:1 Coaching with one of our team, or requiring additional PR and Media Services, we will let you know which responsibilities you will need to adhere to upon agreement.

As an author you are responsible mainly for the following input materials:

- Manuscript
- Author Bio – both long and brief
- Book Blurb
- Working links
- Photographs and photography
- Model Release and Copyright permissions is required.

### **Are there any additional costs involved for creating an audio book?**

The only additional costs involved in creating an audio book version is the recording studio you choose.

If there are any additional costs in the production of your book and media materials, we will advise you during, or shortly after our meetings what they will be. You will then be in a position to choose whether you wish to go ahead with the additional services.

We don't believe in hidden costs, or hidden truths. We are honest and transparent every step of the way.

### **As a co-author in a book collaboration, who organizes the audio book recordings?**

The audio book recordings will always be down to the lead author when it comes to the co-authored book collaborations. It is advised that you speak with the lead author on what their vision for the book includes.



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## **Can we, as already published authors, with our own author accounts on Amazon, link the co-authored book to our own individual account?**

If a co-author has an Amazon account, once the book is 'live' they can 'claim' the book inside their Author Central Account.

However, and this is a BIG HOWEVER, they have to be listed as an author in the title set-up in order to claim this as one of their books.

AND Amazon will ONLY ALLOW ten authors as contributors to the book, so either choose those with the most clout and marketing magnetism or don't go above 10 co-authors.

## **Are there any hidden costs?**

If there are any hidden costs, they are hidden from us too! We are honest and transparent with you every step of the way and

\*All information is correct as of September 2021