

**Letter of Intent
Self - Publishing**

This agreement entered into this _____, by and between Insight Publishing, a Tennessee company with its principal offices in Sevierville, Tennessee, herein referred to as First Party and _____, herein referred to as Second Party,

WITNESSETH, that:

1. In consideration of DEPOSIT to be paid by Second Party as a down payment on a certain book untitled at present (final cost of said book to be determined by a final page count and finished dimensions. Quote price of \$_____ is for _____ pages, _____ (size for example 6x9) perfect bound (we also offer hardback with a dust cover and hardback), with 2 ½ hours design time for cover). If page count is over or under quotation, the cost of services will be updated to only that difference, plus any costs related to Publishers Services and Fees. First Party agrees to the following conditions:

ITEM ONE: First Party agrees to deliver to Second Party _____ copies of said book.

ITEM TWO: First Party gives to Second Party all copyright authority and ownership of said book.

ITEM THREE: Basic editing such as spelling and punctuation will be completed on the first submission from the client. Once basic editing is completed, the book will be formatted and returned to the client for review. Editing for content will be made available to client at an optional fee. The first set of minor changes will be made at no charge. If changes require a re-formatting of the book or exceed 50 changes you will be charged \$ 3.00 per page that changes are on. Once these changes are made major or minor a proof will be returned to client for final review. **FYI: Make sure the manuscript you send in has been edited and finalized as this cuts down on changes and re-formatting which can slow the process and cause additional fees.**

ITEM FOUR: The suggested retail price of the book will be determined by Second Party after final page count is determined.

ITEM FIVE: The book will be printed in black type; the cover will be four colors. Cost includes 2 ½ hours of design work for cover. Extra design time will be billed at \$50.00 per hour. Client will retain the right to set a ceiling on amount of extra design time to be spent on cover.

2. Second Party agrees to make payment according to the following schedule:

- A. \$ _____ as a down payment when this agreement is executed, all monies paid are non-refundable.
- B. The balance of total reflected in the updated Quotation (once book size & page count is determined) is due as follows:
Balance is due when first draft of edited, formatted copy is sent to author. The final due before sending to the printer will include any extra charges for design time or changes. Failure or delay by Second Party to make this payment will result in the delay of delivery of book.

- C. Second Party will receive a final proof from the printer. Any and all additional charges for changes, which will be summarized for Second Party, are due prior to the book being shipped from the printer to Second Party.
- D. Charges for books to be shipped from printer to Second Party are due prior to books being shipped to Second Party from the printer and are due and payable by the Second Party.

3. First Party, as a condition of this agreement and consideration paid, agrees to produce and print the book, promote the book to major distributors with which First Party has contract agreements in effect, and explore any and all other reasonable and beneficial means to gain the highest possible exposure for book and Second Party's business.

4. First Party, as a condition of this agreement, agrees to promote the book in all avenues of promotion available under the following conditions:

- A. All sales made directly by Second Party, or through their company or organization, incur no fee, charge, or royalty by First Party.
- B. In the event Insight Publishing sells the book directly, there will be a charge of 20% plus shipping and handling charges.
- C. In the event the book is sold through Insight Publishing's distributors, the book is discounted 60% and Insight Publishing will charge a 20% fee plus shipping and handling of the order.
- D. In the event the book is sold through media outlets such as radio, print advertising, etc. in which Insight Publishing provides a toll free number for the client, there will be at a 10% charge, plus shipping and handling, plus actual 800 number charges of approximately sixty-cents per order.
- E. The cover design will include a basic template with a photo or graphic the Second Party provides, with front, back and spine this equals 2 ½ hours of design time. Additional design time available @ \$ 50.00 per hour per client's request.

5. First Party agrees to produce the book as quickly as possible with the understanding that there may be circumstances that cause delay. First Party will work with Second Party to deliver the book to the printer in a timely manner and expects approximately a six-week turnaround from the printer, processing and shipping days excluded. In the event circumstances beyond the control of the First Party arise, Second Party will be contacted and explanation given and anticipated delivery dates given. This agreement will be governed in accordance with the laws of the State of Tennessee. Exclusive jurisdiction will be in Sevier County, Tennessee.

This agreement contains the entire agreement between the parties hereto and no representation, inducements, promises, or agreements, oral or otherwise, entered into prior to the execution of this agreement will alter the conditions herein set forth.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be duly executed as of this day and year first above written.

NAME

Date

Insight Publishing Company

By: _____

Date

Title: _____

(PLEASE NOTE CHARGES WILL APPEAR AS INNOVATORS GROUP, INC. ON YOUR STATEMENT)