

**GET YOUR BOOK PUBLISHED FOR FREE  
& PROMOTED TO THOUSANDS!**

# **OUT OF THE STACK**

**THE NEXT GENERATION IN  
CHRISTIAN PUBLISHING**



**Your story edited, designed, published, and promoted.**

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## **OUT OF THE STACK PUBLISHING GUIDE**

Hello! This is Russ Scalzo, author and founder of Out of the Stack Publishing. First, thank you for considering us as your partner in getting published. Second, congratulations on making it this far on your journey as an author. I founded Out of the Stack in response to meet a growing need for an equitable and complete publishing service for Christian authors. As an author, I am fully aware of all the pitfalls in getting your book to market. Out of the Stack is governed by two simple principles: professionalism and transparency. Let me show you what I mean.

### **YOUR PATH TO PUBLISHING SUCCESS:**

From its conception, Out of the Stack Publishing, LLC has been revolutionary. Out of the Stack has partnered with Seven Horns Publishing in New York, NY to form a team of professionals prepared to take bold steps toward fulfilling our vision of redefining Christian publishing.

As an independent hybrid publisher, our authors pay nothing for the production of their eBook and paperback and retain full content rights as well as a graduated royalty percentage as high as 75%. In return, our authors partner with us for two years by investing in the promotion of their book. As an Out of the Stack author, you will receive a high-quality product that will build your brand and pay dividends for years to come. Out of the Stack provides the perfect balance of speed-to-market and the thorough, well-planned production, marketing, and distribution of your book with streamlined strategies and execution.

If our team chooses your book, we will call you directly to talk about your goals and needs, provide our take on your book and its market fit, and walk you step-by-step through our unique publishing process. If you want a publisher that will help grow your platform, propagate your brand, and sell books, Out of the Stack is for you.

Let's get to it. If you are anything like me, you want to know what the bottom line is. Why should I place my book with Out of the Stack Publishing?

### **UPON ACCEPTANCE OF YOUR MANUSCRIPT:**

#### **WE:**

1. Professionally edit your book
  - Copyediting including a line-by-line edit
  - Proofreading of the final manuscript
2. Tastefully design and format the interior for eBook and paperback
3. Create eye-catching cover designs for both editions
4. Set up distribution on Amazon, including selecting keywords and adding multiple hidden genres related to your book
5. Set up your Amazon author page
6. Feature your book on our webpage
7. Schedule an interview on our podcast
8. Promote your book every month to thousands of readers in your genre

#### **YOU:**

The author agrees to purchase a monthly \$249 promotion package of which 60% (\$150) is spent DIRECTLY on online advertisements and promotions and the balance on administration cost.

Having a book published is exciting, but selling books and becoming an Amazon bestseller is even more exciting. The reason we agree to publish your book at no expense to you author is because your money should go where it can do the most good and that is in promotions.

## **ROYALTIES AND PAYMENTS:**

In the first year, the author receives graduated royalty payments (see below) on eBook sales and KDP Select revenue, and fixed royalty payments of 50% on all paperback sales. Royalties are paid quarterly and authors are provided with a detailed Amazon sales report.

- 20% royalty share paid on total sales up to \$299 per month
- 30% royalty share paid on total sales from \$300-399 per month
- 40% royalty share paid on total sales from \$400-499 per month
- 60% royalty share paid on total sales \$500+ per month

In the second year, authors receive 75% royalties on eBook sales and KDP Select revenue regardless of sales and a continued 50% on paperback sales.

## **PRINT BOOK (PAPERBACK) EXAMPLE AT RETAIL PRICE \$15.99:**

Amazon charges their fee (typically 40% + fees) for carrying the title. The exact fees will vary depending upon sales channel, page count and other factors out of our control.

In this example the resulting royalty they pay to the author is approximately \$4.50 per book. They pass this on to the publisher. Out of the Stack Publications splits the payment 50 - 50 with the author (\$2.25 each).

## **AUTHOR COPIES:**

Out of the Stack will make paperback copies of the author's book available based on Amazon's print cost (typically \$4.50 on a 300 page book) plus shipping.

## **E-BOOK EXAMPLE AT RETAIL PRICE \$3.99:**

Amazon charges 30% for carrying the title on Kindle. The resulting royalty they pay to the author is \$2.79. They pass this on to the publisher Out of the Stack Publications. Based on the above royalty agreement Out of the Stack pays the author between 20% & 60% every quarter.

## **KDP SELECT:**

Out of the Stack will enroll your eBook in the KDP Select program. By doing this, Out of the Stack gives you the opportunity to reach more readers and earn more money. Enrolling in KDP Select makes your book eligible for 70% royalty earnings on sales to customers in Brazil, Japan, India, and Mexico.

Your book will also be included in Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). You will earn a share of the KDP Select Global Fund based on how many pages KU or KOLL customers read of your book.

You can read more about this here: [Learn how KDP payments are calculated](#).

## **OUT OF THE STACK'S STORY GUIDELINES:**

While some materials we may publish are not specifically Christian in nature, Out of the Stack Publishing, LLC is careful to maintain a standard of integrity with the books and authors we do publish. We ask that you respect our position in this regard.

Out of the Stack understands that sex is a big part of contemporary society and therefore IS reflected in some works, however the details of any sexual encounters should be minimalized. Feed the Spirit, not the flesh is the rule.

American books have gotten a lot more profane over the last six decades, according to [a study](#) led by a San Diego State University psychology professor. The study found that one particular swear word is 678 times more likely to appear in American literature now than it was in the early 1950s.

The use of harsh profanity is not acceptable for us. We believe that quality writers can express frustration or other emotions without the use of abusive vulgarity. You can tell your story powerfully and dramatically in many ways.

All contracts with Out of the Stack Publishing, LLC are held for a period of two years, after which clients have the option to renew their publishing contract. In the unlikely event that a client chooses to not renew their contract, Out of the

Stack Publishing will send all files to the author/rights holder and we will have no further claims upon the title. It's your work - you keep it!

Partner with Out of the Stack today! Let us publish and unleash your story to eager readers around the world.

Have questions? Call us at (732) 807-5832 or email [outofthestack@gmail.com](mailto:outofthestack@gmail.com).

In His service,  
Russ Scalzo