



15 Principles of Publishing

INFORMATION FOR AUTHORS PRIOR TO SIGNING THE AGREEMENT

1. Book Brilliance Publishing encourages all authors to ensure their due diligence and research different types of publishing approaches before committing to any deal. To learn more, read the free [Society of Authors guide What type of deal is that?](#)
2. Book Brilliance Publishing stress the point that authors retain all rights to their work. Whilst Book Brilliance Publishing acknowledge that self-publishing will cost you less, working with an independent partnership publisher provides access to knowledge, expertise and guidance, which is priceless for authors.
3. Book Brilliance Publishing states the number of printed books the author will receive in their Agreement. The author will be able to print further copies at a low cost.
4. The Agreement offers a 90-day termination of the contract after publication, in addition to a 14-day Cooling-Off Period as per the author's Statutory Rights, reflecting the Consumer Rights Act 2015.
5. Book Brilliance Publishing are transparent and reviews are readily available on our website and social media. Book Brilliance Publishing has had its Agreement vetted by the Independent Publishers' Guild.

BOOK BRILLIANCE PUBLISHING'S 15 PRINCIPLES OF PUBLISHING

1. BUSINESS MODEL.

As an independent partnership publisher, Book Brilliance Publishing's business model includes an investment made by the author for production, marketing, PR, coaching and publishing services. At the time of writing (May 2022), Book Brilliance Publishing does not offer traditional publishing; however, this may change over time. We will reflect this in an updated version of this document.

2. CONSUMER RIGHTS.

Within Book Brilliance Publishing's Agreement, we adhere to and respect the author's Statutory Rights, as per the Consumer Rights Act 2015.

3. TRANSPARENT COSTING AND PREDICTED RETURN OF INVESTMENT.

Book Brilliance Publishing offers each author a Return of Investment document detailing sales required to recoup the investment made. Book Brilliance

Publishing's Handbook reflects its offerings, including additional Pick 'n' Mix Services for authors, to enhance Marketing & PR. Extra services will be mutually agreed upon in writing.

4 . PRODUCTION .

All members of the Book Brilliance Publishing Creative team are highly trained, skilled and experienced. We offer all aspects of the Author's Journey as a collaborative process, with high-quality standards.

5 . MARKETING .

Book Brilliance Publishing detail a marketing strategy plan in the author's proposal, which is subsumed into the Agreement. As part of the Author's Journey, a pre- and post-90 Day Plan is included. All authors have access to Book Brilliance Publishing's Authorpreneurial Academy, which focuses on a 12-week Marketing & PR programme, with an additional four weeks of bonus content to enhance their success. Book Brilliance Publishing will encourage all authors to participate in the programme and will match the effort, energy and enthusiasm of the author.

6 . PHYSICAL COPIES .

Within the Book Brilliance Publishing Agreement, the number of complimentary books is noted. Additional books can be purchased through the publisher at a low cost. Additionally, books sold through Amazon may be POD (print-on-demand).

7 . CONTRACTS .

At Book Brilliance Publishing, we regularly reflect on and update our Agreement according to the latest industry guidance and legal consultation. We use plain, concise and clear language. Book Brilliance Publishing are happy for authors to have their Agreement independently verified.

8 . FINANCIAL CLARITY .

Royalties are split 70/30, 80/20 and 90/10 in the author's favour, using a rising royalty scale; therefore, royalties increase as the book's success and trade sales increase. As shown in the Agreement, Book Brilliance Publishing provide royalties twice a year, in February and August. However, we are willing to provide authors with a brief outline of sales between these dates at any time.

9. PUBLISHING AND PRODUCTION BEST PRACTICE .

Book Brilliance Publishing publish books under their own ISBNs and publish to best practice standards, including editorial support, copy editing, attention to proofs, production and design. We always get approval from the author at all stages of the book's editorial and production process.

10. AUTHOR'S RIGHTS .

At the time of writing, Book Brilliance Publishing does not handle Acquisition or Granting of Rights so currently, all rights belong to the author.

11. CREDIT .

At Book Brilliance Publishing, all publishing contributors (editor, typesetter, proofreader, cover designer, illustrator) are credited within the book

12. RESPONSIBLE SALES TACTICS .

At Book Brilliance Publishing, we never target writers in emotionally manipulative ways or seek to upsell unnecessary services to increase the payment required by the writer.

13. CLEAR COMMUNICATION.

At Book Brilliance Publishing, we maintain strong lines of communication with the writer. We will provide a list of named contacts for each stage of your author journey.

14. ACCOUNTING CLARITY.

Book Brilliance Publishing offer royalties twice a year, in February and August. For added value, we offer royalty training to all our authors. We acknowledge to authors any significant sales deals. All payments are made to authors within 14 days of the royalty statement.

15. RIGHTS AND REVERSION.

As mentioned in point 10, Book Brilliance Publishing does not handle any form of rights. As and when this changes, all authors will be notified in writing, and our Agreement will be updated to reflect the changes. In addition, the rights will revert back to the authors after two years.

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