

NEW VOICES, NEW STYLES, NEW VISION

PECAN TREE PUBLISHING

A Creative Combination of Publishing Services

An Emily C. Freeman Holdings, LLC Business

2010

HOLLYWOOD, FL

PECAN TREE PUBLISHING

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PECAN TREE PUBLISHING

As eyes flutter in the depth of sleep, dreams of words touching lives begin. The fluttering moves to a place deep within one's spirit and conception is realized. The fluttering builds becoming stirrings - bold, strong, stretching - these words must be born. As they are labored into life - **PECAN TREE PUBLISHING** embraces them, wraps them in professional publishing, marketing and distribution services - introducing this new life - this literary life to the masses.

PECAN TREE PUBLISHING is a publishing house going against the grain. Our authors are more than writers they are investors in a company that invests in them and their literary vision. Expounding on the popular and successful self-publishing industry, **PECAN TREE PUBLISHING** marries self-publishing services and traditional publishing amenities which means expanded marketing services and more publishers' hands-on involvement.

Formed in the Fall of 2007, the company is headed by published author and award-winning playwright E. Claudette Freeman. The company's mission is to break the molds of traditional publishing, print-on-demand publishing, Christian publishing and mainstream or African American, Hispanic or other cultural imprints and instead combine elements in each genre for ultimate success.

PECAN TREE PUBLISHING, like the Pecan Tree, has strong roots and majestically reaches upward. When shaken, from these leaves will fall insightful, challenging, knowledge-strengthening and life edifying titles in fiction and non-fiction. Our catalog features: cultural fiction, Urban Christian Fiction, Urban Fiction, Christian Fiction, mainstream, children's books, autobiographies/personal stories, cookbooks, educational/instructional and motivational/Inspirational Living. **PECAN TREE PUBLISHING** is also the producer of **PARABLES MAGAZINE**, a bi-monthly digital journal of short Christian fiction and devotionals (re-launching Feb. 2010); and **SPIRIT RISING MAGAZINE** another bi-monthly digital magazine that explores one topic through biblical strategies and application (launching Feb. 2010).

While **PECAN TREE PUBLISHING** publishes Christian and non-Christian titles, non-Christian selections must present high literary quality and must display an element of inspiration, overcoming and/or positive change. Other titles, i.e. cookbooks, children's books must also present an unusual and niche flair that will dazzle the market.



PECAN TREE PUBLISHING

Authors

The fastest growing and most author-friendly brand of publishing currently is called: Print on Demand Publishing. It is a form of publishing that allows an author vast control over their project in a self-publishing manner. In print on demand services the author pays for everything ranging from a simple press release to the printing and subsequent ordering for additional books to sell. Pecan Tree Publishing (as mentioned earlier) combines print on demand publishing with traditional printing services. So you have access to the best of both worlds.

With Pecan Tree Publishing, AUTHORS PAY FOR:

- Printing (Based on the number of books the author wants to order, costs vary according to number of pages, size of book, graphic intensity, etc)
- Basic Promotional Kit (includes bookmarks, flyers, postcards, business cards, graphic design by PTP)
- Majority of advertising efforts including print, web, Email, radio – all advertising is suggested and client can choose those things which fit their likes and budgets
- Professional photo shoot (if not available and when applicable to title needs)
- Graphic design of cover (partial)

Subsequent charges may include:

- Printing (for additional books to be used by author)
- Promotional Kits (additional orders)

Pecan Tree Publishing provides:

- Graphic design of marketing/promotional materials (author may incur costs for uniquely complex design)
- Media/Publicity Services
- Marketing services (attachment to company advertising, point-of-sale/retail placement/materials etc.)
- Tour Scheduling
- Attachment to PTP literary events and when possible events scheduled with

partnering entities

- ☑ Creation/identification and attachment to/of sales opportunities
- ☑ Distribution to partnering bookstores, when applicable specifically those who report to industry publications
- ☑ Company sale of author's title (in addition to whatever plan author has in place)
- ☑ Media kit compilation
- ☑ Development of marketing and promotions concepts (author is responsible for tangible costs related to the same)

Typically publishing companies offer ROYALTIES. Royalties are basically a commission. It is your percentage of book sells after all of the costs associated. Those costs can include printing, book seller discounts and similar fees. You are entitled to royalties for books purchased by bookstores, websites (including the Pecan Tree Publishing Bookshelf), libraries and independent buyers. Royalties are not paid on books purchased by the author.

Because different buyers may pay different rates, based on wholesale discounts and similar discounts, your royalty will depend on how much Pecan Tree Publishing actually receives for each sale. Don't forget - royalty is minus costs.

Here is what we offer:

70% royalty on all copies sold directly to bookstores, this is on the wholesale rate (the amount the bookstore or other retailer paid for it)

65% royalty on all other sales

On average, authors may receive anywhere from \$2 - \$5.00 per book sold to business entities i.e. bookstores, libraries, websites and other wholesalers. That range increases to \$6 - \$8.50 per book sold to individuals.

Still not quite sure on how this royalty thing works, here's a more point by point example:

John's Bookstore pays a wholesale rate of \$9.00 for your book, you make \$6.30 in royalties (after printing and related costs)

Sue Johnson in Kentucky pays \$14.50 for your book, you make \$10.15 profit in royalties

The rates listed here are merely to give you an idea of how the structure works; the actual amounts will vary dependent upon printing costs, booksellers' discounts and related costs.

You will receive a detailed royalty report each quarter.

When will I know what my royalties look like?

Royalties are tallied and provided in quarterly reports to authors/investors. It can take 30 to 45 days at the end of each quarter to receive those reports. So you will receive your first quarter royalty report in May, your second quarter royalty report in August and so on.

If my book has a retail price, how do others sell it at a lower or different rate?

In publishing, your book’s page count at printing determines how much it should retail for. Retailers, including bookstores or common sites like Amazon.com and BN.com buy it at a wholesale rate. In doing so, they may sale your book at a discounted rate.

Do I have to report my royalty earnings to the Internal Revenue Service?

All authors/investors must provide a W-9 to our accounting department and update the same annually or should any changes occur I.e. change of address, change of name etc. W-9’s may be provided by our office or downloaded at www.irs.gov.

Why have I not received a royalty report and/or royalty check?

If you moved or provided an incomplete address your report may not be received. Please notify us immediately if there are any problems.



**PECAN TREE PUBLISHING
Manuscript Submission Guidelines**

All material should be the author's original work and should be legally copyrighted with the Library of Congress (www.copyright.gov). Copy of copyright registration will be requested.

Submissions must not bear any resemblance that could lead to plagiarism claims. All authors will be required to sign a form declaring the original authorship of the work and accepting full responsibility for any claims of plagiarism that could/may arise.

Manuscript typical length should be between 85,000 and 120,000 words for Christian and other fiction/romance titles; 65,000 to 85, 000 words for all other titles. Work that does not meet these length guidelines must prove of exceptional note for consideration and will be considered based on style of book and genre.

Please do not submit incomplete manuscripts. Instead you may submit a query letter with at least five completed chapters. The final decision to publish will not be made until the entire work is completed and presented.

Submitted materials must be typewritten, double spaced and on 8 1/2 x 11 paper. Please submit using a clean font i.e. Times New Roman, Arial, Verdana. No manuscripts submitted in a cursive or hard to read font will be considered.

Do not submit work on a disc or external drive of any nature.

You must protect and preserve your own work - therefore we strongly suggest that you do not submit the only copy of your work.

When submitting, please include a cover letter, synopsis of the work and a biographical statement not to surpass three paragraphs. The bio must include your writing experience, if applicable.

Your cover letter must include your complete name, address, phone number, email address, submission title and the word count.

For submission tracking purposes, we HIGHLY recommend and in fact, suggest that you send your submission in a manner that will allow you to receive a tracking number i.e. FedEx, UPS or related services.

While we would love to publish everything that comes our way, we honestly can not do that. Should you wish to have your submission returned if it's not selected, provide a self-addressed stamped envelope with sufficient postage.

Work that is not selected for publishing and does not have return postage will be discarded and in fact shredded for your further protection.

Please allow a minimum of eight weeks for a decision on your manuscript. If it is chosen for publishing, you will receive the Author's Agreement and information on the process ahead.

We do understand the waiting can be a bit much, but we want to give each submission thorough consideration. Please be patient and PLEASE DO NOT CALL regarding the status of the submitted manuscript.

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WHERE TO FIND US

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