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RIGHTS GUIDE
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Azaadi, Freedom & Change in Kashmir

by Laura Schuurmans



600 PRE-ORDERS • \$7,206 FUNDED

A passionate, scholarly, and unbiased account of the Kashmir conflict that seeks to find ways to break the status quo by enabling the aggrieved parties to engage in a long-lasting and effective peace dialogue.

LAURA SCHUURMANS is an independent writer from the Netherlands specialized in the Kashmir conflict. For over a decade, she has been actively working on international security issues in the wider South Asian region and has published a number of articles and research papers in newspapers and academic journals.

POLITICS & SOCIAL SCIENCES CURRENT AFFAIRS

SYNOPSIS Over the past seven decades, the conflict over the disputed region of Jammu and Kashmir has remained unsolved. *Azaadi, Freedom & Change in Kashmir* analyzes the Kashmir conflict using case studies and interviews to offer a wide range of perspectives on international peacemaking, human and civil rights activism issues, and the efforts of prominent, experienced global leaders.

WHAT MAKES THIS BOOK UNIQUE?

First, the fact that it doesn't just focus on the history, atrocities, and aftermath of the Kashmir conflict, but rather on the possibilities of initiating a long-lasting peace dialogue between the aggrieved parties. Second, it shares unpublished stories from the people of Kashmir. Third, it has been written independently, that is, without any (hidden) political agenda. Last, it includes interviews with prominent leaders who are well-versed on the intricacies of international peacemaking, as well as human and civil rights activism issues and efforts.

SIMILAR BOOKS

- ▶ *The Limits of Influence: America's Role in Kashmir* by Howard Schaffer, Brookings Institution Press, 2009
- ▶ *Kashmir: Roots of Conflict, Paths to Peace* by Sumantra Bose, Harvard University Press, 2003
- ▶ *Kashmir in Conflict. India, Pakistan and the Unending War* by Victoria Schofield, I.B. Tauris, 1996
- ▶ *India, Pakistan and the Kashmir Dispute: On Regional Conflict and its Resolution* by Robert G. Wirsing, St. Martin's Press, 1994
- ▶ *Kashmir: The Case for Freedom* by Arundhati Roy, Verso, 2011
- ▶ *Understanding Kashmir & Kashmiris* by Christopher Snedden, Hurst, 2015
- ▶ *Kashmir: The Vajpayee Years* by A.S. Dulat, HarperCollins, 2015

SALES ARGUMENTS

- By taking an impartial stance that does not favor any particular country, *Azaadi, Freedom & Change in Kashmir* offers possible solutions to the dispute that could lead to a long-lasting peace dialogue.
- Since the situation in Kashmir is a matter of international relevance, the book can appeal to a vast global readership, but more specifically to audiences in India, Pakistan (Kashmir Valley, Srinagar), Europe, the United States, Canada, China, Indonesia, Timor-Leste and South Africa.
- Nobel Peace Laureates José Ramos-Horta and F. W. De Klerk, former Indonesian Vice President Try Sutrisno, Kashmiri human rights activist Khurram Parvez and international award-winning human rights lawyer Parvez Imroz, whose interviews are featured on *Azaadi, Freedom & Change in Kashmir*, could serve as ambassadors for the book.
- Laura plans to promote the book through newspapers, political and general interest magazines. She also intends to arrange sessions with Kashmiri organizations in bookstores and press clubs around the world, charity organizations, as well as participate in international literary festivals (Karachi Literary Festival, Ubud Literary Festival in Bali, etc.).

Portraits of Women in the American Fur Trade

by Kris Swanson

271 PRE-ORDERS • \$5,582 FUNDED



The true accounts of three remarkable American Indian women help illustrate the significant impact Indian women had on the American fur trade and opening of the West and why they were uniquely suited for the role they played.

Living Historian **KRIS SWANSON** spends her time sharing what she has learned through her studies and experience at museums and historic sites. Her 24 years of learning about 19th century Plains Indians, living their lifestyle and recreating the items they used, has earned her a reputation of truly knowing her subject.

HISTORY

plainsindianreproductions.com

4280+ Followers on personal and business Facebook pages

226 LinkedIn Connections

SYNOPSIS The importance of women to the success of American fur trade activities has been wildly underplayed, and this book seeks to remedy that by illustrating the critical role women took in making the trade function. *Portraits of Women in the American Fur Trade* provides readers with a glimpse into the lifestyles of American Indian women through three iconic yet little known stories.

WHAT MAKES THIS BOOK UNIQUE?

Most fur trade historians are men, and few authors have focused on women's roles, preferring to tell the rough and tumble tale of the Mountain Men. But often marginalized in this process is the role of American Indians, particularly Indian women, without whom there would have been no fur TRADE. This book is written from a woman's perspective and focuses on details men would not consider significant in the same way women do. As the importance of women to the success of fur trade activities has been overlooked, the book seeks to illustrate the critical role women took in making the trade function.

SIMILAR BOOKS

- ▶ *Children of the Fur Trade: Forgotten Metis of the Pacific Northwest* by John C. Jackson, University of Oregon Press, 2007
- ▶ *Many Tender Ties: Women in Fur Trade Society* by Sylvia Van Kirk, University of Oklahoma Press, 1983
- ▶ *Indian Women and French Men: Rethinking Cultural Encounter in the Western Great Lakes (Native Americans of the Northeast)* by Susan Sleeper-Smith, University of Massachusetts Press, 2001
- ▶ *Songs Upon the Rivers: The Buried History of the French-Speaking Canadiens and Métis from the Great Lakes and the Mississippi across to the Pacific* by Robert Foxcurran, Michel Bouchard, and Sebastien Malette, Baraka Books, 2016
- ▶ *Strangers in Blood: Fur Trade Company Families in Indian Country* by Jennifer Brown, University of Oklahoma Press, 1996

SALES ARGUMENTS

- *Portraits of Women in the American Fur Trade* is one of the only books on the topic of women in this time period, and there is a worldwide love for history of the American West and American Indians. The people committed to carrying on the history of this time period crave new information.
- Many museums and historic sites are interested in carrying *Portraits of Women in the American Fur Trade*. When approached during presales, Kris' current clients were enthusiastic and are anxious to stock this book.
- Kris' extensive background in marketing and advertising places her in a strong position to carry promotion of the book forward. Her 4800+ Facebook, Instagram, and LinkedIn followers were instrumental in achieving her presale numbers. Her website has had more than 16,000 viewers since launched in 2012.
- Kris can actively promote and sell the book as she travels to museums and historic sites for events, presentations, and shows. She is structuring three of her talks this season around the three women featured in this book. By incorporating *Portraits of Women in the American Fur Trade* as part of her brand she excited about the opportunity to use this book to communicate with and expand her highly dedicated audience.

The Smoothie Principle

by Kristina Leonardi



210 PRE-ORDERS • \$4,721 FUNDED

The Smoothie Principle is an easily digestible guide about honoring your needs, following your gut, and checking your ego at the door to find personal and professional fulfillment.

PERSONAL GROWTH & SELF-IMPROVEMENT

<http://www.kristinaleonardi.com>

1,355 connections on LinkedIn

+5,000 combined twitter followers on her business account (@thewomensmosaic) and personal account (@clearlykristina)

297 followers on Instagram

175 followers on Medium

2,480 newsletter subscribers

KRISTINA LEONARDI is a career/life coach, motivational speaker, and personal growth expert who for over nearly two decades has provided a framework for hundreds of men and women to make the most of their personal and professional lives. Her unique yet practical perspectives on career transition, leadership, and work/life wellness have landed her public speaking gigs at renowned companies like LinkedIn, UBS, and Ogilvy. She is the author of *Personal Growth Gab* (PGG) and has been featured in Forbes.com, Inc.com, *Psychology Today* and *The Huffington Post*.

SYNOPSIS

Your time and energy is your most precious resource, so how are you using it? Based on the surprising story of how taking a part-time food-service job at an upscale health club brought her far more than a paycheck. *The Smoothie Principle* is an easily digestible guide that will empower you to create an authentic life filled with meaning, purpose, and a sense of inner peace, no matter who you are, where you come from or what your work is.

WHAT MAKES THIS BOOK UNIQUE?

The combination of practical experience, popular wisdom, and documentary information sets *The Smoothie Principle* apart from its competitors, which tend to use one approach or the other. But, more importantly, the “smoothie principle” story is unique to the author, and since it serves as a foundation to draw the personal growth and career path concepts introduced in the book, it also makes them unique.

SIMILAR BOOKS

- ▶ *Finding Your Way in a Wild New World: Reclaim Your True Nature to Create the Life You Want* by Martha Beck, Free Press, 2012
- ▶ *The New Rules of Work: The Modern Playbook for Navigating Your Career* by Alexandra Cavoulacos and Kathryn Minshew, Crown Business, 2017
- ▶ *What Color Is Your Parachute? 2019: A Practical Manual for Job-Hunters and Career-Changers* by Richard N. Bolles, Ten Speed Press, 2018
- ▶ *The Purpose Path: A Guide to Pursuing Your Authentic Life's Work* by Nicholas Pearce, St. Martin's Press, 2019
- ▶ *Work-Life Brilliance: Tools to Break Stress and Create the Life and Health You Crave* by Denise R. Green, Brilliance Publishing, 2017

SALES ARGUMENTS

- Kristina has 8,256 engaged followers across LinkedIn, Facebook, Twitter, Instagram and Medium, and an email list of 2,480 subscribers.
- Kristina is acquainted with several experts, authors, and celebrities that could serve as ambassadors for *The Smoothie Principle*, including Terrie Williams, Lindsey Pollak, Kathryn Minshew and Andrea Syrtash.
- There's great potential for supplemental guides and workbooks for *The Smoothie Principle*, in addition to multiple spin-offs, like the *Chicken Soup for the Soul* series, or *5 Love Languages*, which apply to more specific audiences.
- There's a huge market for self-improvement, especially among the millennial generation. Millennials are looking for purpose and meaning, but Gallup has found that only 29% of them are emotionally and behaviorally connected to their job and company.

Change Deviants

by Liesl Hays



271 PRE-ORDERS • \$5,093 FUNDED

Change Deviants explores the DNA of individuals who embrace change faster than others, codifying their key behaviors for successful change, and synthesizing them so they're easy to repeat.

PERSONAL GROWTH & SELF-IMPROVEMENT

lieslhays.com

572 friends on Facebook page

437 friends on her @thehistoric-browning Facebook page

437 friends on her @thehistoric-browning Facebook page

LIESL HAYS is an entrepreneur, human resources (HR) consultant, writer, mom, and self-proclaimed change deviant. In 2016, after spending the majority of her career in HR, Liesl got the entrepreneurial itch and opened the Historic Browning Inn. She currently resides in Lee's Summit, Missouri with her family and is an active part of the philanthropic and entrepreneurial community.

193 followers on Instagram
personal account

732 followers on Instagram
business account

650+ newsletter subscribers

SYNOPSIS Change deviants are rare, but we've all met them. They appear to jump into life changes effortlessly, tackling their fear of change faster than most. The book will dive deep with some of the most inspiring change influencers, highlight their meaningful stories and decode, the behaviors most important for lasting change. *Change Deviants* guides you through identifying your individual change limiters—lies that prevent you from positive change—and personalizes behaviors that are specific to you.

WHAT MAKES THIS BOOK UNIQUE?

Change Deviants is unique because it assumes one critical thing: personal change is as distinctive as each person. It's a true self-development guide that helps readers delve into important issues like how their attitude, core beliefs, and experiences impact their approach to change.

SIMILAR BOOKS

- ▶ *Switch: How to Change Things When Change is Hard* by Dan and Chip Heath, Broadway Books, 2010
- ▶ *Change or Die* by Alan Deutschman, HarperBusiness, 2007
- ▶ *Who Moved My Cheese?* by Spencer Johnson, G. P. Putnam's Sons, 1998
- ▶ *ADKAR: A Model for Change in Business, Government and Our Community* by Jeffrey M. Hiatt, Prosci Learning Center Publications, 2006

SALES ARGUMENTS

- Liesl has 2,113 engaged followers across Facebook and Instagram, including her personal and business accounts (The Historic Browning Inn and Change Deviants), and over 650 newsletter subscribers to The Historic Browning Inn, the business she owns.
- Liesl plans to fully leverage her speaking engagements, workshops, and business relationships to support the promotion of *Change Deviants*.
- She will schedule book presentations in local bookstores, local businesses, and support groups, to name just a few venues.
- Liesl will find niche influencers who consistently recommend books—Melody Reader, The Book Club Mom, Classic Cour, etc.—to get the word out regarding *Change Deviants* and persuade people to buy a copy. She expects to appear on podcasts with key influencers as well.
- Liesl will host a retreat at The Historic Browning Inn on June 2019 about some of the most successful marketing influencers who can elevate a company's brand. The attending influencers, who have at least 14k+ followers individually or on their social media accounts, have agreed to market the Historic Browning Inn and *Change Deviants*.

Date Yourself

by Sierra Melcher



295 PRE-ORDERS • \$5,443 FUNDED

The most intimate relationship you will ever have is the one you have with yourself. Instead of looking for “the one,” become your own best friend and soulmate! From there you will be replete, integrated, “flawesome!”

PERSONAL GROWTH & SELF-IMPROVEMENT, WOMEN'S PERSONAL SPIRITUAL GROWTH

786 followers on her business account
@integralwomenmentoring
305 LinkedIn connections

SIERRA MELCHER is a Holistic Transformational Mentor, Women's Circle holder, author and speaker; trained as a Doula, Reiki Master, Yoga teacher, and historian. She worked for years as an International Educator. She is an avid traveler and single mom.

Mentorship website <https://integral-women.com>

SYNOPSIS Whether you are looking for romance or not; whether you are in a relationship or not... you need to date yourself! Only then will you be ready to have a healthy relationship, because you will be it the most important person in your life. You could look out for yourself, tell the hard truths, celebrate even the smallest successes; you could like yourself and so much more. A romantic relationship with another person is not the goal, although a possible outcome. The goal is you “digging” you, what could be better than that!

WHAT MAKES THIS BOOK UNIQUE?

Date Yourself the book is born out of years of supporting women to get to know themselves, treat themselves with the loving respect they lavish on others and to generally develop a tender dialogue with ones' self. The book is easy to read; Full of quick tools to improve your emotional, spiritual and romantic life; Fun activities, and plenty of questions to help untangle any unflattering stories you need to get rid of. Then deliberately reconstruct a resounding relationship. Construct the relationship you deserve from within.

SIMILAR BOOKS

- ▶ *The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life* by Mark Manson, Harper, 2016.
- ▶ *Pussy: A Reclamation* by Regena Thomashauer, Hay House, 2018.
- ▶ *Love Yourself Like Your Life Depends On It* by Kamal Ravikant, 2012.
- ▶ *Radical Acceptance: Embracing Your Life With the Heart of a Buddha* by Tara Brach, Bantam, 2015.
- ▶ *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead* by Brené Brown, Avery, 2015.

SALES ARGUMENTS

- More women are single, later in life, than ever before. 53.2% of 110.6 million Americans, as of 2017 census. Whether in a reaction to #metoo or putting all their focus on career many more women are choosing to be and stay single.
- Romance and the nature of relationships have shifted dramatically in the last few decades.
- Many women are choosing to be single. The new fixer-upper project is herself.
- Yet being in a relationship still positively correlates to happiness and long-term health, according to the UC Berkeley's Greater Good Science Center. Today's ambitious and independent women are entering uncharted territory. But the road is rough and many still struggle with self-worth and feel societal pressure while they passionately pursue career and life goals.
- According to an article in *The Guardian* that shared the results of a GoodReads survey, "Readers prefer authors of their own sex".
- Quartz analyzed the most-read "self-help" books on Goodreads. "Data show that women reading self-help books are getting advice from men." That needs to change!
- Sierra Melcher personally has worked with 350+ women from 29 countries. More than 56% of them are single.

The Dopamine Switch

by Matt Follows

237 PRE-ORDERS • \$4,476 FUNDED



The Dopamine Switch is the psychological survival guide to the creative battlefield designed to de-clutter the mind, pressure-proof the brain, and equip leaders with the necessary tools and techniques to thrive under pressure.

MANAGEMENT & LEADERSHIP

leadingleft.com

2,459 connections on LinkedIn

1,963 followers on Twitter

310 followers on Instagram

1,756 newsletter subscribers

MATT FOLLOWS has worked with, led, and coached some of the most famous and highly respected creative leaders in the world for over twenty years. He's an in-demand workshop leader, trainer, and facilitator for advertising and PR agencies, design and film production companies, and global superbrands, such as Toyota, Lexus, Westfield, ITV, and FOX.

SYNOPSIS From firsthand experience as a multi-award winning creative director turned neuropsychologist and leadership coach, Matt knows all too well the chaos and carnage that a non pressure-proofed brain can inflict on a person's ability to love, lead, create, and think straight. By giving readers the cutting-edge tools, techniques, and unflappable state of mind they need to develop a creative life they never want to escape from, they'll learn not just how to handle the pressure they're under, but to thrive on it.

WHAT MAKES THIS BOOK UNIQUE?

Many titles on flow and creativity often focus on the theoretical aspects of both concepts. However, *The Dopamine Switch* combines the author's firsthand experience as a versatile creative professional, his deep knowledge of the challenges faced by individuals in the creative industries, his practical tools and techniques for overcoming those challenges, particularly the MP3 recordings which can help recode the brain and the subconscious mind, and his expertise in cutting-edge performance psychologies.

SIMILAR BOOKS

- ▶ *Flow: The Psychology of Optimal Experience* by Mihaly Csikszentmihalyi, HarperCollins Publishers, 1990
- ▶ *Creativity: Flow and the Psychology of Discovery and Invention* by Mihaly Csikszentmihalyi, HarperCollins Publishers, 1996
- ▶ *The Rise of Superman: Decoding the Science of Ultimate Human Performance* by Steven Kotler, New Harvest, 2014
- ▶ *Stealing Fire: How Silicon Valley, the Navy SEALs, and Maverick Scientists Are Revolutionizing the Way We Live and Work* by Steven Kotler and Jamie Wheal, Dey Street Books, 2017

SALES ARGUMENTS

- Matt has 4,798 engaged followers across LinkedIn, Twitter, and Instagram (including his personal and Leading Left accounts), and 1,756 newsletter subscribers. He also has a website for his Leading Left business.
- Thanks to his prolific and versatile career in the creative industries—advertising, film, TV, music, design, fashion, and PR—Mark has connections with hundreds of high-profile creative leaders, CEOs who are company founders, keynote speakers, published authors, prolific bloggers, and podcasters that could serve as ambassadors for *The Dopamine Switch*. Through some of his clients, he could also get access to relevant celebrities.
- His experience as an adman and a seasoned keynote speaker has made him an excellent marketer of his own products.
- *The Dopamine Switch* is based on the latest findings in neuroscience, cutting-edge peak performance psychology, and many thousands of hours of one-to-one coaching.

Every Grain of Sand

by David Wichman



536 PRE-ORDERS • \$10,720 FUNDED

The moving memoir of a young man who, after a tormented childhood, succumbs to addiction, sex work, and white-collar crime, until a brush with prison awakens him to recovery.

DAVID WICHMAN is an author, speaker, and sexual healer for those seeking freedom from stigma, shame, and fear around sex, love, and intimacy. He is the cofounder of Heal-VR, a software development company that merges ancient spiritual principles and meditation techniques with modern virtual reality technology.

BIOGRAPHY & MEMOIR

dpwichman.com

2,500 friends on Facebook
author account

3,370 friends on Facebook
personal account

2,000 newsletter subscribers

SYNOPSIS Sexual healer and entrepreneur David Wichman has lived through it all: childhood sexual and physical abuse, foster care, homelessness, survival sex work, and the blackest pits of drug and alcohol addiction. In his moving memoir, he recounts how his recovery and spiritual journey revealed to him his inherent wholeness and worth, a message of love and belonging that he now carries to others still shrouded in darkness of their own. *Every Grain of Sand* is a celebration of healing and restoration to a life of joy, gratitude, and wonder.

WHAT MAKES THIS BOOK UNIQUE?

While there may be numerous recovery memoirs on the market, David tells a unique story from a joyful, sex-positive perspective. Unlike society's assumptions of sex workers, David turned survival sex work into a mystical calling. His experiences have given him profound insights into the shame, loneliness, and isolation that many individuals experience, and how people of all walks of life have a deep need for intimacy and connection.

SIMILAR BOOKS

- ▶ *Stray: Memoir of a Runaway* by Tanya Marquardt, Little A, 2018
- ▶ *I Forgot to Die* by Khalil Rafati, Lioncrest Publishing, 2015
- ▶ *Tweak: Growing Up on Methamphetamines* by Nic Sheff, Atheneum Books for Young Readers, 2008
- ▶ *Hos, Hookers, Call Girls, and Rent Boys: Professionals Writing on Life, Love, Money, and Sex* by David Henry Sterry, Soft Skull Press, 2009
- ▶ *In My Skin: A Memoir of Addiction* by Kate Holden, Arcade Publishing, 2007

SALES ARGUMENTS

- David has 5,870 engaged followers on Facebook (on his author page and his personal account). He also has his own website and 2,000 email contacts, including influential former clients, colleagues, and personal coaches who will help promote book sales on his behalf. In addition, he'll hire a publicist to supplement and enhance marketing and public relations efforts for *Every Grain of Sand*.
- *Every Grain of Sand* covers a wide array of topics like child abuse, sexual abuse and molestation, foster care, homelessness, alcoholism, crystal meth addiction, street prostitution and escort sex work, LGBT issues, world travel, mystical spirituality, law of attraction and manifestation, sexual healing, addiction recovery, personal wellbeing, and forgiveness—all from a first-person, experiential point of view.
- David is acquainted with several bestselling authors, expert psychologists, professional coaches, motivational speakers, and even Grammy-nominated recording engineers and artists like Jason Goldberg, Sarah Prout, Suzanne Adams, T.J. Woodward, Michael Bernard Beckwith, Emma Jane Love, Debby Holiday, Lance Diabasco, Mary Mazurek, and Butterscotch, who could potentially endorse *Every Grain of Sand*.

The Naked Truth

by Harry Trotter



250 PRE-ORDERS • \$5,305 FUNDED

A man who ‘trottered’ the globe to escape his toxic upper-class family and discovered the freedom he needed to find his naked, sexual, spiritual, and emotional identity.

**LGBT NON-FICTION,
BIOGRAPHY & MEMOIR**

www.iamharrytrotter.com

17,000+ Instagram followers

1000+ Facebook friends

Due to his abusive childhood in Belgium, **HARRY TROTTER** found himself choking. After countless trials, he was able to grab life by the balls and now feels the urge to support others who question themselves. Today, Harry is an award-winning public speaker, mentor, and “cycle breaker” in terms of identity, sexuality, and confidence.

SYNOPSIS This butt-naked memoir tells the story of a young man who ‘trottered’ across the globe to escape his toxic upper-class family and discover his true identity. A practical book, it provides tools and tips on how to hear the voice of your true self. It is a must-read for anyone feeling miscomprehended by those around them, struggling with their sexuality, or seeking their own path in life.

WHAT MAKES THIS BOOK UNIQUE?

The Naked Truth is different from other LGBT books because this book is based on much more than just sexuality. It is not a journey of a gay couple fitting a cliché nor a book in honour of the gay community. Instead, it is the journey of someone who fought for his own worth while travelling because he had to find peace within himself. *The Naked Truth* is written in a sexual, butt-naked, and self-mocking tone as it does not hold back concerning any topics including: relationships, family, sex, sexuality, identity, abuse, manipulation, mental health, depression, and suicidal thoughts.

SIMILAR BOOKS

- ▶ *This Book is Gay* by Juno Dawson, Sourcebooks, 2014
- ▶ *How to be Gay* by Juno Dawson, CPI Books, 2015
- ▶ *Call Me by Your Name* by Andre Aciman, DTV Publishing, 2018
- ▶ *This Is Not a Love Story* by Suki Fleet, Harmony Ink, 2014
- ▶ *Becoming Gay: The journey to self-acceptance* by Richard A. Isay, Vintage Books, 2011

SALES ARGUMENTS

- With a social media following of 17,000+, particularly on Instagram, Harry has a strong existing platform through which he can promote the book.
- Harry's story goes beyond that of sexuality and can appeal to readers who have suffered abuse, family issues, identity crises, and mental health struggles.
- Throughout Harry's story readers are posed with self-reflective questions allowing this book to cross genres between LGBT non-fiction, memoir, and self-help.
- Within his month long Publishizer campaign Harry has had strangers reach out from around the world. This proves Harry's story and his message connect and inspire people globally.
- *The Naked Truth* is a voice for those who are suffering in secret at this very moment. This book is more than a universal story to support others. It is also a vehicle to get in touch with those who are willing to create and build a bigger platform in the long run.
- Harry has plans for follow-up novels which can further expand his readership and provides the opportunity to develop a base of devoted fans.

Generation Nanny

by Audrey Brazeel



307 PRE-ORDERS • \$6,326 FUNDED

A millennials' story about self-discovery and adventure, Audrey stumbles upon the real meaning of life while spending her 20's nannying for seven families across three states.

BIOGRAPHY & MEMOIR

AUDREY BRAZEEL is currently working in Education in Austin, Texas. Audrey has always been a floater, jumping from job to job and place to place. As she bounces from one thing to the next, she considers every experience as research; meeting people is her way of collecting data and writing is her outlet to share her findings.

Email list of 1,400 with a 25% open rate, 2X the industry average
1200+ followers on Twitter

Podcast: 10,000 unique downloads,
36 episodes with prominent industry leaders

SYNOPSIS The coming of-age story of a late-bloomer millennial nannying for seven families across America. As a social-science degree graduate, Audrey could not care less about making a living but was focused on changing the world. But feel-good work comes with financial sacrifice and the strain of sustaining the “do good” lifestyle started to create a bitter taste in her mouth. Quitting all her impactful jobs, she turned to nannying as her income-placeholder while pursuing her getaway plan. Running from decision making, disappointment, and adulting, her nannying back-up plan began to transform into her lifestyle, spending the following three years subsequently nannying for seven families in a row, traveling across the country, all while channeling the spirit of her mother's nanny.

WHAT MAKES THIS BOOK UNIQUE?

This book is not merely a Nanny Memoir, as it also infuses points regarding privilege and whiteness, and an honest conversation about the historical evolution of the nanny position while highlighting the challenges young people face in finding their life's purpose.

SIMILAR BOOKS

- ▶ *The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life* by Mark Manson, Harper One, 2016
- ▶ *You Are a Badass®: How to Stop Doubting Your Greatness and Start Living an Awesome Life* by Jen Sincero, Running Press, 2013
- ▶ *Not That Kind of Girl: A Young Woman Tells You What She's "Learned"* by Lena Dunham, Random House, 2015
- ▶ *Girl, Wash Your Face: Stop Believing the Lies About Who You Are so You Can Become Who You Were Meant to Be* by Rachel Hollis, Thomas Nelson Books, 2018
- ▶ *Text Me When You Get Home: The Evolution and Triumph of Modern Female Friendship* by Kaylene Schaefer, Penguin Random House, 2018

SALES ARGUMENTS

- With increasing attention being given to women's rights in the media *Generation Nanny* will add to the conversation by highlighting how access to affordable, quality child care is necessary to help women succeed.
- Audrey is a member of multiple nanny associations containing her target market. She plans to promote her book through word of mouth through these organizations.
- Millennial women make up about 30% of the U.S. population so this book will appeal to a wide reader base and aims to help millennial women find inspiration, purpose, and a greater understanding of their value and voice.
- *Generation Nanny* hopes to bring mainstream attention to the aspects of nannying and motherhood being studied in academia that currently cannot be found outside of college Women's Studies courses.
- Audrey is committed to promoting her book online through social media, online marketing, and traveling to book speaking engagements.

Dad and I

by Shalini Damodaran



500 PRE-ORDERS • \$10,638 FUNDED

This memoir is a tapestry of recollections, reflections and emotions that emerges as a daughter questions her relationship with her father on his deathbed.

BIOGRAPHY & MEMOIR

SHALINI DAMODARAN is a writer, writing coach and teacher educator. She was a Junior College English Literature teacher for many years before becoming a teacher educator at the English Language Institute of Singapore, Ministry of Education. She is currently exploring the impact of Mindfulness and Meditation on writing.

SYNOPSIS This memoir is both poetry and prose. It's a personal story framed within a historical and cultural context spanning three generations, and evolving perspectives. It chronicles a daughter's journey in understanding her dad as he lies unconscious, in a hospital bed. His early immigrant life provides her with the inspiration and impetus to take a leap into the unknown and discover her creative side.

WHAT MAKES THIS BOOK UNIQUE?

It is a memoir, but not heavy with chronological accounts and details that sometimes fail to communicate important lessons and inspire shifts in attitudes and beliefs. It is both poetry and prose, regaling the human spirit and celebrating the extraordinary in the ordinary. It has an easy lyrical style befitting the life experiences and stories recollected and deeply felt as it pauses and ponders on the meaning of life, death, consciousness and unconsciousness. It takes us into a world of dreams, ghosts and spirits, presented as extensions of unresolved problems, embedded deep in our psyche.

SIMILAR BOOKS

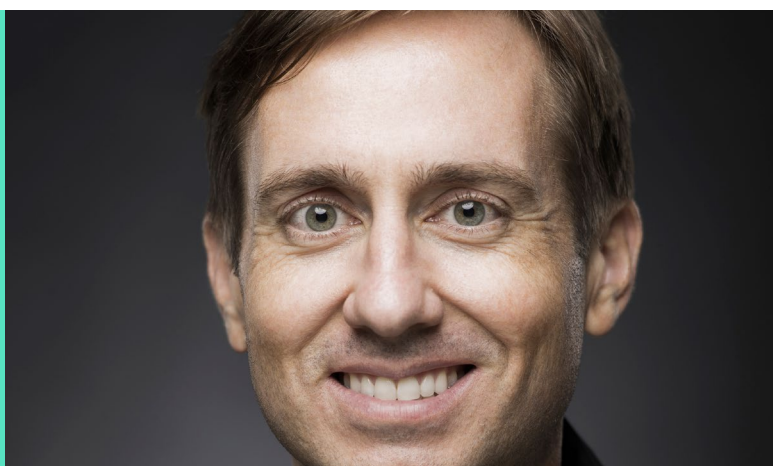
- ▶ *When Breath Becomes Air* by Paul Kalanithi, Vintage, 2016
- ▶ *Where the Past Begins - Memory and Imagination* by Amy Tan, 4th Estate, 2017
- ▶ *I Know Why the Caged Bird Sings* by Maya Angelou, Bantam Books, 1993
- ▶ *From Estate to Embassy (Memories of an Ambassador)* by K. Kesavapany with Anitha Devi Pillai, Marshall Cavendish, 2019
- ▶ *The Truths we Hold An American Journey* by Kamala Harris, Penguin Press, 2019

SALES ARGUMENTS

- Shalini is well-known in educational circles as an inspiring English Literature Teacher at Junior College level. It led to her accreditation as Master Teacher. As Teacher Educator, she conducted several writing retreats and workshops for English language teachers and teacher leaders in Singapore.
- This year, she co-hosted and co-facilitated a Mindful Writing Retreat with Amy Spies, a writing teacher at LA Insights based in California. It attracted participants from Malaysia, Australia, United States and South Korea. She has since conducted activities like Writing Marathons for members of this group and their friends.
- Her experience in education and writing retreats has allowed her to develop a vast global network to which she can promote this book.
- As a member of Singapore Cricket Club, The British Club and Club 1880 she has planned to do book launches in these clubs.
- Shalini has also arranged an 'EAT YOUR WORDS' dining cum book launch event with a well-known local chef and restaurateur who will serve some of the Kerela cuisine mentioned in 'Dad and I'.

60 Days to LinkedIn Mastery

by Josh Steimle



605 PRE-ORDERS • \$26,441 FUNDED

Got five minutes a day? Then you can master LinkedIn. Optimize your profile, make meaningful connections, and create compelling content to land your dream job or grow your business.

CAREER & SUCCESS

JOSH STEIMLE is an author, speaker, and entrepreneur. He is the author of *Chief Marketing Officers at Work*, recognized in *Success Magazine* as one of the 5 Best Business Books of 2016. He's a TEDx speaker, and founder of MWI, a global digital marketing agency. His writing has been featured in more than two dozen publications like *TIME*, *Fortune*, *Forbes*, Inc., Mashable, and TechCrunch.

www.joshsteimle.com

4,000+ email list

36,000+ LinkedIn followers with a track record of attracting millions of

users to posts

4,000+ members of Influencer Inc.

Facebook group

6,000+ Instagram followers

SYNOPSIS

"I've been on LinkedIn for years, and I have no idea what I've gotten out of it." If you've ever said that to yourself, then this book will change your life. In just 60 days, Josh Steimle will give you the skills that allow you to transform your LinkedIn experience by organizing your profile, making high-quality connections, and creating compelling content.

WHAT MAKES THIS BOOK UNIQUE?

While there are great LinkedIn books out there, this is the first book to break down mastery of LinkedIn into simple, daily lessons that can be understood and implemented in minutes. This guarantees the book will not only be read, but used, and as readers see results from their actions the book will remain top of mind whenever a friend or associate asks them how they became a LinkedIn expert.

SIMILAR BOOKS

- ▶ *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* by Gary Vaynerchuk, HarperBusiness, 2013
- ▶ *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly* by David Meerman Scott, Wiley, 2017
- ▶ *The Art of Social Media: Power Tips for Power Users* by Guy Kawasaki, Portfolio, 2014
- ▶ *Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More* by Dave Kerpen, McGraw-Hill Education, 2015
- ▶ *One Million Followers: How I Built a Massive Social Following in 30 Days* by Brendan Kane, BenBella Books, 2018

SALES ARGUMENTS

- *60 Days to LinkedIn Mastery* will hit just as LinkedIn is seeing a surge in activity and attention and has been labeled by Gary Vaynerchuk and other influencers as “the platform” of 2019.
- Including LinkedIn and digital marketing influencers as guests in book provides an opportunity to market the books to their millions of followers and email subscribers in addition to Josh’s own impressive following.
- Josh has access to PR placements *Forbes*, *Inc.*, *Entrepreneur*.
- Josh has participated in hundreds of speaking engagements in the past and has retained a booking service. Next year he is planning to have 40 engagements focused on the topic of this book. These engagements can be used as additional promotions.
- Due to his past appearances on 70+ podcasts, and his constant stream of requests, Josh will be able to easily accommodate appearing on several podcasts a month as a means of promotion.
- Josh has secured a position as a podcast host producing ongoing LinkedIn focused episodes for B2B focused podcast with 100K monthly downloads.

Effortless

by Bas Snippert



160 PRE-ORDERS • \$3,491 FUNDED

Effortless explains how to let our biology self-organize for more ease, flow, and fulfillment in daily life while outsmarting the stressful high-intensity cultures we live and work in.

MINDFULNESS & HAPPINESS HEALTH

optimizeme.nl

1,000+ contacts on LinkedIn

200+ combined newsletter subscribers

BAS SNIPPERT , MSC, is a stress specialist and integrative leadership coach from the Netherlands that works with entrepreneurs, leaders, and professionals. Bas has helped many different people and teams develop greater ease, success, and fulfillment in their professional and personal lives: from startup entrepreneurs and investors to engineers and artists. He is a regular contributor to the *Dutch Magazine for Positive Psychology* and he has authored three previous books. *Effortless* is his fourth non-fiction title.

SYNOPSIS Our modern lifestyle has created unintended consequences which limit the ease, flow, and wellbeing that used to be naturally available to us: from the stressful overstimulation of our body and mind, to our excessive focus on negativity, problems, and threats. In *Effortless* readers will discover the new science of self-organization that reveals how to stop this self-sabotage in its tracks and recalibrate our organism by actually making less effort.

WHAT MAKES THIS BOOK UNIQUE?

The fact that it addresses the real, deeper need of people looking to get into a peak state—like feeling drained, wired and tired from their accumulated stress in life—instead of only dealing with achieving high performance for the sake of increased productivity, which is what most competitor books on the market recommend. Ironically, many readers won't be able to marshal the efforts needed to apply the insights from these competing titles, since they all require an upfront "investment" of... effort!

SIMILAR BOOKS

- ▶ *Willpower Doesn't Work: Discover the Hidden Keys to Success* by Benjamin Hardy, Hachette Books, 2018
- ▶ *Effortless Healing: 9 Simple Ways to Sidestep Illness, Shed Excess Weight, and Help Your Body Fix Itself* by Dr. Joseph Mercola, Harmony, 2015
- ▶ *Head Strong: The Bulletproof Plan to Activate Untapped Brain Energy to Work Smarter and Think Faster in Just Two Weeks* by Dave Asprey, Harper Wave, 2017
- ▶ *Busy: How to Thrive in a World of Too Much* by Tony Crabbe, Grand Central Publishing, 2015
- ▶ *Sync: The Emerging Science of Spontaneous Order* by Steven Strogatz, Theia, 2003
- ▶ *Coherence: The Secret Science of Brilliant Leadership* by Alan Watkins, Kogan Page, 2013

SALES ARGUMENTS

- Bas has 1,000+ engaged followers on LinkedIn, over 200 newsletter subscribers, and a vast professional network comprised of several companies in the Netherlands and the world with thousands of employees.
- Bass will promote *Effortless* on his website, through social media channels with rich audio/video support (podcasts, video nuggets, etc.) to target millennials, as well as during his trainings and keynotes with corporations and governments around the world. Some of his current clients are TATA Steel, Calvin Klein/Tommy Hilfiger, and the Dutch government.
- *Effortless* will lend itself for follow-up workbooks/online products (course, video, podcasts, etc.) that can be co-created with publishers.
- *Effortless* is a scientifically grounded yet practical book, which means it can appeal to a wider, non-specialized readership.

Heaven Within You

by Dan Orga-Dumitriu



541 PRE-ORDERS • \$9,850 FUNDED

You can find heaven within yourself! God gave everyone this extraordinary opportunity. Almost everything is up to us: Our circumstances make up 10%, and the way we react is 90%.

**CHRISTIAN NON-FICTION,
PERSONAL GROWTH &
SELF-IMPROVEMENT**

DAN ORGA-DUMITRIU started his career as a doctor of internal medicine with a PhD. His transition from MD to author is such a popular example of Romanian resilience that it has been featured on news sites and YouTube. In addition to being a nonfiction author Dan has written articles for Bel-Esprit and Catchy.ro, spoken at dozens of conferences, and is the proud father of his two daughters.

31,000+ likes on Facebook
Strong Facebook engagement with over 13,000 shares of his material

1,900+ positive Facebook reviews of Dan's writing

SYNOPSIS *Heaven Within You: Cures for the Ailing Soul* contains a collection of wonderful musings, poems, and parables that cause the reader to encounter beauty on every page. In fact, fans of Dan's work have told him it brightened their spirits and warmed their souls. When writing the book, Dan's desire was to awaken emotions by addressing a wide range of circumstances that we have all found ourselves in at one point or another. On its pages, you'll find passages about wisdom, kindness, decency, optimism, marriage, parenting, disappointment, faith, and common sense.

WHAT MAKES THIS BOOK UNIQUE?

Dan is a doctor of internal medicine and medical lecturer in Romania, and he sprinkles that expertise throughout *Heaven Within You*. This book is targeted at readers who are seeking spiritual enlightenment (especially when facing adversity) or are interested in learning valuable lessons from Eastern European culture.

SIMILAR BOOKS

- ▶ *Chicken Soup for the Soul* by Jack Canfield and Mark Victor Hansen, Simon & Schuster, 2013
- ▶ *Success Principles* by Jack Canfield, William Morrow, 2015
- ▶ *Life's Little Instruction Book* by H. Jackson Brown, Rutledge Hill Press; 1991
- ▶ *A New Earth* by Eckhart Tolle, Penguin, 2008
- ▶ *The Healing Self* by Deepak Chopra and Rudolph E. Tanzi, Harmony, 2018

SALES ARGUMENTS

- *Heaven Within You* appeals to readers who are specifically interested in Eastern European culture. This niche is often overlooked by commercial self-help and religious titles providing *Heaven Within You* the opportunity to capitalize on this market.
- Dan's background in medicine lends a unique angle to the book. He is able to use his decades of experience as an MD to provide first-hand anecdotes further enriching the book's content.
- Dan has a devoted social media following, particularly on his Facebook page, with 31,000+ followers. His followers are extremely engaged in what he has to say and he will easily be able to tap in to this audience to promote *Heaven Within You*.
- *Heaven Within You* comes at a perfect time when religious belief, specifically Christianity, is making a comeback in popularity across Central and Eastern Europe. A 2017 study from the Pew Research Center shows that across countries in Central and Eastern Europe religious affiliation is on the rise. Particularly, Orthodox Christianity and Catholicism are regaining popularity after the departure of communist regimes in the region that strongly promoted atheism.

What Now?

by Rachel Biale



510 PRE-ORDERS • \$6,112 FUNDED

Parents are desperate for parenting advice that is practical, psychologically sound, and based on extensive experience. With over 30 years of experience counseling parents, Rachel Biale provides exactly that.

PARENTING

www.parentingcounseling.co

RACHEL BIALE, Clinical Social Worker, has been counseling parents of young children for 35 years. MSW (Social work) Yeshiva U., 1981; Family/Child Psychotherapy, Cedar Sinai Medical Center, Los Angeles; Psychotherapist/Parenting Counselor, JFCS-East Bay, 1989-99; Parenting Counselor, 1986-present; Author, Parenting Advice Column on www.jweekly.com.

SYNOPSIS *What Now?* is a parenting advice book built on over 35 years of experience counseling parents of young children, with endorsements by expert child therapists and child development specialists. Practical, psychologically-sound, step-by-step parenting tips from birth to age ten. Q & A format answers parents' FAQ's in a lively and brief way which fits today's parents' reality of almost no free time.

WHAT MAKES THIS BOOK UNIQUE?

Most parenting books cover a short period: 1-2 years of a child's life or a single topic (sleep, limit setting). This book spans the first decade of a child's life and covers almost all issues parents will face, each in a 2-minute read. It will become a "parenting buddy/mentor," useful for many years. Parents often turn to the internet where an avalanche of information is often more confusing than helpful. This book offers psychologically sound, practical advice from a seasoned professional, easy to read and implement. Grandparents, uncles, aunts, nannies & babysitters will also find the book extremely helpful.

SIMILAR BOOKS

- ▶ *How to Talk So Kids Will Listen & Listen So Kids Will Talk* by Adele Faber & Elaine Mazlich, Charles Scribner's Sons, 2012
- ▶ *No Bad Kids* by Janet Lansbury, CreateSpace Independent Publishing Platform, 2014
- ▶ *Beyond Behaviors: Using Brain Science and Compassion to Understand and Solve Children's Behavioral Challenges* by Dr. Mona Delahooke, PESI Publishing and Media, 2019
- ▶ *Raising World Changers in a Changing World* by Kristen Welch, Baker Publishing, 2018
- ▶ *Cribsheet: A Data-Driven Guide to Better, More Relaxed Parenting from Birth to Preschool* by Emily Oster, Penguin Random House, 2019
- ▶ *Understanding Human Communication*, by Ronald Adler, George Rodman, and Athena du Pre, Oxford University Press, 2016

SALES ARGUMENTS

- All new parents desperately need guidance on common child rearing challenges. They're often reluctant to go to their own parents for advice, making this book essential to any new parents.
- The internet provides modern parents with too much, often conflicting, information. Since anyone on the internet can be an expert the credibility of these sources varies widely. This book provides straightforward and practical answers from a credible expert.
- The Q&A format of this book will save busy parents the time and headache of having to sort through information from multiple books and websites to find their answer.
- Over-extended parents will rely on the book's tips, which they can access implement quickly.
- The market for this book extends beyond parents as it can be helpful for grandparents, uncles, aunts, nannies, and babysitters.
- The book covers issues spanning the first 10 years of a child's life, therefore providing parents value for a full decade.

The Ignite Saga

The Tale of the Urban Misfits

Series 1: Love • Book 1

by Meita Kasim

261 PRE-ORDERS • \$3,274 FUNDED



To the outside world Sigi is just your normal teenage student. But her hidden secret is that she's a member of the only all-girls punk band in 90s Jakarta, Indonesia.

MEITA KASIM started her career as a radio broadcaster at Radio Jakarta. At the same time, she was a member of Wondergel, the most influential band in the secretive underground music scene. Now a resident of Bali she has decided to write her first novel inspired by her own coming of age story.

YA FICTION

Facebook:

The Ignite Saga - The Tale of the Urban Misfits (217 likes)
Wondergel Reunion (687 likes)
Meita Kasim (1,726 friends)

Instagram:

kasimmeita 3,416 followers
wondergel_reunion 1,409 followers

SYNOPSIS

In 1990s Jakarta, Sigi Putri Masina—daughter, part time radio DJ, and student—is a girl unconventional in her thoughts, rejecting the social and religious expectations in favor of her passion for punk and indie music. She follows her passion fiercely, enters, and succeeds in the Jakarta's underground punk and indie music scene at a time when “girls weren't allowed”.

WHAT MAKES THIS BOOK UNIQUE?

Although the story is centered around Sigi's life, the background story is about Indonesia in the 90s a location and time period rarely showcased in works of fiction. Sigi and her peers are shown growing up in a society featuring a dictatorial authoritarian regime and a devoted, patriarchal, Muslim religion conservative society. *The Ignite Saga* will follow the journey of this long going era until the fall of the regime in 1998.

SIMILAR BOOKS

- ▶ *Neon Angel, The Memoirs of the Runaways* by Cherrie Currie, Allmusic, 1991
- ▶ *What Is Punk?* by Eric Moore, The Globe and Mail, 2015
- ▶ *Girls to the Front, The True Story of The Riot Grrrl Revolution* by Sara Marcus, Harper Collins, 2010
- ▶ *Girl Power, The Nineties Revolution in Music* by Marisa Meltzer, Macmillan, 2010

SALES ARGUMENTS

- Meita has 7,455 engaged followers across her social media platforms and is committed to promoting the book through a launch event incorporating live music, interviews on radio, radio online, magazines, online music sites, book signings, social media (Facebook and Instagram), and online book sellers such as Amazon.
- *The Ignite Saga* will be relatable to coming of age young adults who are struggling to express their authentic self in a suppressed and limiting society. It is a voice for those who have to fight harder to reach their dreams and goals. It's not restricted to young audience, but also compelling to the adult crowd, who will find a sense of nostalgia in the references to 1990s punk and indie music.
- *The Ignite Saga* crosses genre boundaries—historical, romance, young adult, and musical fiction—meaning it can appeal to a broad market.
- *The Ignite Saga* is planned to be a total of three themed series, aptly named Love, Poison, and Death. Each series will consist of three books titled Book One, Two, and Three, which in total will make 9 novels. This is an excellent opportunity to build a readership of loyal fans. Meita Kasim has finished the drafts for all three novels in the first title series Love.

Inc.

Forbes



THE BOOKSELLER



|HUFFPOST|

“Crowdsourcing can eradicate traditional roadblocks and inefficiencies by validating book ideas with readers who preorder copies after reviewing an author’s proposal, which Publishizer helps create according to industry standards.”

John Hall, *Forbes*

“A revolutionary way
for authors to get
their book out there.”

Inc.

“ I know all about
Publishizer, and I think
it’s a fantastic idea.
It’s about time someone
did something like this.”

**Eric Nelson, Executive Editor,
Harper, VP, Editorial Director,
Broadside Books**

“Publishizer is doing really intriguing things in the publishing space, which is exactly the type of work we love most!”

Jesseca Salky,
Lyons & Salky Law, LLP

ABOUT US

What is Publishizer?

Founded in 2015, Publishizer is revolutionizing how books get published. Not only do we crowdfund book proposals and negotiate publishing deals, but we also provide a wide range of services by means of our publishing expertise and key connections in the industry.



VISION

Great Books Everywhere.



MISSION

Discover, Enable and Spread
Great Book Ideas.



MOTTO

In Stories We Trust.

OUR VALUES

1. Love What You Do
2. Give Freedom
3. Take Responsibility
4. Ask Hard Questions & Listen
5. Think Long Term
6. Motivate Yourself & Others
7. Support Creativity
8. Champion Stories & Ideas
9. Keep It Simple
10. Have Fun
11. Give Service First
12. Love Reading

OUR TEAM



Guy Vincent

CEO / Founder

Founded Publishizer and co-founded Writing Under the Influence, a writing sprints event started in Brooklyn in 2017. Previously, he started the digital publishing division at Tien Wah Press in Singapore, where he published dozens of book apps, including an award-winning comic book app about dim sum warriors fighting in space. His favorite book is *The Botany of Desire* by Michael Pollan.

Lee Constantine

Head of Growth / Cofounder

Lee's recent book deals include *The Business of Influence* by social media influencer Neal Schaffer (HarperCollins), *That One Cigarette* by award-winning Hollywood screenwriter Stu Krieger (Harvard Square Editions), and *Live Big* by world-renowned investor and business coach Ajit Nawalkha (BenBella Books). Lee was Cofounder and Editor-In-Chief at *CG Magazine* in Las Vegas, and then worked in editorial and marketing for startup accelerators in New York. You'll likely find him browsing the crime mystery section of a bookstore or in a cafe sipping an Americano. Favorite book: *The Lincoln Lawyer* by Michael Connelly.





Wendolín Perla

Head of Publishing

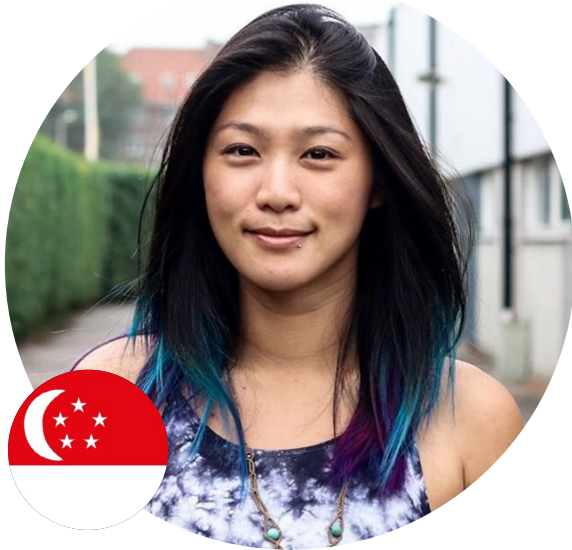
Wendolín holds a degree in Journalism but has always been a book editor. She belonged to the Penguin Random House family for over 11 years, where she came to be a Literary Director. She has proudly joined Publishizer, a fascinating publishing platform called to revolutionize the way authors, editors, and readers connect around the world. In her bookshelves you will surely find books by John Berger, Ursula K. Le Guin, Joan Didion, Stefan Zweig, and Oliver Sacks, plus lots of philosophy, folklore, and mythology.

Tobias Lorenz

Head of Engineering

Tobias is a book and music lover. And he loves great and reliable solutions on the web, that's why he built the Publishizer app right from the beginning. Being a full stack developer and project lead for over a decade now he's always looking for the right technologies to push Publishizer forward.





Tian Daphne

Head of People

Human rainbow, avid traveler and voracious devourer of books. Tian gets things organized and takes care of the Publishizer family and community. She loves solving problems and seeing authors realize their dreams. Before Publishizer, she started two bands, produced an album, and has organized a small, annual island festival for the past 12 years. Her reading tastes lean towards Magical Realism and SciFi, her current favourite being *The Ender Quintet* by Orson Scott Card.

Paula King

Marketing Manager

Paula comes to Publishizer with a wealth of marketing experience, specifically in the fields of digital and brand marketing.

She loves to help bring brand visions to life through meaningful connections and engaging with communities. Forever living with wanderlust she is always keen for an adventure, to experience a new place or culture, with her latest book in hand.

Paula loves to read fiction with a gripping plot twist. Her favourite books include *The Husband's Secret* by Liane Moriarty or any of the Robert Langdon Series by Dan Brown.





Daniel Kaufhold

Product Engineer

Dan has been programming for over 20 years and has been involved in building apps and websites for startups for almost 10 of those. He has a passion for music, sports, software and self-improvement. All of these interests drive him to transform and improve not only himself but also the technological landscape of Publishizer. His reading tastes usually fall into the business and leadership category *Start With Why* by Simon Sinek being one of his favourites.

Amelia Martin

Editorial Assistant

Amelia is a graduate of the Honours Business Administration (HBA) program at The University of Western Ontario in Canada. Her passion for books and publishing lead her to join the team as an editorial assistant. Prior to Publishizer, she spent six years working at the Canadian bookstore Indigo. She is a massive Harry Potter lover and collects Harry Potter books in the different languages from her travels. Currently, her ever growing collection includes copies in 12 languages.





Tré Wee

Scout

Tré works with non-fiction authors in the genres of self-help, business, leadership, mindfulness, spirituality, health, and fitness. Recent major book deals include *The Book of How and Why* by Corey Poirier (Morgan James). Tré has founded two e-commerce brands and also works as a brand strategist and coach. He believes that reading is telepathy in action. Favorite book: *The Foundation Series* by Isaac Asimov.

Kate Miller

Scout

Kate specializes in memoir, politics, literary fiction, and YA books. Her recent book deals include *Unchained* by Tonya Whittle (Morgan James) and *The Infinity Chronicles* by Joe Basile (Odyssey). Kate comes from Aevitas Creative, a literary agency based in New York City where she worked with best selling authors. A true bibliophile by nature, she has a habit of buying used books to add to her already overflowing collection. She couldn't possibly begin to choose a favorite book but one she never tires of is *The Things They Carried* by Tim O'Brien.





Julia Guirado

Scout

Julia works with history, philosophy, and literary fiction. Since early age she collects Russian classics and gets mesmerized by Japanese fiction touch, while enjoying satirical books such as *A Confederacy of Dunces* by J. K. Toole. Julia comes from the Project Management industry and she's a polyglot: Spanish and Catalan are both her native languages, though she's also fluent in English, French, Russian and Italian. You can either find her digging around in a record store or at a library in the foreign authors section. Favorite book: *The Egyptian* by Mika Waltari.

Tom Pagliaro

Scout

Tom works with authors in politics and education. He worked as a political lobbyist in Australia before moving to Berlin where he made refugee themed documentary films, a hitch-hiking podcast and works as a student life coach. Thanks to his father he loves ancient Rome and Persian history and his favourite book is *And the Mountains Echoed* by Khaled Hosseini.



HOW WE WORK

YOU'RE AN AUTHOR

LAUNCH A BOOK CROWDFUN- DING CAMPAIGN



You have a great book idea and might need a little push and some support to get it out there. We can help you transform it into a best-seller by connecting you with key players in the publishing industry.

Signing up and getting published is a four step process:

- 1 Pitch your book idea to us.** One of our scouts will receive your pitch and guide you through creating a book proposal and planning a high-performing crowdfunding campaign.
- 2 Submit your book proposal.** Use our step-by-step book proposal writing template and helpful resources to meet high-level industry criteria. Your scout will team up with you to get approval from our editorial team.
- 3 Launch your book crowdfunding campaign.** It is your responsibility to market and bring traction to your book idea using unique bonuses and perks. The more pre-order copies you sell, the more likely it is that editors will express interest in your book idea.
- 4 Raise funds to publish.** Because you are actually selling pre-order copies of your book idea, you'll earn funds from your readers. You earn 70% on your total funds raised, while Publishizer earns 30% and provides you with connections to editors and publishers. You will be paid once, after the end of your campaign and upon submitting your bank details and a W-9 form for tax purposes. You will then be responsible for fulfilling any pre-order purchases.

SIGN A PUBLISHING DEAL



Once your book crowdfunding campaign is over, based on the outcome, one of three things may happen:

1

You sell at least 1,000 copies. Publishizer could very likely get interest from an editor at a traditional publishing house on your book idea. In that case, you also qualify to be fully agented by Publishizer. If you sign a traditional publishing deal, then, subject to the terms of that deal, your publisher will fulfill your pre-order copies sold in the book crowdfunding campaign.

2

You sell at least 500 copies. Publishizer could very likely get interest from an editor at a traditional publishing house for your book idea. Your scout will assist you in completing a full brief for editors, and will help with the negotiation process. If Publishizer is able to secure a traditional publishing deal then your publisher, subject to the terms of the deal, will fulfill your pre-order copies sold in the book crowdfunding campaign.

3

You sell less than 500 copies. If the minimum goal is not reached, then it is the sole responsibility of the author to fulfill the pre-orders placed throughout the book crowdfunding campaign. Publishizer may still choose to represent you as an agent or a deal creator, however. But if not, Publishizer allows you to connect with reputable hybrid and service publishers. You can message them directly and take steps required to obtain and sign a publishing contract. Or you can self-publish.

PUBLISHIZER AS YOUR LITERARY AGENT



If you sell over 1,000 pre-order copies, you qualify to be fully represented by Publishizer. That means we would like to support your authoring career, and you have the potential to become fully agented under the industry's standard commissions: Publishizer will earn an additional 15% on domestic rights and 20% on foreign rights, subject to additional terms.

PUBLISHIZER AS YOUR INITIAL DEAL CREATOR



If you sell over 500 pre-order copies, Publishizer could very likely create a traditional publishing deal for you and assist you throughout the negotiation process. As your initial deal creator, Publishizer will not earn a commission on the advance or royalties. Publishizer will not act as your agent on an ongoing basis on this deal, it will simply negotiate the initial contract with the Publisher and work with the Publisher to help fulfill pre-orders. You have the right to obtain literary representation elsewhere.

YOU'RE A PUBLISHER OR AN EDITOR

DISCOVER NEW BOOKS FOR YOUR LIST



You're looking for a reliable partner to disrupt the publishing industry. It's about time! We bring you book ideas with a strong readership so that you can make more profitable editorial acquisitions. Don't miss all the benefits of signing up for a publisher profile.

Signing up and receiving queries takes no time at all:

- 1** **Create a free publisher profile.** All of your information is private. Only our scouts can see your bio and criteria. Choose your categories, keywords, location and other details so we get to know as much as possible about your list.
- 2** **Receive targeted queries.** Based on your given information, you will start receiving targeted queries only when we find the perfect fit for your list! We do not spam. You can opt out or unsubscribe at any time.
- 3** **Express interest.** Browse available book proposals and express interest in authors you'd like to work with. You may also request more information about the manuscript. One of our scouts will connect with you to follow up.

ACQUIRE NEW BOOKS FOR YOUR LIST



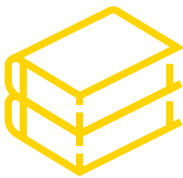
The outcome of an author's book crowdfunding campaign is a great indicator of a book's potential in the market.

Are you a traditional publisher? We will only query you if an author sells at least 500 pre-order copies. At this level, a Publishizer scout will assist the authors in all communications and negotiations until a publishing contract is signed. If Publishizer is fully agenting for an author, expect the traditional editor-agent interaction. Subject to the terms of your contract with the author, you will fulfill the pre-orders raised during the crowdfunding campaign. We provide confidential shipping information. This must be stipulated contractually in your agreement with the author.

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