

# PUBLISH WITH A PURPOSE

*What sets Emerald Lake Books  
apart from other publishers?*



EMERALD LAKE  
BOOKS

The process of moving a manuscript to the marketplace is filled with details and diversions. It can appear to be a massive, impossible knot to those who don't understand which threads need to be pulled and when. Beyond writing the book, you have to position it, create a launch plan, publish and follow through with your launch plan, and finally market it to your readers. Each of these is a process in itself.

And if, while trying to unravel that knot, you're also trying to build your business, it can seem impossible to find the time and develop the resources you need to publish a successful and effective book. It's a daunting problem.

In most publishers' minds, the book itself is the ultimate goal and book sales are the measure of success. They're focused on their own business of publishing and are less concerned with your business.

### What sets Emerald Lake Books apart from other publishers?

At Emerald Lake Books, we choose to work with positive people who use their books to motivate and inspire their readers while building their business and brand.

When Emerald Lake Books approaches a new project, we focus first on clarifying the goals, both for the reader as well as the author. With specific goals established, everything done from this point is with those goals in mind and success is measured against their achievement. *We measure our success by how well your book works to build your business and achieve your goals.*

We refer to this concept as “publishing with a purpose.”

### Publish with a Purpose

This goal-oriented publishing process works well for individuals who think beyond the number of books they sell. Instead, these authors focus on the impact their books will have with each of their readers as well as the underlying business.

Our goal-oriented focus and business-building framework are two of the key qualities that set us apart from many other publishers.

We don't simply take your manuscript and give you a book, leaving you hoping your sales might cover your expenses. (Honestly, unless you're an A-list author, you're pretty much guaranteed that's not going to happen. And even then, it's questionable!)

Rather, *our goal is to help you see beyond your book to the impact your influence can have.* We want you to see the potential that exists to grow your audience, grow your visibility, and grow your opportunities. And when you do succeed, we hope you'll share your good fortune with others in your own unique way.

All this because your strategically designed book is published with a purpose.



## Emerald Lake Books: A Quick Glance

Publisher Type	Hybrid publisher. Fees charged for services rendered.
Pricing	Customized to your unique needs and goals
Royalties	50/50, paid quarterly
Minimums	No minimum number of books to buy
Advances	None.
Relationship	Full access to publishing team. No gatekeepers.
Design	All covers and designs are custom
Time to Publish	On average, 3-4 months
Available Formats	Paperback, hardcover, eBook, audiobook, large print
Rights	Retained by the author. Non-exclusive rights granted to publisher.
Distribution	Titles listed with Amazon, Ingram, Kobo, Nook, iBooks and more
Fulfillment	Limited fulfillment options at this time
Author Book Discounts	Author may purchase books at print cost plus a percentage
PR Support	Press release written and distributed. Additional services available upon request.
Manuscript Standards	Must pass Editorial Review for content and design
Recognition	100% of our books seeking international award status have achieved it
Company Rating	5-star rating on Review Trust

## Comprehensive Services

Our aim is to provide you with the services you need, from initial concept through full implementation in the market. *We meet you where you are and help you get where you want to be.*

- Author coaching
- Ghostwriting
- Market analysis
- Editing: line, content, and development
- Cover & interior design
- Illustration
- Indexing
- Publication
- Distribution
- Pre-launch, launch, and post-launch campaign support
- Printer management
- Branding
- Website design
- Publicity
- Media kits
- Promotional materials
- Speaker materials



## Process

- Prospective authors submit an application that asks the author several questions related to their book and goals.
- Based on those responses, suitable applicants are either invited to schedule a call with us (if more information is needed) or they are invited to send their manuscript for evaluation.
- Once a manuscript is received, the Editorial Review committee evaluates the manuscript and makes recommendations.
- For those manuscripts the Editorial Committee recommends, a proposal with an accompanying estimate and our publishing agreement is sent to the author.
- A call is arranged to go over the proposal in detail and answer questions.
- Upon approval by the author of the proposal and agreement, a 50% deposit is required to be added to our project schedule. Additional payments are due at designated milestones.
- While we prepare the book for publication, we also collaborate with the author on pre-launch activities.
- For authors who want us to lead the launch campaign, tailored add-on services are available for the launch and post-launch activities.

## Executive Team

### Tara R. Alemany, Founding Partner

Tara defies a simple definition. She is a multi-award winning author, speaker, and publisher, as well as a serial entrepreneur. Having started her first business at the age of 19, Tara has amassed a wealth of business knowledge she brings to help our authors grow their own businesses.

In addition to publishing, consulting, writing and speaking, Tara serves on the Board of Directors for a Christian writers' critique group. In her spare time, she is a winemaker, a military Mom to two teenagers (one of each), step-Mom to one lovable mutt and is owned by a black cat.

### Mark Gerber, Partner and Art Director

Mark has been creating powerful graphics and realistic images since the early '80s, each designed for maximum impact and client satisfaction. His work has been used by major publishing houses as well as publications like the Wall Street Journal and Institutional Investor.

Mark's versatility as an artist allows him to apply a range of techniques and styles to suit the finished product to the client's needs. He is equally comfortable creating realistic paintings or cartoons and caricatures, in both traditional and digital mediums. His skills as a designer enable him to serve our clients' needs, no matter the desired product.

Originally from Idaho, Mark now lives in Connecticut and enjoys coaching girls' lacrosse and spending time with his two grown daughters.

## Contact Info

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