



707 West Main St Suite 5 • Sevierville, Tennessee • 37862

Toll Free: 800-987-7771 • Fax: 865-429-4523

TO: New Publishing Clients

FROM: Jeanne Baach, Senior Marketing Director

RE: Welcome & important information

Welcome to our unique anthology book and congratulation for being a part of the project. Your book should serve you well, both as a tool to promote yourself and as a product that will generate revenue.

We have been working with professional speakers, trainers and consultants for over 20 years and have been publishing these customized anthologies since 1999. Since then, we have had the pleasure of featuring over 2,000 professionals. We want your experience to be a very positive one, in all respects.

I want to bring your attention to the purpose of this Electronic Welcome Packet. It takes many people to put these books together and the process can be a bit complicated, but is simple if you follow the process. All of us at Insight Publishing want you to understand this process and your role in making your book a success.

The following pages are full of important information that you need to read through and fully understand. Please print this document and keep it in a file so you can access it easily when needed.

This will provide you a great opportunity to ask any questions you may have about our company, your book project or the production process.

Again, welcome to the project. If I can be of any service to you, please do not hesitate to contact me directly.

Sincerely,  
*Jeanne Baach*

Jeanne Baach  
Senior Marketing Director

## INTRODUCTION & CHECK LIST

All of us at Insight Publishing are excited about your contribution to this unique book project. This document will provide you with information to help ensure we get all we need from you as we produce the book. We also want you to be fully informed about the process. Please know that you can contact our office any time to talk about the project. Please review this document carefully! Thanks.

*Here are some important contact names and numbers:*

David E. Wright, Founder & President

Insight Publishing Company

707 West Main Street Suite 5, TN 37862

865-429-0252, office 865-429-4523, fax

Jeanne Baach, Senior Marketing Director

**(Please email questions & bio for interview to Jeanne)**

1-800-987-7771, ext. 22

[jeanne@insightpublishing.com](mailto:jeanne@insightpublishing.com)

Dona Merritt, Marketing Rep

1-800-987-7771, ext. 13

[dona@insightpublishing.com](mailto:dona@insightpublishing.com)

Chris Ott, Production

1-800-987-7771, ext. 12

[Chris@insightpublishing.com](mailto:Chris@insightpublishing.com)

Dean Lewis, Production

1-800-987-7771, ext. 16

[dean@insightpublishing.com](mailto:dean@insightpublishing.com)

**IMPORTANT NOTE REGARDING DELIVERY:** Our greatest pleasure comes from delivering your books in a timely manner. We especially enjoy hearing that they arrived in time for one of your big events! If you are counting on your books arriving on a specific date so you can sell them at a specific event, please be advised that we cannot guarantee delivery on a specific date. There are too many variables in our production process and many of them are out of our control.

We do have some great ideas that will help you promote and pre-sell your books until they arrive. Be sure to ask us about them.

## THE PROCESS

Following is a simple overview of the steps involved in producing your book!

1. We interview you and allow you to share your success stories, business strategies, and other important information.
2. Your interview is transcribed and sent to you in a raw, unedited form. You will receive it in a Microsoft Word document.
3. You can make minor changes to this document in case you left out some important information. NOTE: this will be in a very “raw” format. Do not be shocked. Our editor will clean it up quite a bit later in the process. Also, feel free to do some tweaking, but do not add any significant length to the document.
4. After you make **ALL** changes on your “raw” transcript, email back **[JEANNE@INSIGHTPUBLISHING.COM](mailto:JEANNE@INSIGHTPUBLISHING.COM)**
5. Our professional editor carefully edits your chapter and our production department formats it, as it will appear in the final form of the book. We will insert your photo and contact information. This “formatted” version of your chapter will be sent back to you for final proofing. At this time, we can still make minor changes. Once those are made, you will be asked to sign off on the document. NOTE: ultimately, you are responsible for every aspect of your chapter. If there are typos or mistakes of any kind in your chapter after you have given us your approval to print, we will not be able to fix them or be held responsible.
6. While your chapter is being produced, we will be working on your book cover. You will submit any sub text needed to customize your cover and our graphic artist will send you a proof for your approval before going to print.
7. Once you sign off on the chapter and the cover, and when everyone who is participating in the book has done the same, we will send the book off to the printer. Our print vendors take 4 to 6 weeks to print our books. Shipping takes between 5 and 14 business days depending on your location and the method of shipment.
8. A few weeks prior to the book going up to the printer, we ask you to give us a firm delivery address for shipping. Once we have your shipping address, our printer will give us a firm cost for shipping. This amount will need to be collected, in full, prior to the books leaving the printer (more information regarding shipping follows later in this document).
9. You will also be given the chance to purchase extra books prior to this first printing at a greatly reduced price of \$ 2.50 per book. Please contact your rep to order these.
10. How long will it take to produce and deliver your books? These projects usually take 6-8 months. However, because so many clients are involved and printing schedules vary, we can not be certain of the time frame until we are closer to the end of the project.

## TO DO LIST

Please follow the instructions below right away!

- 1. Prepare and email your interview questions and a short introduction.** This is the next step after signing up - you will write your 10 -12 questions and 100-word bio and e-mail to **jeanne@insightpublishing.com**. You will be interviewed by our founder and president, Mr. David Wright. He will spend between 40 and 60 minutes with you on the phone. The actual recorded interview will last 35 to 40 minutes. **NOTE:** your interview cannot go longer than 40 minutes because it will make the page count of the book increase. There is a limit to how long the book can be.
  - Write a short introduction for your interview (no more than 100 words).
  - Write 10-12 questions and submit for your interview. The word count is 4,000 to 6,000 words once completed around 15 to 20 pages once the chapter is completed. See sample questions on page 10. If you have any questions about your interview, **please contact Jeanne Baach at jeanne@insightpublishing.com.**
  - Send your introduction and questions to **jeanne@insightpublishing.com.**
  - **NOTE: We cannot do anything regarding production of your book until your interview is complete, so please get these questions and 100-word bio to us with 10 business days.**
  - As soon as we receive your questions, we will contact you to schedule your interview. We cannot schedule your interview until we have your questions and 100-word bio. Allow 1 hour for your interview. We will provide you with a toll free 800 phone number to call David Wright. Please be in a quiet place where you will not be interrupted.
- 2. Send us a high-resolution photo for your book cover.**

If you have a high-resolution color photo in electronic form, please email it to **jeanne@insightpublishing.com**. The image must be 300 dpi or higher at 3" by 5" or larger. Please send jpg or tif. If you are uncertain about sending this electronically, please mail a hard copy of your color picture to Insight Publishing, 707 West Main Street Suite 5, Sevierville, TN 37862. If you do not have a color photo, and if you do not want to pay an arm and a leg to a studio photographer, try the Glamour studios in your area malls. They can set up for a business/corporate look. They have great lighting and equipment and can turn around a photo quickly.
- 3. Write and submit a short biography for the end of your chapter.** After you have received your transcribed interview, please write a short biography to go with your contact information at the end of your chapter. Email it to your production person (Dean or Chris) Jeanne will let you know which person. Because David Wright will have used some of your biographical information during his interview, you will need to review his remarks in your interview before writing the bio.

BELOW ARE TWO EXAMPLES. Please call Chris or Dean if you need clarification.

### **About The Author**

Brian Carden brings 20 years of experience in investments, insurance and fringe benefit planning to business owners and entrepreneurs. Through his affiliations with accountants, attorneys, bankers, management consultants and other business associates, Brian brings a wealth of knowledge and financial strategies to the podium. Brian has spoken to such groups as the Society of Chartered Life Underwriters, the Association of Insurance & Financial Advisors, the Women's Society of Realtors, the Association for Education for Young Children and several chapters of the Tennessee Society of CPA's. He is a member of NSA Tennessee Chapter and International Speakers Network.

#### **Brian Carden**

*Carden Solutions*

370 Mallory Station Road, Suite 511

Franklin, TN 37067

615.221.1294

[www.cardensolutions.com](http://www.cardensolutions.com)

### **About the Author**

S. Truett Cathy, founder and Chairman of Chick-fil-A, Inc., is a remarkable individual and highly successful businessperson. With more than 1,000 restaurants in 36 states, and with annual sales of over \$1 billion, S. Truett Cathy has taken Chick-fil-A from its humble beginnings in Greenbriar Shopping Center in Atlanta, to the top of the fast food industry.

#### **S. Truett Cathy**

Chick-fil-A

5200 Buffington Road

Atlanta, GA 30349-2998

404.765.8132

4. **Submit your contact information.** At the end of each chapter, we will list your contact information. This is how interested people will contact you and, in many cases, it is a different address and/or phone number than you use for daily correspondence. Please email us exactly how you want this contact information to read. Send to [Chris@insightpublishing.com](mailto:Chris@insightpublishing.com) or [dean@insightpublishing.com](mailto:dean@insightpublishing.com)

#### **Mike Lattimore**

*America's Digital Defender*

P.O. Box 238

Altadena CA 91001-0238

(626) 399-4238 Hotline

(626) 296-8455 Fax/voicemail

Email: [speaker@digitaldefender.org](mailto:speaker@digitaldefender.org)

[www.digitaldefender.org](http://www.digitaldefender.org)

5. **Submit text for a tagline on your cover.** Your photo will be on the cover of your book along with the celebrity participants. Please send us exactly how you want this to read.

*Brian Tracy*  
Speaker, Author & Expert on Human Potential

*Allison Blankenship*  
Motivational Expert, Attitude Facilitator & Success Strategist

*Mike Lattimore*  
"America's Digital Defender" Speaker, Technology Advocate

*Jack Canfield*  
Creator & Co-founder  
Chicken Soup for the Soul®

6. **Forward us the exact shipping address for delivery of your books.** Send this info to [Chris@insightpublishing.com](mailto:Chris@insightpublishing.com) or [dean@insightpublishing.com](mailto:dean@insightpublishing.com)

**SPECIAL INSTRUCTIONS REGARDING SHIPPING:**

While your book project is in production, I wanted to encourage you to begin preparing now for the shipping costs so they do not come as an unexpected surprise right before your books leave the printer. Our vendors will not ship your books to you until the shipping costs are paid in full. We will not be able to give you an exact amount until the books are actually printed. The shipping costs depend on your location and the exact weight of the book. We can, however, give you an estimate so you can begin planning, and perhaps putting some money back to cover this expense.

Most of our books cost around \$0.50 cents per book to ship. You can multiply your book quantity times this amount to get a general idea of the total cost. Remember, this is an estimate. The actual cost could be a little less or a little more per book depending on the page count/weight of the book. The books will come via freight carrier.

## SAMPLE QUESTIONS

1. Cynthia, how do you, and I know you have heard many, many definitions of success, how do you define success?
2. What would you say would be the biggest contribution to your professional success?
3. Aside from personal role models, who are the people who have served as your role models for success?
4. What do you think are the biggest obstacles people face in trying to become successful?
5. How do you know what you need to be successful?
6. Could you tell our readers a little bit, about what drives you to be successful?
7. Is it important to balance your success in your life? If so, how do you balance your success with your life?
8. What is the message that you want people to hear so that they can learn from your success?
9. You talked about people who influenced your life like you father and Mark Victor and Jack and Zig Ziglar. How can people help other people succeed?
10. Below are some sample interview questions:
11. Tell me, what is a directional consultant?
12. How does that differ, if it does, from a coach?
13. You speak about passion being our compass for life and how it is the main factor in attaining success. Is passion alone truly enough?
14. Why are more people not in tune with their passion if it is something all people possess?
15. We all know what the dictionary definition of passion is, but how do you define it?
16. How did you begin speaking and why did you choose passion as your main topic?
17. How did you conclude that speaking was your passion?
18. Would you say that when one follows their passion, and excels at it, then does the passion bring the success or does the success bring more passion?
19. What makes your perspective unique?

## PRODCUTION PROCESS/EDITING

The following are the steps taken to print our anthology projects. These books rely heavily on your contribution. Please read through this important document in its entirety. There are timelines throughout this document that will help keep your project on schedule.

1. **Prepare and e-mail us your interview questions, a short introductory biography and a high resolution photo.** This information can be sent to [jeanne@insightpublishing.com](mailto:jeanne@insightpublishing.com). She will contact you to set-up your interview with David Wright, President & CEO. More information on these items is included in your welcome packet you received when joining the project. If the welcome packet has been lost, please contact your sales representative at 800-987-7771.

2. **Receive a “raw” transcript of your interview.** You will receive the transcript of your interview. This is the ONLY stage of the process to make *major* changes to your chapter. Major re-writes to your content is allowed only at this time. There will be slots for you to insert your end-of-chapter biography as well as contact information for the end of your chapter.

3. **Return your first round of edits.** You can e-mail your revised chapter to **JEANNE BAACH** ([jeanne@insightpublishing.com](mailto:jeanne@insightpublishing.com).) Your chapter will be forwarded to our editor.

4. **Receive your formatted chapter.** The changes our editor made will be e-mailed back to you as a formatted proof. This document will be formatted as your chapter will appear in the book. You are welcome to check for spellings of names, dates, addresses, etc. Major re-writing of your chapter is NOT PERMITTED at this point and can cause a delay in the completion of this project.

*The proofing process:*

- Please proof your entire chapter. You will need to print it out and actually mark any changes you require on the document itself. Please write legibly and with a dark pen. When you have finished proofing and marking up the document, please fax it to Chris Ott or Dean Lewis at 865.429.4523. Be sure to note on your proof cover sheet how many total pages are coming through on the fax. We will make all of your changes and then send you another PDF for you to review for both your text and cover. If you request more changes, repeat the process above. We will make these additional changes and send you another PDF for approval. Each page on the second proof will be billed at \$3/page.
- Additional proofs at this point, *greatly* extends the time it takes to print the book.
- We will include an Approval Form for you to sign when you have finished proofing your chapter and cover. After you sign this form giving us permission to send the book to the printer. By signing the approval form, you take full responsibility for the content of your chapter. In other words, once you sign the approval form, Insight is not responsible for any typo, formatting issue, grammar issue, etc. Per your contract, all charges related to the production of your book must be paid in full prior to the books being released to you from the printer.

4. **Shipping information.** On your final proof sheet, there is a box to write the address you want your books shipped. Please make sure this is your final shipping address. The printers will charge a handling fee if the address has to be changed once the book is at print.

Typical book orders take 5-7 weeks to be delivered. Your project must be paid in full including shipping before they are released from our printers and delivered.

5. **Enjoy your books!**

## MISCELLANEOUS NOTES

**STAYING IN TOUCH:** There may be times during the production of your book in which you do not hear from us. Please know that this is normal. Every project has a sort of ebb and flow. Sometimes it will seem as if we are contacting you daily asking for this and that. Then you may not hear from us for a few weeks. Please feel free to contact us with questions or for updates at any time! We never want you to feel ignored. Be assured, however, that we are constantly pushing our book projects, including yours, down the production pipeline as quickly as possible. If you call our office and leave a voice message for any of us and don't get a call back within 24 hours do not be afraid to call us back. If your situation is "time sensitive", please include that information in your message. Someone from our staff will drop whatever they're doing and get back with you!

**REFERRALS:** One way to speed up our production process is to find other qualified contributors in a timely fashion. If you know a friend or colleague that would be a good fit for your book, please contact them right away and tell them about the project! Then, forward their name to us and we will follow up. If anyone you refer to us joins the team, we will give you extra 25 books valued at almost \$500.00! Please contact your sales rep to make sure this is noted and paperwork completed for the free books.

### ADD ONS:

- 1) **EXCLUSIVE ISBN** You may purchase an exclusive ISBN for your inventory of books. This will be needed in order for you to list your book with your custom cover on Amazon.com. The benefits of opening an Amazon Advantage account and registering your book are endless, please see below a few:
  - Your custom cover will be listed on Amazon.com
  - All orders come directly to you generating additional profits
  - Authors can add their most up to date information- bio- video, etc. on the Amazon Author's Page
  - Creates web exposure and brings you up on the list for Google searches and etc.
  - Your colleagues and clients can go on and review the book

If you would like to have your own ISBN it is a one time charge of \$100. Once the book is printed we will need you to send us 1 copy of your book and we will register your exclusive number with all the major book distributors. This is the link to open the Amazon account. <http://advantage.amazon.com/gp/vendor/public/join>

- 2) **EXTRA BOOKS** Authors have been increasing their orders by 500 to 1,000 additional books. This provides the security of not having to pay a higher price later on a reprint. Books ordered at a later time will run anywhere from \$4 to \$7 per book depending on the size of the order. I know an author who sold out his 300 books at one event and now has to reorder 1,000 at \$4 per book; he told me he is kicking himself for not being prepared.

You can order in any quantity over 100. Books are available at **\$2.50 per book** on the initial printing.

These are different ways authors have used extra books in the past:

- ✓ Gifts & Giveaways
- ✓ Used as a business card for potential clients
- ✓ Include in Press Kits
- ✓ Marketing to retain engagements – builds credibility
- ✓ Send Copies to Meeting/Event Planners
- ✓ Sell - Sell - Sell (Back-of-the-room product, enhance your Web site, build in the price of the book to speaking engagements, book signings)