



Interested in getting published?

Balm and Blade offers a publishing option that is a hybrid between traditional publishing and independent self-publishing. This document will give you a basic overview of what we offer, but we'd be more than happy to talk to you about the process in more detail if you're interested.

What books do you specialize in?

- Balm and Blade Publishing seeks to be a community of artists and writers known for their highly creative compositions. Our desire is to deal honestly with both the ordinary and extraordinary aspects of life. Through this process, we hope to help each other become better human beings and bring some healing to those who are hurting.
- We specialize in creative writing and artwork: novels, short stories, prose and non-fiction, poetry, photography, real life stories... as long as it's creative, we're interested.

How much will it cost to get started? How much money can I earn?

- Our publishing plans require very little money up front:
 - **Basic Plan:** \$50 for layout, cover design, and ISBN (to purchase an ISBN individually, it would cost \$100, so you're already saving!).
 - **Deluxe Plan:** \$50, plus a per-year charge. Same as Basic Plan, plus you get an increased profit per book. The increase will vary depending on pages per book and retail price, but on average your profit per book will increase by approximately 35%.
 - Per-year plans: 1 year (\$50), 3 years (\$60), 5 years (\$70).
 - Renewal fee: 1 year (\$10), 3 years (\$20), 5 years (\$30).
- We don't use storehouses so there is no extra storage fee for your books. However, we do use an on-demand printing company, so that means the profit for each book is equal to the retail price minus the cost of printing.
 - Depending on where and how your book is sold, you keep differing percentages of the retail price (minus the cost of printing) per book:
 - Sold by Amazon.com: 60%*
 - Sold by Balm and Blade: 80%
 - Sold by you: 90%

- * In addition to this, your book will be made available to both online stores and brick-and-mortar bookstores. There is no guarantee that they will choose to stock your book, but if they do, the percent of the retail price they keep may vary up to 60%.

What rights do I keep to my work?

- Balm and Blade Publishing only obtains the First Rights of your work. After we publish your book, the rights to publish any of the material in it elsewhere revert back to you.
- However, we'd appreciate it if you give us credit (something like, "This poem/story/etc. was first published in *Name of Book*, published by Balm and Blade Publishing in Birchrunville, Pennsylvania").

What other benefits are there to being a part of Balm and Blade Publishing?

- You'll become a part of the Balm and Blade community, contributing to its reputation for creating high quality art. Every time someone checks out our books, they'll discover yours as well.
- Whenever we go to events to promote ourselves and our books, we'll take your books along and sell them, too.

So, how do I get published with Balm and Blade Publishing?

- Send us an email (balmandblade@gmail.com) telling us about your book idea and we'll go from there.
- We look forward to hearing from you soon!