



*A better way
to publish*

FOR YOUR
CONSIDERATION



None of us is as good as all of us

Pickawoowo takes the confusion out of independently publishing with straightforward advice, comprehensive services, along with hand holding with a dedicated team of experts, pulling together to help you create the very best book possible.

Best of all you retain 100% of all your profits.

fact ...

**IngramSpark recommends Pickawoowo,
Australia's one & only resource expert for
full-service provision of author-publishing services.**



PUBLISH

WHAT PUBLISHING SERVICES DO YOU NEED?

Ask questions at the beginning of your publishing journey when compiling quotes from companies. Don't get caught with 'predatory publishing.'

***Pickawoowo** caters for all levels of service & all budgets. We do not offer a one size fits all approach. Furthermore, Pickawoowo provides authors with numerous free magazines to ensure they understand the publishing industries little known **SECRETS**. Should you have any concerns then please read these articles, before you approach a company.*

HOW YOU CAN COMPARE? APPLY THE ABC...

We know how difficult it can be in deciding between each of these Self Publishing options & yet it is as simple as ABC. With just three simple questions, it will indicate the publishing model you are about to venture into: Who 's taking the risk? Who pockets the profits? Who owns the ISBN? **READ MORE**

***Pickawoowo** minimises your risks with professional advice, 100% of profits are yours, & we always recommend you bring your own ISBN or help you purchase your ISBN from the original source.*

TRANSPARENT PRICING:

Know your upfront costs by requesting a quote. Avoid the guerrilla marketing techniques often used to get you in the door such as 'low prices initially, but charges balloon quickly'. Never pay a company to 'publish' your book with their imprint. This is a very old self publishing model that makes vanity publishers rich & unsuspecting authors poor.

***With Pickawoowo**, you'll always know your costs. We have all our service agreements online for your perusal, we provide an upfront customised quote so you know all your costs & responsibilities. We don't lure you in with low prices, then blindsides you after you've signed the agreement. Our quotes & terms of service clearly explain what's included so surprises can be avoided.*

WHO OWNS THE FINAL FILES?

Will the company release ALL the final book files to you including the design files (Indesign) or will they hold your files hostage for additional payment? These are important questions to ask in case you ever need to update or produce a second edition of your book. You paid for them you own them.

***At Pickawoowo**, we not only provide you with ALL final files created including source files, we supply you with free marketing files, a \$350 value, to assist launching your book title (full project service only).*

HONEST PUBLISHING ADVICE:

Are you speaking with a real person who has industry knowledge or are they working from a well written script? Are they looking at your individual requirements & making suggestions accordingly or constantly trying to up-sell additional services under the pretense of great advice?

***Pickawoowo** customer service is next to none. It is all about encouraging you to ask questions along the way, how else are you to learn. The team are knowledgeable, professional, passionate people with a view to producing great books.*

DUE DILIGENCE REQUIRED, UNDERTAKE COMPANY REVIEWS:

Before doing business with any author services provider, printer, publisher or any other company for that matter who charges a fee for service, do your homework. Undertake a Google search for:

[That company name] + Problem

[That company name] + Complaint

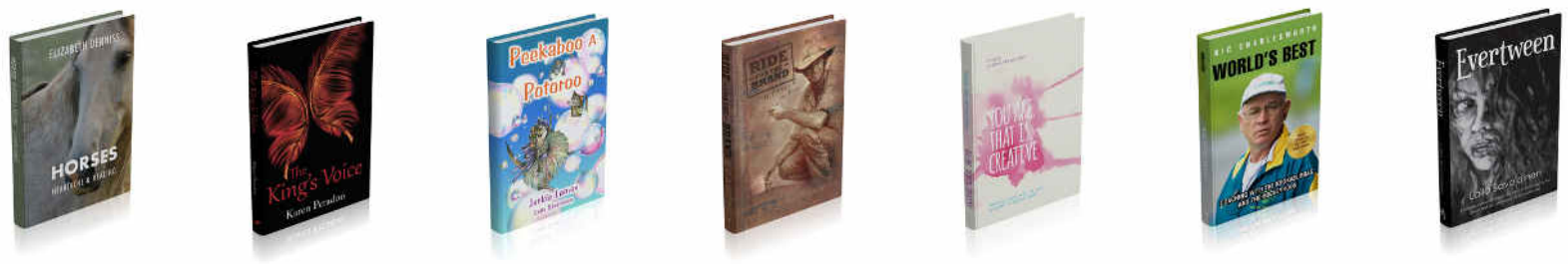
What are people saying about that company?

***Pickawoowo**, is an award winning business with over 20+ years of publishing expertise. We are:*
~ the only Australian company to be recommended by IngramSpark for full author services
~ an authorised service provider for LightningSource
~ working harmoniously with ThorpeBowker
On our website / social media pages, you'll find many happy clients. We grow our business through referrals, just ask our authors who'll share their experience.

WHO KEEPS THE PROFIT?

Some companies compensate their lower prices by taking a hefty percentage of the author's profits on every book sold, plus charge inflated print costs. If the company dictates the recommended retail price & the profit margin you receive per book, consider this a dire warning. Ask how much the cost will be to purchase your own stock, then use this print-on-demand **CALCULATOR** to see the real costs involved.

***Pickawoowo** operates on a fee for service basis. We do not make money from your print runs. You only pay for the services you require & then we take a back seat unless you require any additional support. Many of our authors love the extended coaching & support available i.e. working directly with IngramSpark to maximise their profits per book.*



Pickawoo, provides you with numerous publishing benefits:

1. Free set up to your own IngramSpark platform [saving \$65.00AUS]
2. Bulk printing discounts for the life of your book [10-40% per print run]
3. Fast tracked through the IngramSpark upload system [Title Pre-Media]

additional benefits

1. One platform to manage your sales & create print orders
2. Sixty-five+ Trim sizes to choose from
3. Multiple formats available: digital, paperback, hardback [case laminate or cloth / with or without jacket]
4. Black & white, colour, & premium colour options
5. Gloss or matt cover
6. E-Pub conversion / E-Reader compatibility
7. Global distribution - access to over 39,000 retailers, libraries, schools universities [online and in stores]
8. Distribution access to 80+ online retailers.
9. Amazon, Kobo, Nook. IBooks store & more
10. No more warehouse costs for storing inventory
11. Safe, fast, and reliable direct shipping & global delivery
12. Multiple currencies for more sales opportunities [globally]
13. Advanced reports from your own platform
14. Self-Publishing tools & guides to assist in your journey
15. Advertising & marketing channels
16. Best of all, you keep 100% of your profit

Helping
authors to
achieve
their
dreams

Publishing Services

At Pickawoowo Publishing Group, everything an author needs to independently publish successfully can be found in one place

Book coaching

Editorial appraisals

Copy & copy-content editing

Proofreading

Cover design

Formatting [cleaning clutter]

Interior page design, typesetting

Ebook formatting / conversions

Back cover copy

Book ornaments

Legal Requirements

Online bookmarketing tools

- online media exposure

- author branding package

- author website etc.

Social media tools

- goodreads page

- facebook for authors etc.

Traditional marketing & publicity

- traditional media outreach

Our Design Process

The Brief

Client briefs us on what they want and need. Project costings are created and agreed upon.

STEP
01

The Research

Our team gathers all relevant materials for the book project

STEP
02

The Ideation

After we gather all the facts, we create some book styles for your approval.

STEP
03

The Production

Final execution of the approved cover & interior for your book.

STEP
04

The Platform

We assist you to upload your book to your preferred print/ distribution platform.

STEP
05

We can even assist with your first order.

"Stop praying for a publishing contract Publish your book, your way, now"



- You maintain creative control, with professional support. Your book ... your way.
- You keep all the profit, without any other agency taking their cut and leaving little for you the author.
- You can choose the retail price of your book and the flexibility to change it at will.
- You can print books for yourself & / or have them distributed for you.
- You'll have the flexibility to implement new methods of marketing, publicity or promotion without interference.
- You can control how to build your author platform & brand to manifest a loyal fan base.



Testimonials

I am grateful to you for your warmth and patience in helping me understand the publishing process, for always making me feel welcomed to ask my questions and for patiently guiding me through a complex string of events that take place in getting a book ready for publication. I thank the Pick-a-WooWoo team who has travelled with me throughout the creation of this book. I will miss seeing their messages in my inbox! The interior design of my book truly took my breath away when I saw what you and the team came up with - WOW! I still smile each time I look inside my book. Pick-a-WooWoo you have exceeded my expectations. You and all the team have been both professional and personal towards me. We have laughed together and we have pushed the deadlines hard together. I thank all of you at Pick-a-WooWoo. keep inspired!

Noula Diamantopoulos - 'You Are. That Is. Creative'

It took me twenty years to complete my first novel. I learnt lots of things along the way, not the least of which is that writers produce manuscripts ... publishers produce books. Any newly published author will tell you, there is a whole lot more to the process than meets the eye. If I hadn't met the PickawooWoo team it would have taken me another twenty years to hold my book in my hand - if I got there at all. They have handled my dream with the utmost care and respect; juggled my enthusiasm, fears and naivety, expertly, and delivered something beyond my wildest expectations.

Lisa Mahoney - 'Storm'

I would like to thank the staff at PickawooWoo for supporting me in the process of realizing my dream to publish a book. I felt that they were not only professional and knew the field well but also cared about guiding me in considering my options and making choices that I was comfortable with. I believe the combination of knowledge, skill and care is one of the best and I certainly received that.

Bohdanka Vagner - 'Bully Change and Trust'

Being a first time author I was uncertain as to where to go or what to do next with my completed manuscript. The internet rallied with buckets of information, but too many choices and options confused and intimidated to the extent that I almost shoved my years of work into the too hard basket. But just in the nick of time I learnt about a publishing house recommended as approachable yet professional. I plucked up my courage and my manuscript and took the first big step into the world of books and publishing.

Jan Forsyth - 'Afloat and Adrift'

I am happy to report that I have just received my first print of my latest novel "Just a Little". I expected a good result from your team at Pick-a-WooWoo and I was not disappointed. In fact, I am over the moon with firstly the cover, which I think is sensational, particularly as you only had my old photos to work with. Then as in my previous novel, the layout and formatting was first class. Please pass on my gratitude and praise to your amazing team. I recall how you first encouraged me to be an author and a self-publisher and for this I thank you. I did not dream it could be made so easy. Even more, I did not dare to dream that my books are being read by many hundreds of people. There is no doubt that being a self-publisher is a life changing event and I recommend your company to any budding authors. Thank you again.

Bert O'Flannagan - 'Just a Little' & 'The Spirit of Ned'

After looking at various options, I decided to have my book published through PickawooWoo's self publishing arm. The decision wasn't made lightly. I had been offered a contract by a publishing company but was concerned that I wouldn't have the control to present the book in the way that I wanted. It turned out to be a great decision.

Gypsy Wulff - 'The Compassion Project'

Writing is the bit I am most interested in, publishing – not so much. I had completed the first book of my trilogy and was anxious to see it in print, but the thought of embarking on the self-publishing learning curve was more than I could contemplate. So I decided to put the question to Julie-Ann 'could PickawooWoo handle the whole publishing process for me' if I simply handed over my manuscript – to my relief she said yes! And even better, the process was completely smooth and professional – and I am absolutely delighted and satisfied with the outcome. I guess it's like anything – you get good at the thing that you do most, and in my opinion PickawooWoo are exceptionally good at the whole self-publishing journey. I've now had the second book of the trilogy published as well, and the third is about a month away – I will definitely be sticking with PickawooWoo!

Graeme Schultz - 'Born of God' Trilogy

I chose PickawooWoo Publishers after going to a Book Launch where they explained about your firm, so I decided to give it a go. I would not have been able to contribute my end of things if you had not had patience to explain what I needed to do. I wanted to use my design for the cover and you were willing. The outcome is a very excellent presentation of the way I wanted my book to be printed. Thank you for all your help

Jessie Larman - 'True Stories of God'



Our mantra is:
share our knowledge to ensure you succeed
in your publishing journey.

We understand that writing is a deeply
personal & often emotional process
however ...
publishing is a team sport.

We look forward to being of service

Contact Pickawoowo Publishing Group
for a free consultation today
www.pickawoowo.com
author@pickawoowo.com
1300 88 58 58