



Positive Publishing Perspectives

A Division of Bards and Sages Publishing

Author/Independent Publisher Services

Basic Book Review Service

Cost: Free

We will review your book for free. Normal turnaround time for a review is 30 days, however review may take longer depending on number of books in our queue. Our basic review service is best suited as part of a long-term marketing plan post-publication. If your book is available on Amazon, we will post our review to the Amazon listing. Reviews are also posted to Gather.com and announced in our newsletter and on our site. We may, at our discretion, publish speculative fiction reviews in the Bards and Sages Quarterly journal.

What we review: horror, fantasy, science fiction, young adult fiction, paranormal non-fiction (such as ghost story collections, urban legends, etc), writer guides and resources, roleplaying games, parapsychology, new age/mysticism non-fiction, and non-fiction works regarding ancient civilizations, dark ages, or mytho-poetic literature. We give limited consideration to mysteries, biographies, humor/parody, and political science.

What we don't review: Under no circumstances do we review children's books, erotica, romances, westerns, self-help, how-to manuals, unofficial guides to copyright/trademark material, fan fiction, "ripped from the headlines" fiction or non-fiction, and any book that uses the words "witch" and "Wiccan" interchangeably.

Send an e-mail to reviews@bardsandsages.com with the subject line "Request for Basic Book Review" with the following information:

- *Your Name
- *Title of Book
- *Book Details: (genre, page count, retail price, ISBN if applicable)
- *Book Summary

We will respond within 72 hours. If we agree to review the book, you will be asked to mail a print copy to the address supplied. In most cases, we will require a print copy in order to review the book. If you are a Kindle Exclusive author or a digital RPG Publisher, we will accept electronic copies if we elect to review your book.

What to expect: Before requesting a review, we suggest authors read some of the existing reviews posted to get a feel for what to expect. Reviews will cover both the good and bad of your work, and therefore those with a very thin skin when it comes to criticism should not request a review. If we feel a review will reflect poorly on your work, we will send you a copy of the review first before posting it. You will have the option to not have the review posted. We will not, however, change our reviews once written. As a matter of reference, for every review we post, two to three are not posted at the request of the author.

<http://www.bardsandsages.com/reviews.html>



Express Book Review Service

Cost: \$35.00

The express service is similar to our basic service, except we guarantee that we will turn the review over in 72 hours or less. The Express Service is ideally suited for use pre-publication in order to generate book blurbs, testimonials, or pre-release “buzz” for your book. Note, however, that you are buying a reviewer’s time...not a guaranteed good review. All other aspects of the basic review service apply.

Send an e-mail to reviews@bardsandsages.com with the subject line “Request for Express Book Review” with your book’s information. If we accept your book for review, we will provide you with details on how to pay for the service and where to send the book. If you do not have a bound copy of the book available, we will accept a printed unbound galley proof. You will receive your review within 72 hours of our receipt of the book.

Press Release Service

Cost: \$25.00

Need a press release, but have no idea where to start? Put 16 years of public relations and marketing experience to work for you at a low price. When you purchase this service, we will work with you to develop a press release with a strong human interest angle that will attract the attention of editors.

Send an e-mail to orders@bardsandsages.com with the subject line “Press Release Service.” Include the following information:

- *Your Name
- *Title of Book
- *Book Details: (genre, page count, estimated publishing date, retail price)
- *Your website or storefront
- *Book summary

We will respond within 72 hours. Once we confirm your request, we will provide payment information and send you an author questionnaire. This questionnaire includes a variety of questions that will help us piece together a unique angle for your press release. Once the questionnaire has been returned to us, we will turn over your press release in five days or less.

Proofreading Service

Cost: \$5.00 + .005 cents/word

We can provide a basic proofreading service at a low cost. Turnaround time dependent on length of manuscript. Service includes correction of grammar, punctuation, and typographical errors, as well as alerts regarding text cohesion and consistency of format.

Send an e-mail to orders@bardsandsages.com with the subject line “Proofreading Service Request.” Please include the following information:

- *Your Name
- *Title of Book
- *Book Details (genre, word count, estimated publishing date)

We will respond in 72 hours. Once we have confirmed your service request, we will provide you with information regarding payment. We request that documents be sent electronically in Word.doc format or Rich Tex Format when possible. We will also accept PDF format, however.

Publisher Marketing Kit

Cost: \$75.00

Don't spend hundreds of dollars on overpriced book services! This Publisher Marketing Kit will help you get your book ready for print without breaking your budget.

Book Formatting: Your standard book will be formatted for maximum readability and appearance.

Book Cover Design: We will help you design an eye-catching, professional looking book cover. We can use an image you provide, or images from public domain resources or our own collection of stock cover art images. See sample covers below.



Book Blurb: Having trouble summarizing your masterpiece in 100 words or less? Let me know what your book is about, and I'll craft a book blurb for you that is concise and articulate. Use it in marketing material, on your storefront, postcards, or whatever.

Press Release: As per our Press Release Service

Publishing Advice: Honest feedback regarding problems that should be addressed before going to print. Do with that information what you want. Ignore it completely or put off publishing until you've done a rewrite. But at least you'll have a head's up on potential problems before you release your book to the world. Also help identifying potential target markets, retail book pricing, creating a "brand" for your book, and more. Consider it a private publishing clinic.

Send an e-mail to orders@bardsandsages.com with the subject line "Publisher Marketing Service Request." Please include the following information:

- *Your Name
- *Title of Book
- *Book Details (genre, word count, page size required, estimated publishing date)
- *Book Summary

We will respond in 72 hours. Once we have confirmed your request, we will provide information regarding payment arrangements and other details. The Publisher Marketing Kit has a turnaround time of 14-20 days, depending on what is involved in your project.



Other Marketing Services

Book Excerpts

Cost: Free

Do you have a speculative fiction novel to promote? Getting ready to release a new roleplaying game? Why not offer a short excerpt in the Bards and Sages monthly newsletter? The newsletter reaching an opt-IN subscriber base of over 550 readers each month. Many of these subscribers have been with us for years, and look forward to finding new products. If you would like to submit a book excerpt for inclusion in our monthly newsletter, send an e-mail to admin@bardsandsages.com with the subject line "Book Excerpt Submission." Include the following information:

- *Your Name
- *Title of Book
- *Book Details: (genre, page count, retail price, ISBN if applicable)
- *Book Summary
- *Link to your website or storefront
- *Book Excerpt of 1000 words or less.

A few notes about excerpts:

- *Our newsletter reaches a wide range of ages. Excerpts must therefore be "family friendly." No gratuitous sex, violence, or expletives.
- *The excerpt needs to stand on its own merit. Pick a section of the book that will grab the readers' attention and make them want to read more. A long portion of dialogue out of context won't engage a potential customer.
- *Excerpts need to be well written. Grammar and punctuation count with our readers. We will not accept excerpts riddled with typos and bad grammar.
- *We will only post one or two excerpts a month, and excerpts will be posted on a "first come, first serve" basis.

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Cost: \$2.00 and up

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Additional Author/Publisher Resources: <http://www.lulu.com/positivepublishing>