



Welcome to ASA Publishing Corporation

Public Relations Team

- **Public Relations Manager (Your Position)**
- **Public Relations Agent**
- **Public Relations Assistant**

We Leave No Author Behind!

Quality is Our Profession

ASA Publishing Corporation

Just How Important is a Publicist?


A "Publicist" is an individual who promotes by drawing publicity through media means; posters, flyers, word of mouth, news media, television media, radio media, a show *and tell* formula, telecommunications, social networks, etc.

- Whether an assistant (helper), agent, or manager, someone or team has to promote in order to bring success within book popularity and sales. This includes the author becoming well-known to have regional/national book events.
- In fact, a publicist goal is to reach the status quo of regional and not only local media and/or book events, and soon gain national media attention.
- **Without a Publicist, the publishing house and its author[s] cannot survive!** There would be no purpose to publish a book without media exposure. And in order to have media coverage, there must be some form of public relations team that is versatile in the manner of how to take the media approach, diversive with flexibility on being able to perform internet to outdoor promoting, and having a creative mind to overcome oppositions.

Dividing the Income of a Single Book.



When a book is sold, everyone involved receives a piece of the pie for that one book, from bookstore to distribution company, to printing press, to the publishing house. And within our publishing house there are many departments that get paid due to the success of just one book. Imagine 10-20 authors with several books. Endless income for everyone over a proper presentation. Below is the 30% payment format when a sale is made. On the next page is an ASA Pay Structure Scale with **4 different ways to make money!**

Dividing the percentages	100%	40%	Cost	Bal
Income spreaded across the table	\$14.95	\$5.98	\$2.53	\$3.45
	A single paperback cost	Bookstore	Printing & Distribution	Net Payment to Publisher


- **INSIDE THE COOKIE JAR** - The publisher receives "Net Payment" of \$3.45 that goes towards paying the authors, employees; including publicists, and the necessities needed for a publishing house to survive from a single book. Note: Bookstores require 40% - 60% from retail.

- For a publicist, 0.41¢ can go a long way, provided if more than one book is sold. **"Over a Million Books Sold" Is What Our Goal Should Be!** Not one book here, and another one sold there. Authors do not want to hear those low numbers from their publishing house. We all have to eat, and it is up to the publicist to provide that marketing ability to make us all winners!

- The benefit is that **the publicist can market more than one author** and have several books to publicize.

- Jerry McGuire's favorite highlight is **"Show Me The Money!"** A statement made to him as an agent who needed to feel the sense of worth in which his client believed that he has the ability to perform. Otherwise, the small monthly agent standard salary commission (*get-by money*) would soon cease, including employment.

- **Authors are usually proud to promote their agent.** As another statement made "Speak to my Agent or Publicist." An author should never feel like they would have to say, "You can come talk to me" to a bookstore or promoter when an author has an agent.

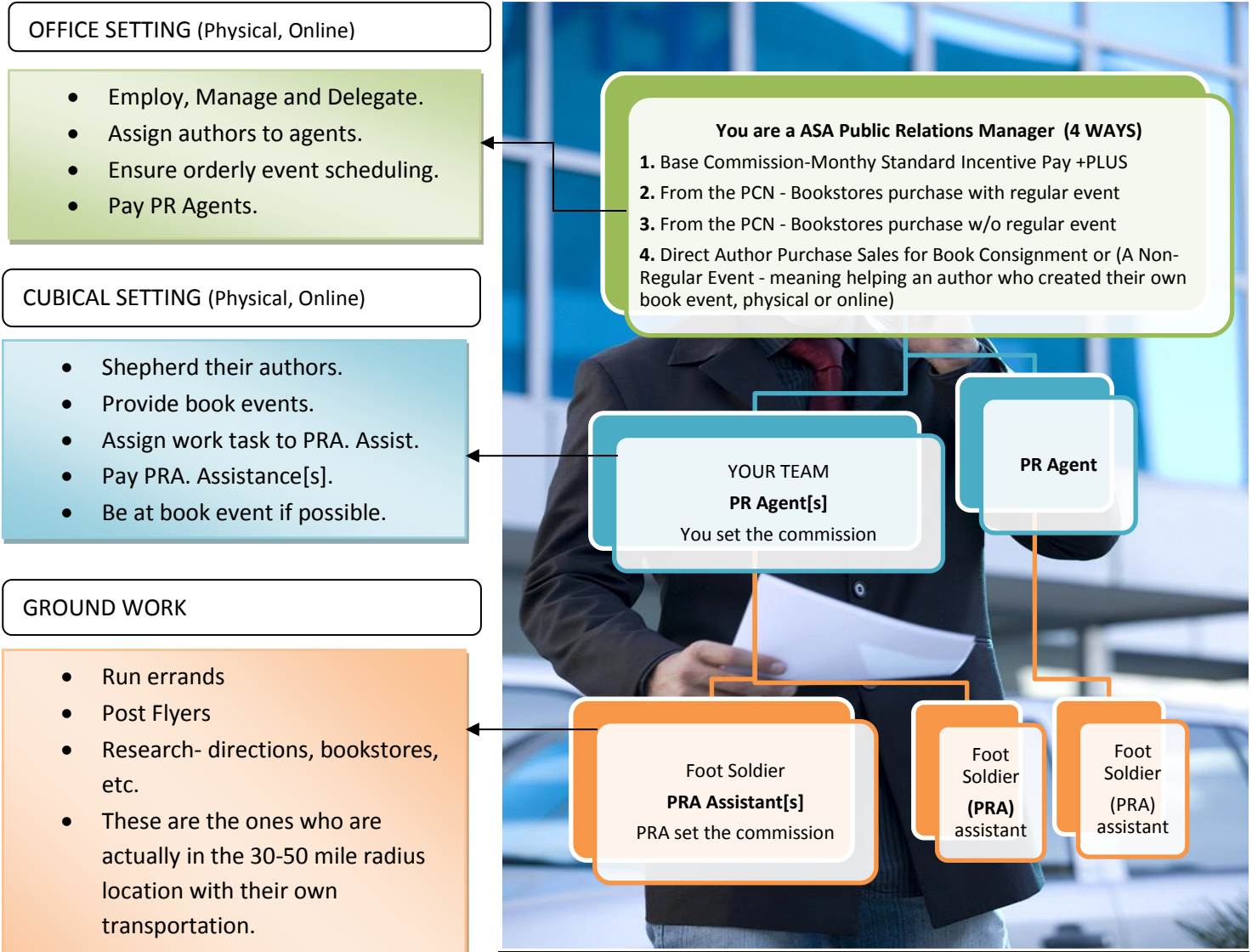
Dividing the percentages	The Cookie Jar	60%	Remaining Balance	30%
Income spreaded across the table	\$3.45	\$2.07	\$1.38	\$0.41¢
	Balance to distribute	Author Royalty	Publishing House	Public Relations Team
\$0.41¢ per book (x) 1 million books sold = \$410,000				

Books can also be marketed by direct publishing warehouse distribution retail. This means that books can be sold from the publishing house without any bookstore percentage subtracted, which will also provide an increase in the income spread for the publicist. Therefore, instead of 0.41¢ per book- it would now increase to \$0.96¢ per book. [All publicist positions and monthly commission have a different payment scale-See Chart on Page 3]. **The Bottom Line is GENERATING BOOK SALES!!!**

LEAVE NO AUTHOR BEHIND METHOD

Public Relations Delegations-Duties and Responsibilities Chart

ASA Provides Payment from Four Different Directions to Meet Monthly Quota!



The PR Chain of Command: It's a Win! Win!

➤ **Structure**

- Build your team
- Design a financial strategy by setting the commission
- Simplify the load -Work less hours *and* Make More Money!
- Let each level create their own team
- But remember, you are the sole responsible party to the overall team structure

Promote the Author, the Book and/or Book Event (Physical or Online)

➤ **Marketing (Use Your Creativeness!)**

- Radio, Internet, Newspaper, Social Media, Word of Mouth
- Tools - Laptop, Phone, Tablet, Transportation, Resource[s]



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Proper Presentation Comes First Before a Good Read.

1. A person must be invited to read the book. A book cannot be read unless a proper presentation to it is in effect. This is the performance of a well-oiled public relations department, where an invitation to a book event, a brief summary about a book is posted, news media is properly prepped, etc. But it takes effort. Now, understand that a person going to a book event is there to see the author; they can always buy online. Make a pitch, present the author with a book. But remember, most books are sold through good marketing before and after an event. Therefore, you are actually marketing the book, whether having an event or not.
2. In order to receive tips for good services, one must apply themselves first with quality; otherwise, a waiter will only get paid for the standard timeframe, and it's only a limited amount of time before termination takes place. This is the same process as in an automotive business.
 - a. Are you prepared?
 - b. Are you dressed for the part?
 - c. Do you have the necessary tools to make it a success?
3. A good read needs that inviting sense of belonging into someone's possession, but the book must first be presented with or without the author.



A Payscale Increases by Books Sold, Not Hourly Schedules.

This is the business that we're in.

- Unlimited Income.
- Unlimited Potential.



Theayscale is formulated upon those principles to meet at least the minimum quota allowed. As being one of our publicists, the minimum quota starts at \$500. In contracted outsourcing, generally, the company tries very hard to pay the taxes as any corporation grows. But when you begin to see that even a PRA assistant can earn a substantial amount, then taxes must trickle up, while earning more income continues to trickle down by the number of books sold today.

Here at ASA Publishing Corporation, we often provide this outline because we are looking into those with little experience, well experienced, and the ones who are gifted but never had a chance to become motivated within a career field that obtains the gift in which one has. We are also able to apply certifications and endorsements once an employee or contractor demonstrates the required performance like at any other employment with educational career advancements from duty performance curriculums, i.e., on the job training.

When you hear "Over a Million Books Sold," be the one that receives part of this pie! That is what we're here for! May your authors and their books provide great success to your life and lifestyle as a Publicist.

You can make more money in one hour than you could in one lifetime. The Ability is Within Your Reach!

Welcome to ASA Publishing Corporation



Steven Lawrence Hill Sr
ASA Corporation Founder