

## What's so good about Partner Publishing?



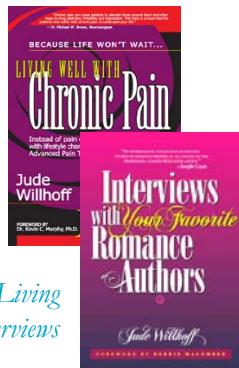
Othniel Seiden commercially published dozens of books for many years. He discovered "Partner Publishing" and the benefits of the system were so clear to him that now he

publishes all his books this way (14 to date - including, *The Cartographer*, *The Remnant*, *Sex in the Golden Years* and *So You Want to Write a Book*).

"As far as the publishing business, Thornton

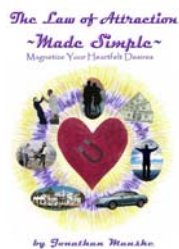
Publishing has been a true godsend! EJ Thornton is more than just my publisher--she's a friend and fellow author who understands this crazy writing business from the inside out. I trust her completely. The day I found her was a blessing."

~~~ Jude Willhoff, author of *Living Well With Chronic Pain* and *Interviews with your Favorite Romance Authors*.



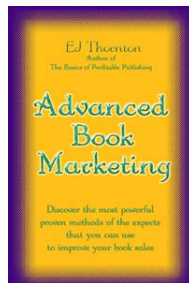
Jonathan Manske, author, professional motivational speaker, life coach and instructor published his book *The Law of Attraction Made Simple* through

Thornton Publishing, saw a complete return on his investment the first day he had books in his hand! Within 4 months, he was into his second printing.



EJ Thornton's latest book *Advanced Book Marketing* is now available to you to help you sell more copies of all your books!

[AdvancedBookMarketing.com](http://AdvancedBookMarketing.com)



**Valuable Coupon**  
Return this brochure with your submitted project and receive a **\$50** discount on the publishing fee.

We're with you all the way...

We work with you on your cover design, photo placement, editing and promotional strategies from day 1! We help you understand the complicated world of book publishing and selling.

**The publishing process typically takes between 6 - 10 weeks.**

When your book is complete:

It will be available for immediate sale over the Internet, shipped completely from Thornton Publishing. You will not have to fulfill any bookstore orders.

You will also have your own inventory and use it to fulfill sales from your personal appearances, classes and lectures.

**Thornton Publishing, Inc.**

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**11 Years of Publishing Experience**

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PUBLISHING

**Partner Publishing**

*Created by an author - for authors!*

**Partner Publishing is a hybrid of self-publishing and commercial publishing.** The author pays to have the manuscript formatted and printed, therefore maintaining all commercial rights. The author then *partners* with us, the publisher for promotion and distribution.

*Get into print efficiently, economically & enjoyably for as little as 3 installments of \$300.00\**

You give to us:

- 1) The manuscript in digital format using any readily available word processing program.
- 2) The publishing fee of \$849.00\*.
- 3) Your preferences and insights about how the book should look and feel.
- 4) The submission requirements contract.\*\*

You receive:

- 1) An ISBN.
- 2) The first draft of your manuscript back in *perfect bound* (paperback) book form ready to edit/correct.
- 3) A determined manufacturing price for your book based on the page count and book size, from which you determine your retail price.
- 4) A **profitability plan** (how to turn your book project into a profitable venture from the start). **On average, less than 150 copies need to be sold to see a 100% return on investment.**
- 5) You're taught how to develop five distinct revenue streams that enhance your book sales and your bottom line.
- 6) You're taught the "Advanced Book Marketing" System and are eligible to tap into another great way to increase book sales.

**\*\* For complete submission requirements, visit:**  
[www.BooksToBelieveIn.com/HowToSubmit.php](http://www.BooksToBelieveIn.com/HowToSubmit.php)  
\* Financing Available

# Advantages of Partner Publishing

## You keep all the rights

You don't sign away the rights to your book - you keep full creative control. Traditional publishers take the primary rights to your project, with this set up - you keep all your rights.

## Affordable fees

Our affordable publishing fee \$849 is only a fraction of the typical setup, formatting, publishing fees that most authors who self-publish experience. With our small set up fee and the per book charge after that - it is easy, affordable and fun to get your project into sellable book form. The thrill of holding that first proof in your hand - the first copy of your book - is unparalleled!

*We can even help you make the money to offset these costs (see additional revenue streams).*

**Fixing mistakes** before release and between print runs  
We offer 3 edit rounds to be sure that all the errors are taken out during development. In a traditional off-set print run, there is no fixing mistakes after the fact. Many poor authors tell stories of having paid thousands of dollars for a large print run only to discover errors and subsequently decided not to sell those books.

## WE TAKE RETURNS

Most printers that call themselves "Print on Demand" only make books to order. This has made it almost impossible for their authors to schedule special events, because bookstores require a return policy. If you don't have one, you don't get the gig! Thornton Publishing offers a 120 day 100% return policy to booksellers and distributors. *Most of our competitors don't take returns or charge you extra to do so. With us, it is just part of the process.*

## Books have an indefinite shelf life

We disagree that books have a limited shelf life. A good story doesn't ever go out of style.

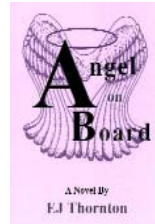
**Proprietary Distribution Channels** we use the standard distribution channels, but three of ours are our own and not available with any other distribution company!

## We offer many other author, book and marketing services.

**Editing:** Talented editors are available on a per word basis for grammatical editing, technical editing and critique.

**Cover Design:** If you need help with your cover design - Thornton Publishing can bring your book project to life!

Amateur



Professional



**Photo work:** Scanning, placement and/or enhancement for your book project. If you have old photos, we can scan them and touch them up before inclusion into your book.

**Website:** Each book is immediately placed on the website [BooksToBelieveIn.com](http://BooksToBelieveIn.com) and it will be available worldwide. Advanced Book Marketing opens up many other possibilities for web page placement and promotion.

**Retailers:** Since we provide the ISBN, that makes us the contact for all retailers to buy your books. We have distribution relationships established with Barnes & Noble, Borders, Amazon.com, Baker & Taylor and many others.

**Publicity:** We will help you create your Press Kit, which entails writing your Press Release, Bio and Interview questions. We'll teach you how to Blog about your book and how to create an amazing Internet presence for you and your book.

## What kind of projects are perfect for Partner Publishing?

*Projects from authors who BELIEVE in themselves, their projects and are ready to make them succeed.*

*Fiction Novels!*

*Cook books!*

*Text Books!*

*How To Books!*

*Family, Community, Subject Histories!*

*Self-help books!*

*Biographies / Memoirs*

*Limited Run books!*

*Timely books - with dated material updated regularly!*

*School or class projects / fund-raisers!!!*

*"Partner publishing" is for any book project, where the author understands the many benefits of making the book project a self-supporting and profitable endeavor by creating a business and promotional plan in conjunction with the publishing process.*

For more information  
or to view our book catalog visit:



[BooksToBelieveIn.com](http://BooksToBelieveIn.com)