

Your Quote Companion

For the Spellsword Package



Our most popular
publishing package

Welcome from the founder

Relax, you've come to the right place 

10 years spent helping more than 400 authors realise their publishing goals and I am as excited as ever that we might get to help you achieve yours.

Our guided packages are specially shaped to help prepare, polish and publish a professional book without the hassle. I know self-publishing feels risky, with sneaky-sharks and shady-scams ready to catch the unprepared author. Protect yourself by partnering with the right publishing team.

Ready? Let's get you published.



Dave Henderson
The First Friendly Face

Introduction to the Spellword Package

Say hello to Max, your friendly companion. He'll be here to guide you every step of the way.



What is the Spellword Package?

Our most popular guided publishing package. This package sees you carefully guided through several essential publishing steps. Your new book is shaped into both digital (eBook) and physical (paperback) editions. Finally, it's published online to Amazon for both local and international readers to enjoy. The perfect starting point for most authors.

What steps are included?

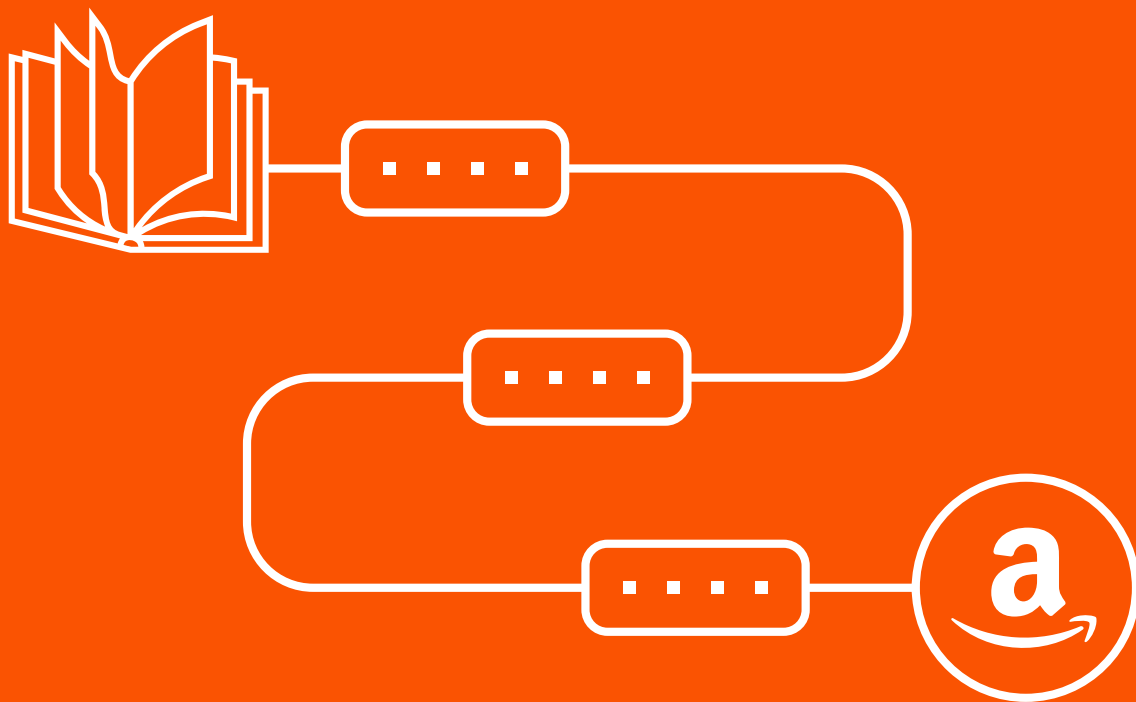
** Our standard configuration. Your exact process might differ depending on your unique needs.*

- 01 Obtaining an ISBN (for South African authors)
- 02 Crafting your unique cover design for both eBook and print
- 03 Professional layout of your book interior
- 04 Adapting your book into Amazon-ready eBook formats
- 05 Publishing your new eBook on the Amazon platform
- 06 Publishing your print on demand paperback alongside your eBook on Amazon

Guided?

Yes, guided. We hold your hand, helping you progress from draft manuscript through to the finished book. We have an experienced team ready and waiting to assist you as your book moves through its publishing process. Each step starts with you being asked for your particular preferences. Our team then ensures they incorporate your feedback as they work towards your first draft.

How the magic happens



Ready to be published?

01

ISBN Application

An ISBN is a 13-digit number helping retailers identify your new book within their systems or catalogues. Each country has their own specific organisation that issues a new ISBN to its citizens. For South African authors, we will be able to guide you through the application process, ensuring you easily obtain your new ISBN. Each format of your book will need its own unique ISBN.



02

Full Cover Design



After pouring months or even years into your writing, don't let your readers down with a shoddy cover design. Ingredients of a winning cover include unique and genre-specific fonts. Throw in a few quality images capturing and easily conveying your book's content. The resulting design should foster an emotional connection with your reader. Piquing their interest, enticing them to make the purchase.

Cover Portfolio 

03

Book Interior a.k.a Typesetting

Ready to give your book interior a facelift? During typesetting, our gifted designers (aka Book Doctors) transform copious amounts of 🍷 into a professional book interior, accepted by printers around the world. The layout process is focused on ensuring a smoother reading experience – a reader opening your book should never know it has been self-published. This step is vital for an author wanting their paperback published on Amazon's print on demand platform.



04

eBook Conversion



eBook conversion is our speciality. This is where our team of eBook elves expertly prepares your digital (ePUB) format to be accepted by major international retailers such as Amazon. Our talented team is able to create the standard reflowable eBook format, as well as the more detailed fixed-layout format (best for illustrated children’s book or cookbooks). We are even able to create enhanced ePUB3 eBooks featuring video or sound for an immersive reading experience.

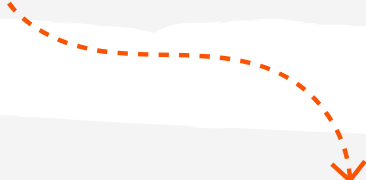
eBook FAQs



05

Publishing your eBook on Amazon

Looking for readers? Our digital distribution step secures your place within the world’s busiest bookstore, Amazon. Earn up to 70% of your eBook’s list price from each purchase. Reach readers in most countries around the world, including South Africa. Understand and explore your book sales-activity using Amazon’s user-friendly reporting options. This Amazon publishing process gives the author ultimate control and flexibility to make changes or monitor sales. Additional eBook retailers are available as options on request.



06

Print on Demand Publishing on Amazon



Worried about wasting paper? What about finding embarrassing spelling & grammar mistakes after the book is already published? The answer? Let’s help you leverage the intelligent print on demand platform offered by Amazon. Your freshly-printed paperback will now be shipped to readers without you lifting a finger. Reach across borders without getting your hands dirty. Earn up to 60% of your paperback list price, less the cost of printing. Maximum reach, minimum effort. Hell yeah.

What's not included?

Unless discussed with you beforehand, our Spellword package does not by default include these steps.



Manuscript Editing

Due to the varying nature of an edit, we don't include the process in our standard packages. Editing or proofreading is generally quoted separately. The cost of an edit largely depends on your word-count, genre and style of writing.



Illustrations and Cover Art

Illustrations, whether used for your front cover or to enhance your book's interior, will need to be quoted for separately. If you think your book could benefit from illustrations, let us know before we get started with your process.

[Illustration Portfolio](#) 



Book Printing

Once your book design and layout are finished, let us know how many copies you would like have printed. We can then quote separately to print quantities of your book, couriered directly to your door.



Ongoing Marketing or Reporting

Partnering with us to self-publish your book ensures you will enjoy unrestricted access to our collective publishing advice and wisdom. Added to that, the Amazon platform ensures you have access to up-to-date sales and royalty reports within a few clicks. That said, the responsibility of attracting new readers will ultimately rest with you.



Even after your new book is published and attracting the attention of readers, the team and I are always be available to offer advice and answer questions.

What's steps can I add?



Need something extra?

Chat with us to include and of these optional steps to your publishing process.

01

Manuscript Editing

Editing is an essential and often overlooked part of the self-publishing process. It involves having a paid-professional proof read your manuscript and make necessary corrections. Every author should have their words professionally edited. No excuses.

02

Illustrations and Cover Art

Nothing screams “amateur” more than images or illustrations in your book sourced from clipart or stolen from Google. Captivating and professional illustrations are essential for any author looking to increase engagement with their readers.

[Illustration Portfolio](#)

03

Book Sales Blurbs

This process sees our editor help you shape a book description of around 300 words. This description or blurb finds its home on the back cover of your paperback. It can also be used within online retailers such as Amazon to help prominently promote your new book to eager readers.

04

Expanded eBook Distribution

Every author should have their book listed on Amazon. That said, there are other retailers who offer an author extended reach and sometimes better royalty rates. This step will see your eBook listed in multiple leading international online retailers. Ideal for the author looking to maximise exposure.

05

Author Website Design and Hosting

Any serious author looking to build an online platform to promote themselves and their new book should have their own website. This website can be used to promote both you and your book, as well as any services you may be offering the public. What are you waiting for?

[Website Portfolio](#)

Before we get going...



Guarantees?

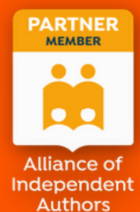
It's important to set expectations at the start of your publishing journey.

- 01 We cannot guarantee that your book becomes a bestseller
- 02 We cannot guarantee sales
- 03 We cannot promise that your book won't attract criticism

What we can promise is our team of book people will do their utmost to ensure you receive the best publishing help and advice possible. We promise to expertly guide you through your process from draft through to published book. We promise friendly and transparent service, always. We understand that publishing your book can feel daunting, we get it. Our goal is for you to enjoy the process as much as we enjoy guiding you.

How do I know I can trust you?

We are long standing members of the PASA (Publishers' Association of South Africa) as well as members of the The Alliance of Independent Authors (ALLi). Over several years, our business has been able to help hundreds of authors achieve their publishing goals.



Find reviews on our publishing services

