

# LEVEL UP PEN & PAPER PUBLISHING

# PUBLISHING

Contact Information  
Phone: 250-463-9945  
Web: www.LevelUpEnterprises.ca

## LEVEL 1 ON DEMAND PUBLISHING

All on demand publishing projects start here. Depending on the nature of the project, Level Up will help you build your idea into a finished product. We can build card games, board games, paperback books, magazines, and e-books. Distribution is global, and can take advantage of online stores such as Etsy, Amazon, iBooks, Kobo and many more.

Included:

- One hour consultation about the project
- Two hours of work towards the project

**\$750**  
One  
Time  
Cost

## ONE LEVEL AT A TIME ADDON SERVICES

### Logo Design

Level Up will discuss theme, colours, and general look of the proposed logo. We will then provide 3 Logo Proofs for approval. We will then build the logo to accommodate web, print, light and dark themes and various file formats.

**\$175**  
One  
Time  
Cost

### Website Banners

Provides multiple banners for online advertisements of various size.

**\$50**  
One  
Time  
Cost

## LEVEL 2

Additional Work

If work is needed to go beyond the included 2 hours, each additional hour is charged accordingly. During the consultation a spending cap will be discussed, as well as milestones for the project. This way you keep control over costs, while still getting unfinished work in your hands.

**\$40**  
Per  
Hour

## LEVEL 3

Commission &  
Profit Payouts

Upon publishing of the project, Level Up will manage and monitor the online store. Each month a report will be provided detailing sales, profits and payouts to you.

Level Up keeps a small amount of the gross margin, and all the rest flows through to you. Level Up pays via PayPal or Cheque.

**10%**  
Of  
Gross  
Profit

What is On Demand Publishing & How does it work?

## What is it? How does it work?

On Demand Publishing is different from regular publishing. Regular publishing involves sending your work out there, to different publishers, in hopes that they take interest in it and bring it completion as a final product in stores. This method works, and has worked for many years. Some downsides to it are that you may lose control of your work, your distribution is dictated by the publisher, and you see a very small amount of the profits from sales. There is also a risk of inventory, in some cases, the publisher requires you to hold inventory, or pay rent for holding it. All these things can cut deeply into your profits.

On Demand allows you to take more control in the methods in which you distribute, and collect profits. Level Up provides access to many on demand publishing companies, and has access and expertise in setting up a variety of projects.

On Demand also allows you to realize a project in a small scale, or all the way up to large scale. This way you can get your idea out into the world no matter the size of audience.

Level Up Pen & Paper Publishing partners with you to realize your idea into the real world. You provide the content, whether that be a board game design, art work to be made into prints, or a novel to be laid out for printing and e-readers, we can do it together.

Level Up takes your work, and designs it to fit the required templates for the particular printer. We then upload it to them, and build the web store page for your product.

Level Up then publishes the project using one or many of our on demand publishing partners, allowing anyone to order a copy of your item. If it is to go onto an e-book store, it is submitted for approval.

Once it is live, Level Up will post publicly to Facebook, Twitter and Google+, which can be shared out to the world!

Visit [www.LevelUpEnterprises.ca](http://www.LevelUpEnterprises.ca)  
for more services

## LEVEL UP Business Coaching

Get over 10 years of experience for your business. Level Up's extensive Business Coaching will help you celebrate the wins, analyze the opportunities, and build your business and employees to the best it can be.

## LEVEL UP WEB & SOCIAL PRESENCE

Web is here to stay, and Mobile access is the latest way Canadians are accessing content. Is your site Mobile Ready? Level Up can provide you with a great mobile solution!

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One time costs are billed at a 50% deposit; remaining 50% due upon project completion. Subscriptions are billed one month in advance, 6 months in advance or 1 year in advance.