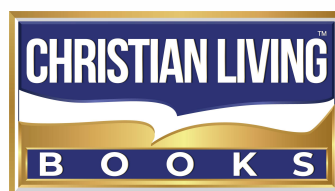


PUBLISHING GUIDE

IS THERE A BOOK
INSIDE YOU?



LET US BRING YOUR DREAMS
TO FRUITION.



CHRISTIAN LIVING BOOKS, INC.

We would like to encourage you to pursue the vision God has given you to write. You have successfully taken the first step toward bringing your vision to fruition. There are lots of publishing options and we appreciate you taking the time to consider Christian Living Books (CLB). We are dedicated to producing books that strengthen, encourage, train, and minister to the Body of Christ. Our team has published works by T. D. Jakes, Myles Munroe, Juanita Bynum and Donnie McClurkin, to name a few. CLB has also worked with many first-time authors. We will be available to guide you, step-by-step, through the publishing process to ensure a positive publishing experience. CLB will also deliver an excellent product that glorifies God and makes you proud. We have the skill, the experience and the anointing to pull the very best manuscript from you and to perfect it. We would love to join your publishing team and welcome you into the Christian Living Books family!

SO...YOUR BOOK IS FINISHED. NOW WHAT?

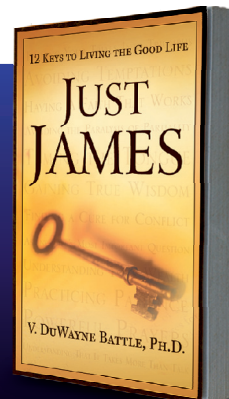
DEFINE YOUR PUBLISHING GOALS

Write the vision and make it plain. Evaluating your reasons for publishing and setting reasonable expectations is the first step.

- Why do you desire to publish?
- Would you like a few books to share with your family and friends?
- Is there a best seller inside you?
- Do you need books for your upcoming conference or public appearance?
- Who is your target audience?
- What is your budget?
- How many copies can you realistically sell?
- How much energy do you have to promote your book?



“Christian Living Books is more than an excellent publisher. It is a ministry. In this age of information, technology, and literacy, Christian Living Books is going the distance ‘to equip the saints for the work of ministry.’ Thank you. Job well done!” —**V. DUWAYNE BATTLE, Ph.D.**



2

SELECT A PUBLISHING TRACK

After you have set your goals, decide which publishing track will best accomplish those goals. With the production technologies available today, we can offer a variety of options to meet your publishing needs. We are pleased to offer three book publishing tracks: Traditional Offset Printing, Print on Demand, and eBook production.

3

SUBMIT YOUR MANUSCRIPT FOR CONSIDERATION

After selecting the publishing track that best suits your needs, review our Publishing Process. Format your manuscript according to our guidelines, fill out a short questionnaire and submit your manuscript for publishing consideration. If you have any questions about the process, we are available to assist you. It may seem like a daunting process but it really is quite simple.

4

WORK WITH YOUR PUBLISHING SPECIALIST

Once we accept your manuscript for publishing, you will be assigned a Publishing Specialist (PubS) who will be with you throughout your publishing journey. Your PubS will always be available to answer questions and address concerns. The PubS will be the liaison between the author and all the CLB departments.

5

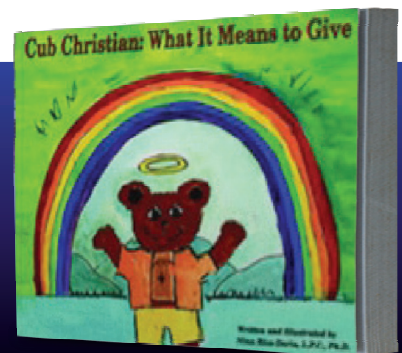
ADD PUBLISHED AUTHOR TO YOUR LEGACY

Publishing is a great achievement. Millions of people dream of becoming a published author, but only a few actually take the steps necessary to see that dream come to fruition. Authors have spent considerable time and resources to get their work published. In turn, they deserve to celebrate! CLB offers a wide range of marketing, distribution, and fulfillment services to get your book into the hands of the end-user. Authors should also promote their books through their distribution lists and streams of influence. Your book will be available wherever books are sold as well as through online retailers such as Barnes & Noble, Google Play, Apple iBooks, and Amazon.com.



“Christian Living Books was dedicated to making my book look perfect! I am so pleased with the results and their support and assistance throughout this process. Thanks again!”

—NINA RIOS DORIA, Ph.D.



TRADITIONAL OFFSET PRINTING

Christian Living Books provides all the services you need to produce your book from ISBN assignment to quality printing. For the Traditional Publishing Program, Christian Living Books does not charge separate fees for each facet of book production. The majority of authors we work with require most, if not all, of the typical services we provide to deliver a top-notch, professionally finished book. We take your manuscript and deliver a beautiful product, hassle free. You leave the work to us and we bring your dreams to fruition. It's that simple!



The first step is to decide on the binding: soft cover or hardback. Next, finalize the number of copies that would be best for your distribution plans. Remember that all the pre-press work is the same whether you print 100 or 10,000 copies. Consequently, the more copies you print, the more the pre-press costs are spread out over the total print run. We schedule an initial consultation to conceptualize the project overall. We assess your needs and desires and provide guidance and suggestions for the success of the project. We will send you a contract that lays out all the details.

Current prices are on our website. Review the publishing process on our website and submit your manuscript for publishing consideration.

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Print-on-demand (POD) technology has revolutionized book publishing by making it faster and less expensive to publish a new book or republish out of print books. You can have one, ten, or a hundred books printed, without the additional costs and risk of maintaining a large inventory on hand. Because each book is digitally stored in a database, a book published on demand will never go out of print.

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Our Entry Program is made for the author who already has a finished book but would like to republish through Christian Living Books. The Basic Program is for authors who would like publishing services but not distribution. These authors will have a book in hand and the ability to order additional books. Distribution can be added in the future.

Our Standard Program includes all the services you would need to have an excellent book that is available to at least 70,000 retailers worldwide.

Full-service Upgraded and Premium Programs provide higher royalties, more features, and increasing discounts to great services. Many services are included in the program, such as bookstore promotion and copyright registration.



WHICH PUBLISHING TRACK IS RIGHT FOR YOU?

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If you are interested in reducing your cost per book, we can manage a large, traditional offset, print run that will provide you with a substantial inventory and maximize your book sales profit. All publishing services are included. This program is convenient and complete. If you can sell 2,500 copies in a year, it's more cost effective to go this route. Fees are broken up into 3 convenient payments. The up front cost is higher but the price per book is less. This track includes editing, physical warehousing, distribution and fulfillment in one, convenient package.

TRACK 2 PRINT ON DEMAND

To minimize your expenses, we can fast track your book with our Print on Demand program. You can have one, ten, or a hundred books printed, without the additional costs and risk of maintaining a large inventory on hand. Because each book is digitally stored in a database, a book published on demand will never go out of print. It will be digitally distributed to over 70,000 retailers and will be available worldwide. You may order books any time you choose and your title will never be out of print. This program is flexible since you choose the services you want. Editing is not included but may be purchased separately.

TRACK 3 EBOOK PUBLISHING

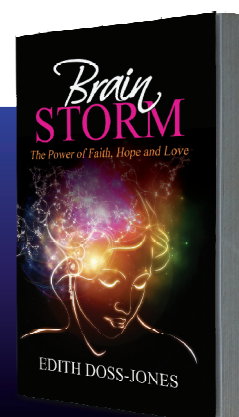
E-Books are on the forefront of new digital technology. As of February, 21% of Americans had read an eBook. Owners of eReaders read an average of eight books a year more than people without the devices. We offer eBook production — with all the appropriate file formats — that will provide the potential for worldwide distribution. We can convert your printed book into an eBook as well. Put your book in front of millions of book lovers on the internet by making it available to download to all types of eReaders:

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- Android Devices
- Kobos
- Nook
- Sony
- Windows Phone
- Google Play
- Desktop eBook readers



"Their level of technical excellence is astounding. The entire publishing experience was just wonderful. I am referring this publishing company to every aspiring author I know.

—EDITH JONES



PRINT ON DEMAND PROGRAMS AND PRICING

	Standard	Upgraded	Premium
Price	\$1,999	\$2,699	\$3,499
Non-Exclusive Agreement	Included	Included	Included
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International Authors \$199	Included	Included	Included
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Custom Page Design/Typesetting	Included	Included	Included
Distribution to 70,000 Retailers	Included	Included	Included
Listing in <i>Books In Print</i>	Included	Included	Included
Google Book Preview	Included	Included	Included
ISBN Assignment	Included	Included	Included
Amazon.com Bookstore	Included	Included	Included
Barnes & Noble/BN.com Bookstore	Included	Included	Included
Expresso Book Machine	Included	Included	Included
Free Books	5	10	20
Image Insertion	5	10	20
Author Purchase Discount	Up to 70%	Up to 70%	Up to 70%
Royalties	50%	60%	70%
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Back Cover Description/Marketing Copy	\$99	Included	Included
Publishing an eBook Version	\$249	Included	Included
Library of Congress CIP	\$129	Included	Included
Copyright Registration	\$199	10% Discount	Included
Bookstore Promotion	\$199	10% Discount	Included
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Rush Service (<45 days)	\$299	10% Discount	50% Discount
Hardcover Casebound Edition	\$499	10% Discount	50% Discount
Hardcover Dust Jacket	\$299	10% Discount	50% Discount
Full Color Inside Edition	\$699	10% Discount	50% Discount
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The most popular eBook reader, Amazon's Kindle, is not just Oprah's favorite thing. According to Amazon.com, "Kindle is our #1 bestselling item for two years running. It's also the most-wished-for, most-gifted, and has the most 5-star reviews of any product on Amazon. Throughout December, customers purchased well over 1 million Kindle devices per week. Over a million titles are available in Kindle format alone! Don't miss the boat! eBooks now make up 30% of all book sales.

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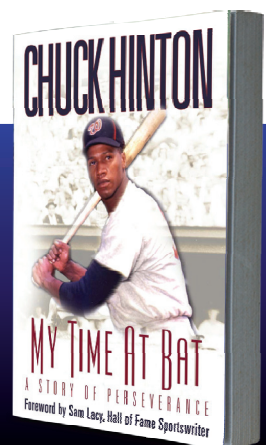
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"Everything about my book is first-class—excellent. I have received nothing but glowing remarks and reviews—even in *USA Today*. CLB pulled the best out of me. The entire experience was somewhat therapeutic. I truly thank Christian Living Books." —**CHUCK HINTON**



THE ABCs OF PUBLISHING

A. YOU SELECT CHRISTIAN LIVING BOOKS

There are more and more publishing options every day. Why choose Christian Living Books? Publishing is more than a business to us. Publishing is a mandate, a calling, a passion, an anointing. We are small enough to give you personalized attention. Publishing since 1990, we are experienced enough to deliver an excellent product. We speak your language. We will perfect your books, however, your book will still be in your voice. In order to do that, we must speak your language. We know the Word. We understand cultural influences and differences. We don't want your book to sound like anyone other than you. Not every publisher can say that. Not every publisher can do that. We are delicate with that which the Lord has placed inside you. We neither change your message nor His.

B. YOU SEND US YOUR MANUSCRIPT

The process is quite simple. You upload your manuscript and expect to hear from us within three business days. We know, fairly quickly, whether or not yours is a book we can publish. We are mandated to produce books that edify and uplift. If your book does that, we will welcome you into the CLB family with open arms. Let's move forward to resource the Kingdom!

C. WE PARTNER WITH YOU

We schedule an initial consultation to conceptualize the project overall. We assign a publishing specialist to your book. We assess your needs and desires and provide guidance and suggestions for the success of the project. We also discuss any special needs the project has, like artwork or photos you want to include. We address any questions or concerns you may have.

D. WE PERFECT YOUR BOOK

To ensure your book reaches and sells to the audience you intend to serve, we offer proven strategies to make your book competitive in the current market. Mandated to produce works that hold their own in an extremely competitive marketplace, we put the knowledge and expertise we have gained in the industry to work for you. We will develop a strategy so that your work appeals to your target audience. The particular editor assigned to your project will have insight and experience in the genre in which you seek to publish. Our experts will review your manuscript and provide an assessment of the kind of editorial work your book may need to make it an excellent work.

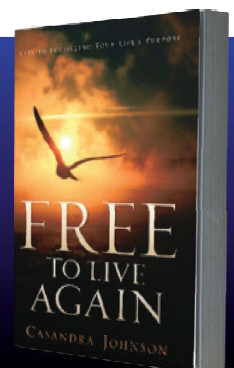
E. WE DISTRIBUTE YOUR BOOK

Getting a book published is the first step, getting your book into the hands of readers is the next step. That is the greatest challenge an author faces. Christian Living Books offers full-service distribution of our own titles. We have expanded our services to allow for a wider variety and number of distribution channels. Anyone can get a book published. However, it takes experience, expertise, contacts and immediate acceptance into major channels to put your book in position to be purchased by readers. As a rule, we do not distribute books we did not publish. If you would like us to consider republishing your book under our imprint, please contact us for further instructions.



"The CLB level of service, knowledge, and expertise were simply outstanding throughout the entire publishing process. As a result, I would certainly recommend Christian Living Books to any new author serious about putting forth a written work with true excellence."

—CASANDRA JOHNSON



BOOK COVER DESIGN-FULL COLOR, CUSTOMIZED

Book cover design is the first representation of your work and a sure indication of whether or not your book was professionally published. Since the cover is your book's salesperson, it must be captivating. We put our marketing savvy and creativity to work in its design. We will create an original cover that captures the attention of your target audience. Your cover will be professionally crafted and unique to you and your title. We will listen to your ideas and goals, or come up with an original concept. Then, we will present you with a cover which will effectively convey your message, grab the attention of browsers and stand out among thousands of books. You will be proud to say, "This is *my* book!"

BOOK INTERIOR DESIGN/TYPESETTING

We go beyond just simple layout of text in an organized format—also known as typesetting. Interior design of book pages and typesetting is an art and a science. Each book we typeset is unique. We lay out your manuscript pages to suit the content of your book as well as your book cover. We ensure that the flow between book cover and interior page is harmonious. However, we go the extra mile. We add just the right elements to make your book more attractive than its competitors. It's these small touches that set us apart from other publishers.

BACK COVER BOOK DESCRIPTION

The back cover copy is the second most important design aspect. It has to be engaging, provocative and interesting. A book is usually given a few seconds to "make a sale". Your cover and cover copy should make the browser want to buy your book. It takes skill to condense tens of thousands of words into a few paragraphs. Excellence in copy writing is a function of what we choose to say as much as it is how we choose to say it. We have honed these skills and are eager to put them to work for you. Our editorial and marketing team will make sure that the cover copy conveys the essence of your work and inspires further consideration.

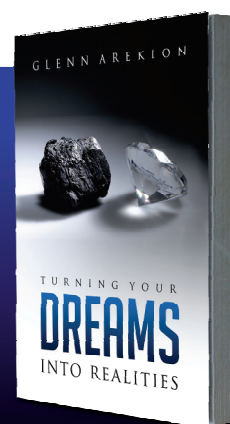
COPY EDITING

Authors are often too close to the subject to objectively edit their own work. After looking at the same text over and over, it's easy to overlook mistakes. Our professional editors polish your work until it shines. We refine your ideas while ensuring that the work is still in your voice—just corrected. Our editors work long hours restructuring sentences, fixing verb tense, and finding that perfect word to replace the one that's just slightly misused. As a publisher of excellence, we will make sure that nothing stops the smooth flow of ideas from you to your reader. Whether it is mistakes in grammar or syntax, spelling, sentence structure, holes in logic, or overall organization, we will perfect the manuscript you worked so hard on. Christian Living Books will deliver a product that you can be proud of—one that represents the Kingdom, you, and this company well.



I thank the Lord for CLB in enabling me to do what God called me to. I love people who can work with the spirit of excellence at a fast pace. The end product is professional, classy and one that you would be proud of. The quality of the product is also great to build and spread your brand. I have no hesitation recommending CLB for your next project. May God richly bless and advance CLB as they help us to advance the Kingdom, the Word and the ministry.

—DR. GLENN AREKION



GHOSTWRITING

You can be the author of a title, but not the writer. Many bestselling books were not written by the credited authors. Many authors are busy about the things they are called to and don't have the proper amount of time to write a complete book. However, they have much to share with the Body. If you don't have the time or inclination to write, but you do have material on tape, in files, in a dissertation, article or other form, we can provide a ghostwriter who will actually write the book but not receive editorial credit. The ghostwriter will remain in consultation with you to ensure that you are thoroughly pleased with your project.

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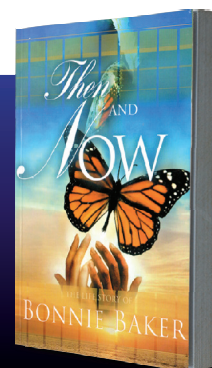
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"I have never worked with a company like CLB. They treated me as if they'd known me for years. Keep up the good work. Christian Living Books, I love you."

—MINISTER BONNIE BAKER



ABOUT US

Christian Living Books, Inc., established in 2001, presents a great alternative to authors looking to have their works published but are unwilling or unable to wait for the often hard-to-come-by, traditional publishing arrangement. Many authors who come to Christian Living Books (CLB) need their books in lightning fast time. They are hosting a conference, making a television appearance or scheduled for a speaking engagement. They, therefore, need the quick turnaround we provide.

President of CLB, Kimberly Stewart, is a graduate of Oral Roberts University with a B.S. degree in Management and a Masters degree in Publishing from prestigious George Washington University. Upon graduation from ORU, she worked as a congressional intern. Impressed with her intelligence, dedication and attention to detail, she was hired as a full-time staff member of the United States House of Representatives by The Honorable Eleanor Holmes Norton (D-Washington, DC).

Kimberly's area of expertise in Congress was government procurement (contracts) and federal grants. She was instrumental in developing the Congresswoman's Federal Procurement Conference, which continues to this day. Kimberly's diligence, research, and foresight provided an unprecedented opportunity for the small businesses present at the conference. Live contracts were awarded at the conference.

Devin Stewart is the dynamic president of Pneuma Life Publishing, a traditional publishing company founded in 1990. Kimberly continues to play a pivotal role in both publishing companies. They are quite a team! Other enterprises they own include Diplomat House, which publishes works in the political arena, Generation A, which publishes works by children, Brothers, a non-profit which disseminates printed material to incarcerated men, Omnimediacast LLC, LifeStream.tv and Lifestream Networks.

LifeStream.tv is a streaming media company. However, our commitment goes beyond streaming and marketing digital content! We are called to the digital mission field and commissioned to engage the lost, persuading them with the magnificent good news of the gospel, a message of salvation and of hope. In the world of digital media, we are ready to position God's church in every community in the world by going beyond the walls to reach the people who are on the outside. We are casting our net! Television and radio has played a significant role in presenting the men and women of God that are called to the digital space, even more today with the internet.

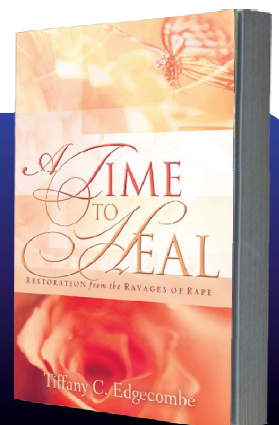
The internet is both empowering and enabling us to take the message of Christ to a deeper and wider audience — going beyond time zones and air travel. We are reaching over well 200 countries daily, weekly, and monthly with the message of Jesus Christ our Lord.

We are constantly working to spread out and become the most multi-cultural, Christian, online community the internet and the world has ever seen.



"The service I received was superb. All of my questions and concerns were addressed in a speedy manner and I felt like I was the only author on the planet. The finished product is absolutely breath-taking and I am 100% satisfied."

—TIFFANY C. EDGECOMBE



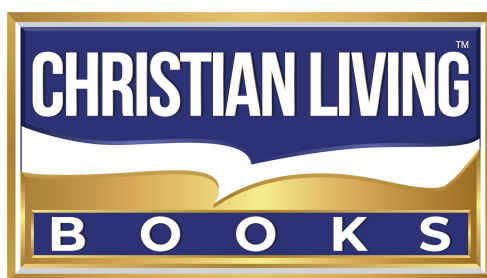
ARE YOU READY TO GET STARTED?

We would love to welcome you into the Christian Living Books family. Click on "Get Published" on our website's homepage. Thank you for taking the time to review our publishing guide. Whatever you decide to do, we pray that God blesses you in your publishing endeavors. He always makes provision for the vision.

THERE IS A BOOK INSIDE YOU.



LET US BRING YOUR DREAMS TO FRUITION.



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