



ETA PUBLISHING GROUP

 **ALLY BOOKS**

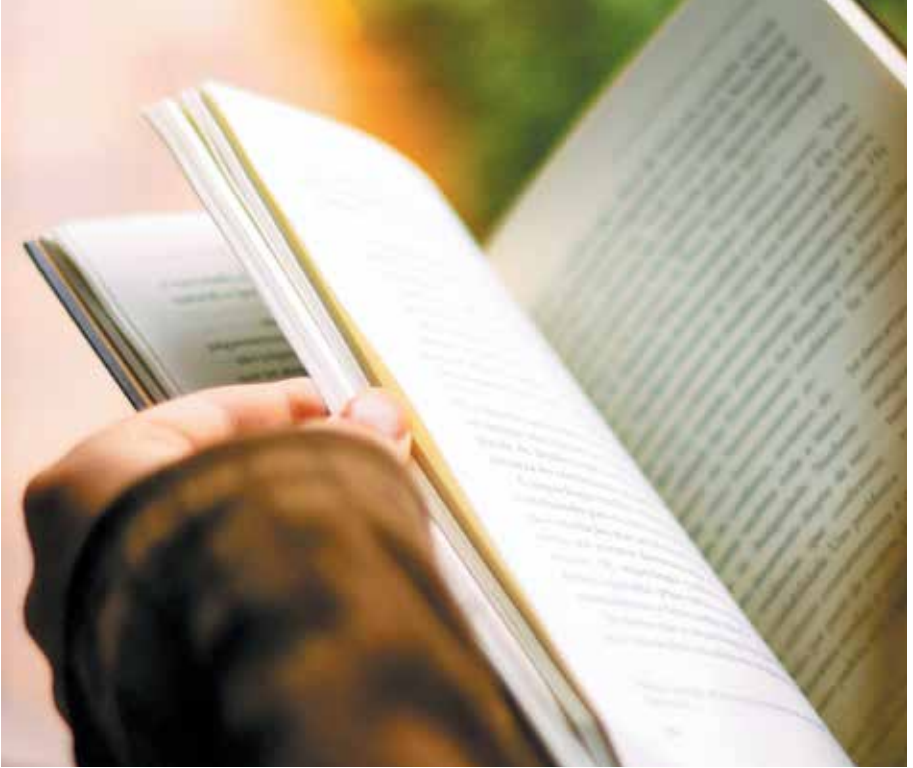
PUBLISHING PARTNERSHIP WITH EXCELLENCE!



90% OF WRITER'S  
WILL NEVER BE  
PUBLISHED...  
**Are you one of them?**



“Those who are blessed  
with the most talent  
don’t necessarily  
outperform everyone else.  
It’s the people with follow-  
through who excel!”



**A** LLY BOOKS is a new kind of publisher. With a new approach to publishing.

Led by a new kind of team. Highly talented, experienced and hand picked. Taking publishing firmly into the 21st Century.

ALLY BOOKS publishing programmes combine traditional and new techniques, no waste, point-of-sale printing and worldwide distribution.

ALLY BOOKS has a new way of partnering with each author. That provide just the right publishing solution!

# Collaboration

(Working With)

The situation of two or more people working together to create or achieve the same thing.

- Cambridge English Dictionary -

*Not simply  
programmes  
– one stop  
solutions!*

## OUR PROGRAMMES

Striving for excellence with every book!  
Completely flexible. Fully tailored.

The right mix of resources. The  
right solution to meet your goals.  
Delivered to the highest quality!

Your book is unique and one size does  
not fit all. ALLY BOOKS publishing  
solutions, fit you and your book!

### **1. ASSISTED PUBLISHING- PLUS PROGRAMMES**

For a no-holds barred full publishing,  
marketing, publicity and support  
solution! ⇨



*“Our commitment is to provide the highest  
quality assisted solution for talented  
authors who write quality books!”*







“Take **Control**  
of your writing  
career with an  
**ALLY BOOKS**  
assisted publishing  
programme!”

# OUR PROGRAMMES CONT'D

## **2. ASSISTED PUBLISHING PROGRAMMES**

For a complete publishing only and support solution. Great for Authors with an established fan base or an alternative promotions route for their book!

## **3. ASSISTED PRODUCTION PROGRAMMES**

For a best in class publishing solution. The ultimate in book print production. With the option to add digital to the mix!

## **4. ASSISTED DIGITAL ONLY PROGRAMMES**

For a fully tailored e-book publishing only solution. World class e-book design. With the option of adding distribution and or, a marketing and promotional campaign.

## **5. ADDITIONAL SUPPORT PROGRAMMES**

Sometimes the right solution needs more than techniques and systems. ALLY BOOKS Author Coaches are here to support you from idea to bookshelf!





# WHAT ARE THE ADVANTAGES OF PUBLISHING IN PARTNERSHIP WITH **ALLY BOOKS**?

- Higher royalties
- Greater flexibility
- Increased Control
- Support where you need it
- Publishing expertise to call on
- The best of traditional publishing
- The innovation of 21st century publishing
- Access to our extensive network of industry specialists, technologies, techniques
- Worldwide distribution channels and much more
- Match the quality of any best seller on any bookshelf in the world.





# Start to **Benefit** with **Ally Books**...

- **Book Publishing that fits the book not the box!**
- **Reduce the risk of costly mistakes and save money!**
- **The right publishing team to delegate to and remove the hassle!**
- **Build your reputation as an Author whose books share a shelf with the best in their genre!**
- **Free up valuable time for your next project!**

# Becoming an Ally Books Author

## THAT'S SIMPLE!

- **Submit your completed book manuscript and synopsis or book manuscript idea direct to our website at <http://www.allybooks.co.uk>**
- **Your Publishing Consultant will be in touch; to listen, assess and help you identify the best publishing programme for you. Partnership is mutual and if we join forces they will be your guide throughout the publishing process.**



FIND US ON FACEBOOK

<https://www.facebook.com/allybooks>



AND ON TWITTER

<https://twitter.com/allybooksint>

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