



To Writers and Interested Parties

We appreciate your interest in the IAMPress publishing network. It is our objective to provide you first and foremost with the information you will require to make informed decisions about the process of getting your book into print.

We work with authors who want to maintain ownership of their work. It may be that we will be your consultants, assist with production of the book and its distribution. We can and will do whatever is necessary to assist with your efforts. In any event, you will be making the decisions, and we will prepare you for that eventuality.

The information included in this package explains what this process entails, what will be expected of you and what you can expect of us. Included is a brief summary of the objectives, methods and financial potential of taking your book to the public through IAMPress. Also enclosed is a sample of the Author Agreement, which contains the basic terms of participation and is adjusted to your specific needs.

Yours Sincerely,

James Renford Powell
IAMPress
3053 Dumbarton Rd.
Memphis, TN 38128
901-358-2226



Introduction

The services of IAMPress are primarily for first time authors and include pre-publication consultation, production and distribution of their books. We re-publish books no longer in print or that must be cleaned up for publication. We will also develop the marketing and distribution program for those who have produced a book but have not been able to develop the market.

The strongest promoter of the book will be the author and we assist in this effort. The most important service we offer to new authors is fundamental to their success as well as ours. It is the critical consulting that will allow authors to make informed decisions about their manuscript, their book production as well as their distribution system. When an author contracts with IAMPress, a whole team of specialists go to work. Questions are asked and answered about the publishing business, the particular book to be produced and the methods and means of distribution.

We strongly urge authors to initially produce and maintain control of their work. This is usually referred to as self-publishing, but the author does not do this work. It is not literally self-publishing but rather self-funding. The consultation, book production as well as the marketing and distribution are provided by IAMPress. We are the consultants, production managers and distribution agents for the book. The author or backer is the funding agent.

The publishing business has changed drastically with the advent of the computer, the internet and print demand services. Independent “Print Demand” services as well as “Print Demand” divisions of publishing houses and book distribution companies have helped change the face of the publishing business. IAMPress utilizes “Print Demand” companies in the marketing and distribution process but counsel authors that there are drawbacks to dependence on their book production services. Authors may find it difficult to deal with the canned packages of these companies. In some cases the editing process is awkward and the rules established by these companies to keep their costs low make it difficult for authors. We know that authors must have a level of expertise with the computer, with editing, with proofing, with formatting, with book cover design and with the internet in order to affectively use these services. We deliver a finished product to the “Print Demand” companies for the purpose of distribution and fulfillment and leave nothing to chance.

“Print Demand” companies make it possible for a book to be available worldwide with fulfillment within a few days of the order being placed. We also manage small scale print runs for inventory in support of speaking engagements and book signings. The initial print-runs are usually for 100 – 250 books and provide a further opportunity to find any mistakes

that may have slipped through. These are copies that may be used for gifts, distribution networks and speaking engagements.

IAMPRESS has a track record of producing quality books. The company was originally created for the express purpose of developing and publishing The Renford Books, a multiple volume metaphysical, three level – course of study. Valuable experience for new authors was gained and is being shared. IAMPRESS will consult with authors anywhere and on virtually any kind of book. Our books are sold through bookstores, the Internet, seminars and publication advertising as well as direct mail. Every effective method of marketing and distribution can be utilized.

The Process

Fully inform the author – Authors must know where they are and what they have to work with in advance of any commitments. The role of IAMPRESS at this stage is as publishing consultants. The objective is to facilitate informed decisions on the part of authors.

Proof reading and editing – This process may include people who critique a book because of their experience in a particular field. It will always include experienced and qualified editors and proof readers.

Formatting for Printing – The book gets a final check and a production meeting is held with the author before the book goes on to the printer or the print demand service.

Artwork for book covers and illustrations – This includes artwork submitted for possible use as a cover, the layout of titles etc. on this artwork to develop the cover in an acceptable manner. There are two different functions which usually requires different parties. Payment for these functions are charged separately. Illustrations may be required internally for a book or for advertising, seminars and workshops.

Print production – IAMPRESS has contract printers, binders and all necessary production capabilities to deliver a paper back or hard cover version. Once in print, even on a small scale, marketing and distribution becomes the next objective. The IAMPRESS process of developing the market is a four-prong strategy. To our knowledge, no service like it is available in one place, though all are available from different sources.

Legal requirements – The ISBN registration, barcode and registration with RR Bowker are provided and completed by IAMPRESS.

Marketing a Book

There are a number of ways new authors can go about the process of making their books available, but most writers simply do not know much about the process. They have heard about authors who spent frustrating years sending their manuscripts to publishers and faced only rejection. The demand has given rise to a proliferation of independent facilitators and companies that help authors in the publishing process. Generally, this means that they do the

editing, formatting and proofing but are not equipped with the marketing expertise or connections to help much with distribution. In other words, there is a market for “assisted self-funded publishing”.

Print Demand companies facilitate the process and make available ways to market books. They provide fulfillment services for online marketing and are tools we use. However, it is necessary that an author, or those working with him, know how to provide everything for the Print Demand companies the way they want it. These companies either provide no editorial services or refer authors to sub-contracted services. They usually provide their services in packages authors have to live with – like them or not.

Many new authors are delighted when someone tells them they can help get their books published. They are less excited when they find that they have to pay for everything including the time and expertise of the one offering to help them publish their books! They really are unaware of what publishing entails. They have only seen the movie where one writes a book, sends the manuscript to publishers and waits for publishers to rush to them with a bonus check and possible movie rights. The level of realism is quite low, and ignorance of the industry abounds. Professional assistance and advice in the beginning of the process are invaluable.

Unless writers have received some notoriety and can command a large fee on the front end, they are going to have to sell their books. It is real work, and even the established publishing houses will want the author to dedicate substantial time at book signings and events designed to publicize the book. This, however, is an area that facilitators of self-publishing and vanity press operations have not gone. It is important not only to help the author put the book together but to have expertise in marketing the book. A primary objective of IAMPress is to promote the author.

To be successful, in any business the operator must be aware of the intricacies of the business or have supreme confidence in someone or advisor. Publishing is no different. In fact, it may be more complex than anything with which the author is familiar. There are many pitfalls and numerous ways time and money can be wasted without the kind of service a new author needs. The terms of production may be inexpensive, and an apparently generous contract may seem a sure thing, but if the publishing company is not capable of all that is necessary to get the book to the public, the author is not getting what he needs. If the author is not fully conversant with the system, it is a process of operating in the blind. Publishing houses may have numerous books but the new author generally has only one and can only get paid on the one he wrote.

Authors who have gone through the arduous task of writing a book and then learning the ropes to self-publish will still have to master the process of marketing it. There is editing, proofing, formatting as well as printing and binding to be done. And then there is the ISBN registration to be acquired and barcodes needed before a book can be released. All these things are necessary, but distribution often brings a rude awakening, and it is infinitely more difficult. Nowhere is a new author likely to have so many options and so much assistance in so many areas of the process of production and distribution as they will find with IAMPress and they will get this assistance from the beginning.

Authors retain ownership of their property unless IAMPress, or another publishing house, contracts for the book. In such cases, all costs related to production and distribution are paid for by the publisher. There is a difference in contracting with book distributors who market through bookstores and contracting with a publisher who has a distribution network. IAMPress not only helps get the book into print, but acts as an agent for contracting this type of company.

Working with IAMPress

1) **IAMPress contracted printers and binders** – From our printers will come the initial 100 - 250 books. Larger print runs will be made at the request of the author. Smaller print runs initially allow both IAMPress and the authors a chance to catch mistakes or make improvements before more substantial orders are placed. The best price possible on hard copies is established for book signings, seminars, workshops or speaking engagements. These books are the ones authors sell as opposed to orders that come in from the Internet or that are sold in stores. As noted, these print orders can be for as little as 100 books at a time thus conserving capital and avoiding expenses having to do with storage and shipping. Obviously, large orders bring the cost per book down, but good fund management is critical, especially in the early stages. It is quite acceptable to tie up capital in large print runs once you have a track record upon which to base orders.

2) **International Listings** – Our books go to an international listing so that anyone, anywhere in the world, can walk into a bookstore with the title or author's name and get a book dropped shipped. This will include Amazon.com and other websites such as the IAMPress Cyberspace Bookstore. Marketing from our Website involves more than simply a list of books. It may include chat lines, interactive teleconference classes using the site and telephone conference calls. As orders come in, even if one at a time, the book is downloaded, bound and drop shipped to the individual buyer or the bookstore that generated the order. Again, there is no necessity for a large print order that will tie up capital resources.

3) **Book Distributor Contracts** – A book distributor, publishing company or marketing organization may be contracted. Their outlets may be cyberspace bookstores or retail bookstores anywhere in the world. They may be in a flea market, school, church or an Expo stall. They may be direct book sales organizations or book clubs. We may supply the publisher/distributor or he may further edit and publish under his own label. Examples of various case situations can be provided.

4) **CD and cassette production** – Another exciting way of distributing books is via CDs and cassettes. Unless a book is rather small, it cannot be read in 90 or even 180 minutes. The CD production is initially to provide the book on CD in print form. Some people hardly read if they are not reading the computer, and others simply like to print them out themselves in order to save substantially on the price of the book. Sound tracks can be added or excerpts that serve to introduce the cassettes. CD production is inclusive in the price quoted for this four-prong strategy, but audio recordings will have to be quoted separately. Note that E-

books are part of the service provided by the Print Demand companies with whom we contract.

Summary

Our service begins with valuable information, and where it goes from there depends upon the conclusions of the author, which should be based upon the assessment we have provided. It involves no guarantees except to fully inform and execute tasks to fulfill the objectives of the author. Authors often want to develop their own marketing program in addition to the production services and distribution services mentioned. IAMPress will act as consultants to authors developing an independent distribution program. Internet marketing, direct mail, seminars, workshops, speaking engagements, newsletters and advertising are all systems commonly used but requiring a professional approach.

Publishing Agreement

This Agreement is entered into this _____ day of _____, _____ by and between IAMPress, located at 3053 Dumbarton Rd., Memphis, TN 38128, hereinafter referred to as the Publisher and _____, located at _____, hereinafter referred to as the Author.

WHEREAS, the Author wishes to publish a manuscript and desires the services of the Publisher to accomplish this objective, and

WHEREAS, the Publisher assist authors with the editing, proofing, formatting, printing, binding and full production of books, and

NOW THEREFORE, the Publisher and Author agree to work together in the production of the submitted manuscript under the following terms and conditions:

- 1) The Author agrees to provide the manuscript by e-mail, CD or disk in a Word document. Typing of hand written manuscripts and transference from software other than Word are additional costs for the Author.
- 2) The Publisher agrees to consult with the author in the production and distribution of the book so as to assist the Author in making informed decisions about the process.
- 3) This is an assisted publication process in that the Author retains ownership of the book and agrees to pay all fees as prescribed in the Schedule of Payments. The signed Schedule of Payments will be added to this Agreement before any costs are incurred by the Author except for the Contract fee payable with this Agreement.
- 4) The Publisher agrees to provide editing, proofing, formatting, printing, binding, book cover design, ISBN (official identification code number) and barcodes as per the Schedule of Payments.
- 5) Since the marketing and distribution program will be developed around the desires, skills and objectives of the Author, the production options include paper back and or hard bound copies as well as E-Book and Print Demand formatting. Hard bound and paper back copies will be used for developing the market including copies for distribution companies. The Author will take delivery of these books for speaking engagement and book signings. This first print run may be as little as 100 units and up to whatever quote has been requested by the Author. These quotes will be in the Schedule of Payments. The Author has the options to make it available only on Print Demand and incur only formatting costs initially.
- 6) The Publisher will place the book with a print demand company, which will make it available internationally. When an order, even for one copy, comes in from a bookstore anywhere in the world, the print demand company prints, binds and drop ships the book to the point of purchase.

7) The Author, under separate agreement, may appoint the Publisher as Agent for the distribution of the book through book distribution companies. These are companies that have developed a bookstore network, direct mail sales and other systems such as Internet marketing.

8) The Publisher will assist the Author in the design of a mailing piece to be used in direct mail solicitation as part of the Author's initial development of a marketing plan.

9) The Author agrees to pay \$_____ for the consultation and will review the services aforementioned as per the attached Schedule of Payments. The Author is under no obligation to proceed with production of the Book until both parties have signed the Schedule of Payments document, which will be attached to this Agreement.

10) The Publisher agrees to produce the book recognizing that the marketing and distribution of the book may include various avenues such as, seminars, workshops, book signings, speaking tours, bookstores, and online systems

11) The final production formatting will be for printing and delivery of books either hardback or paperback. The book will be formatted as an E-book and will be formatted for a Print Demand company contracted by the Publisher.

12) Additional print runs at larger volumes will be less per unit. The more books that can be sold by the author in seminars, workshops and speaking engagements, the better, because the margin of profit per book is larger and all goes to the author.

Should any provision of this agreement be determined void, the remaining provisions will continue in effect.

This agreement is governed by the laws of the State of Tennessee.

WHEREUNTO, premises considered, the parties hereto affix the signatures hereon.

IAMPress

Author

Schedule of Payments

Services	Estimate
Pre-Contract Services, including reviewing the manuscript and an assessment status of material and consultation to determine author needs and goals –	\$500.
Editing	<hr/>
Proofing	<hr/>
Format for printing	<hr/>
Format for E-book	<hr/>
Format for Print Demand	<hr/>
Coordinate or produce artwork for cover	<hr/>
Quote for printing; number of copies	<hr/>
	<hr/>
	<hr/>
Assign ISBN.	<hr/>
Order Barcode	<hr/>
Complete final proof for quality control	<hr/>
Order press proof and review by author	<hr/>
Go to Press and Binder	

Deliver finished book to author(s)

Total

Determine Marketing Plan and parameters.

Books Published by IAMPress

The Rules of the Game – Renford

The Rules of the Game is a booklet, which introduces the Universal Laws in the simplest manner possible. It is not an in-depth study, but provides a basis for understanding of the Laws and the Renford Books. The game of football or any game are shown to be analogous to the Laws of Life and the quotes illustrate that even on the simplest everyday matters of life, these Laws are in play. (Available by e-mail to anyone who sends their email address and request it. It will also be available in paperback)

The Core Teachings –Renford

This book identifies thirteen Universal Laws that were taught by the Great Masters. The emphasis is on how their teachings were alike as opposed to how they were different. Readers and students can see for themselves how the original teachings parallel each other. In the process, what has been added can be identified. To some degree there is an introduction to the Universal Laws in virtually all of the Renford Books, but in *The Core Teachings* there is a more in depth study of the Laws. (Available in manuscript form for Masters students of the Institute only)

The Father Confusors – Renford

This is a study of ancient scripture and the parallels that can be seen in related stories. It is the second phase of the study program and builds on the lessons learned from The Universal Laws. Once the Universal Laws are understood, at least on a basic level, *Universal Being vs. The Father Confusors* helps differentiate between Universal Being, God, and entities that were thought to be God or posed as God. The First Cause, The Creative Force we call Universal Being, is identified through the Divine Self-Expression, the Universal Laws. (Currently available only to Masters students of the Institute in manuscript form. It will be available in paperback)

The Metaphysical Bible – Renford

Popular and familiar passages such as Isaiah 55, the Lord's Prayer, the 23rd Psalm and others are revealed in a different light. The deeper and, with all due respect to theologians and philosophers, clearer picture of what was being said is recorded for your study. Many of these interpretations can be found in elsewhere in the Renford Books. They are, however, all together and in an easily understandable order in this book. (This book will be available in paperback form by mid 2003. It is currently available to Masters students only)

In Search of Self – Renford

This is a book of prose and poetry by Renford that parallels the other books in the study of the Universal Laws. You will find that one of these Laws states that to truly understand anything one must experience it personally. *In Search of Self* is the rendering of the Laws in a different way to allow the opportunity for these books to key off memories of how the Laws have been in play in your life experiences. (This book is available in paperback on international listings.)

What Now? Essays – Renford

Included in this book is a series of essays by Renford on a variety of subjects of contemporary interest. Always, even though the subject matter is of present day concern, the power and harmony that can be gained by understanding of the ancient teaching of Universal Laws are applied. (Available only to doctoral students of the Institute)

The House That Namuh Built – Renford

The creation of meaningful allegories, in fact, the writing of allegories, is an art form that some think is disappearing. When you do find a good allegory that is expressing a Universal Principle, it can have a powerful affect on your life. *The House That Namuh Built* is about first a man, and then a whole people who begin on the path of Self-discovery. Again, it is about the Universal Laws, the invariant facts of life, upon which we can base our understanding for Self-discovery. (Available in paperback form on international listings and bookstores everywhere.)

The Laws of Material Wealth – Renford

This book was written for those who are pondering career changes or contemplating going into business for themselves. It applies Renford's understanding of the Universal Laws with his experience working with entrepreneurs, especially in start up situations. (This book accompanied by workbook sold separately. There is also a power point presentation in outline form on CD.)

The River of Life – Renford

This book is primarily written in verse. It is about the eternal nature of being. Christian dogma starts the clock on the nature of being with physical birth and this essentially denies the word eternal except in terms of an eternal reward or punishment. This book points to the fact that the word eternal means without beginning or end. (This book is in production and will be available in paperback by mid 2003)

The Mysteries Revealed – Renford

Though most consider the Book of Revelation simply to be a book of riddles, there are those who teach a religion of fear based upon it. *The Mysteries Revealed* is a metaphysical interpretation of the Apocalypse of John – the revelation of Jesus. It is a roadmap to self-unfoldment. It is the mysteries revealed. (This book is available in paperback and e-book. It is on international listings)

***Unity Principles* – Renford**

Research of the writings of Charles Fillmore and Emilie Cady pertaining to the Universal Laws resulted in the writing of *Unity Principles*. The Unity Movement was dynamic and part of what some call, New Thought. As it became more established with its own theological seminary and ministerial program, 5 principles have emerged as key Unity Principles. With this study by a not Unity Minister, the author provides a different perspective of the Unity Principles.

***Bert D – Hard Hat Inebriate Scholar* – by Al Steckman**

This book was published in the 60s and is a biography of Bert Davis, the founder of Harbor House in Memphis, Tennessee. Based on the 12 steps of Alcoholics Anonymous, Harbor House has meant the difference in life or death for 1000s who have graduated. Bert Davis's life was the struggle of a man for sobriety and Harbor House was his life. (This book is in paperback form and available through IAMPress on a limited basis. The distribution of this book is privately held by Harbor House.)

***Love Lost and Found* – Gordon Pilet Phd., LCSW and Cary Pilet, ARNP. MSN**

In this book 12 rules are outlined that can make a dramatic difference in your relationships. It is focused on eliminating the most damaging assortment of interesting but irrelevant issues that people unintentionally introduce into their lives. This book is designed to increase your awareness, enhance relational harmony, and restore positive well-being. (*Love Lost and Found* is an 8 and half by 11 manuscript workbook that is available through bookstores. It is featured prominently in lectures and workshops conducted by Gordon and Cary Pilet.)

***Twenty Minutes to Making a Good Speech* – Frank Byrd**

Mr. Byrd is a retired attorney and personality in Memphis. He was active in the Toastmasters and felt that his little book should be available to anyone who might have to speak. Thursday mornings, immediately after Mass, Mr. Byrd and his wife host an open invitation to a waffle breakfast at his home where one can meet well known and accomplished personalities in the community. (Available through bookstores in paperback form)

***One Bone Rattle* – David Putnam**

One Bone Rattle is a novel about events based on real people entwined in truth and legend, drawing from his father's life and his own. The scene shifts but it is based in New Orleans

with flash backs. There are shades of the paranormal and good old mystery writing interspersed with action. It makes for entertaining reading.

Poet Soul – Rev. J.V. Steele PhD

Jim Steele is the former Pastor of Unity Christian Church in Memphis Tennessee. This book of poems and prose trace his own soul development and understanding.

POWERful Memories – James Carman

Mr. Carman is a veteran of both the European and Pacific theatres of World War II. He served in the Marine Corp, the Army and the Air Force. His book traces the lives of Edwin Pelz, Mrs. Pelz as well as Mrs. Carman and his own. Mr. Pelz had been a prisoner of war in Memphis and was later awarded the keys to the City of Memphis.

Searcher's Road Map – Renford

This is a book that introduces the Institute of Applied Metaphysics, the Universal Law Society and the Church of Revelation. It is also introductory to the Renford Books. It is about how we are alike as opposed to how we are different.

The COR Document – Renford

The COR Document is a comprehensive look at why the Church of Revelation was formed, its structure and its purpose.

Walking in the Light – Rev. Bernard Dozier

Walking in the Light is a down-to-earth book of 365 daily readings. This book is a daily companion designed to bring forth a much brighter side of yourself ... and of life itself.

The Five F Principle – Michael Cunningham

Mr. Cunningham has produced a book dealing with relationships – especially directed to African American men and women but definitely readable by any adult. It is about established attitudes and reactions. He chides males for the typical approach that has become common for athletes and he chides females for believing them.

Other books have been published under the private label of the authors or reprinted for books out of print.

There is a separate agreement for marketing and distribution. The Marketing Package will be sent upon request.