

Faithland Publishers



PRODUCT PROFILE

Using print media to spread
hope and empower the Nations

*“If a truth is worth telling and carries
the power to change life on earth,
immortalize it in a book...”*

Make dreams a reality

2023

Resetting Your Life



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Welcome

Message



You are about to embark on an amazing journey to your next level as a published author. I remember this journey for myself. It began with a burning desire to help people. This was something I was already doing as a pastor. Now I was taking a bold step to publish or make public my thoughts.

My mind raced back and forth with thoughts like, "what if no one reads my book?", "What if I cannot sell the book?" "What if I am criticized and nasty things are said about my content?" Well, 22 books later all the above and more have happened and I did not die. So guess what? you will make it to.

Better questions to ask are, "What if it sells and becomes a best-seller?", "What if my book changes many lives?", "What if I start brand new revenue stream?" The former are fear building questions, while the latter are faith building conversations.

Do not sabotage your destiny, take the big step of faith and do what's in your heart. Birth the book and make a difference. I am here to walk the journey with you.

A handwritten signature in gold ink that reads 'Dr. Fich'. The script is fluid and cursive, with a long horizontal flourish extending from the end of the name.

About The Company



We would like to welcome you to the Faithland family. You are about to go on an amazing journey that will grow you, stretch you, and make you uncomfortable. However, in the same way when a Dr announces “it’s a boy. Or it’s a girl” we forget the stretch marks and the tears, so shall it be on the day of the book launch.

Allow us to coach you and guide you along the journey as your success is our joy.


Dr. Tich Tanyanyiwa.

Welcome to Faithland Publishers, your publisher of choice. This is a high-level welcome letter that gives you the highlights of the journey you are embarking on.

Please go through every section and ensure you fully understand the journey you are going on. The success or failure of your project depends on it. Every detail is important, many, and will make a difference. After publishing over 200 authors we can confidently say we know what works, and what does not work. We desire your project to be one of our success stories.

Vision & **Mission**



Vision

“Empowering authors to publish high-quality books that will empower and transform the nation and eradicate poverty.”

Mission

Using print media to spread the hope and empower the Nations



Dr. Tich Tanyanyiwa

CEO of Company

Meet The CEO

A passion for literacy drove Dr. Tich Tanyanyiwa to establish Faithland Publishers, the company was originally established for the purpose of publishing his books. This soon changed when friends began asking him to supply the contacts for his publishers. In humor, he gave them his number. Thus began the journey of publishing books. Eight years later and with 250 books published Faithland has been a blessing to many lives.

Birthered with a desire to help authors access affordable self-published packages, Faithland has become a strong brand in this space. Dr. Tich has published 22 of his own books and still counting. He is a speaker of note, author, coach, thought leader, and entrepreneur. His desire to see authors succeed has made him create a whole coaching program designed to help you become a successful author.

Become part of the Faithland Family of authors and make a difference in the world.



Dr. Princisca Tanyanyiwa

Meet The **COO**

Dr. Princisca is the published author of seven books. Her desire is to see people empowered and encouraged to do great exploits. She is sometimes called "The spirit of faith" because she inspires people to see and believe beyond all limitations. In fact, four of her books are on the subject of faith,

In your publishing journey, you may have the privilege to meet her and receive this inspiration. Her accounting and administration background helps Faithland look after our clients well. She generally works behind the scenes as the powerhouse ensuring that all operations systems for your book are in place.

Married to the CEO, they make a formidable force that has helped hundreds of people birth their books. Our team is here to help you succeed in the goals that you have set.



Mr Bheki Mlalazi

Operations Director

This is the man who will be in your space during the publication process. With five years of experience, he oversees the project management, editing, and book design. He will work with you from concept to final delivery of printed books at your doorstep.

His passion is the perfection of your book until it is a product that will sell and change lives. This may sometimes require many phone calls and emails and back-and-forth conversations. He will always do it with a smile and a heart ready to encourage you and help you through the moments when you feel like giving up.

Mr. Mlalazi is your friend through the journey. So keep his number on speed dial until the project is done.

Milestone



Published over 260 books that have gone across the nation. With authors coming from Zimbabwe, Botswana, Lesotho, Zimbabwe, Namibia, and South Africa. We are so excited to see so many lives impacted directly by the books published and indirectly by the lives transformed.

The Author coaching program has helped many authors birth and grow their businesses and their brand and become subject matter experts in their fields. This is the real goal behind what we do.

Dr. Tich and Princisca are both accomplished authors and sought-after speakers making them the ideal experienced coaches that have been there, done that, and got the t-shirt.

We are ready to help you achieve your dream of becoming a published author. Close your eyes, now imagine the next time you are introduced as a keynote speaker.

"Ladies and gentlemen, put your hands together as we welcome ---- the published author of ---.

You are born to make a difference. Let us help you make the journey a little easier.



Our Service



Self Publishing

We offer what is called assisted self-published packages. Meaning, we assist you in the process of birthing your manuscript. This is different from what is called Traditional Publishing, in which the publisher assumes the costs and the risks of publishing an author on the basis of then administering the go-to-market strategy for the author. In return, the author receives royalties at an agreed rate.

With self publishing the author assumes the risk and responsibility associated with getting the book to market. This means there are no risks except that of the book not selling. This is why we have included an intense coaching program for our authors and annually we run fo

Bespoke Publishing Package

The bespoke publishing package will include everything included in the Platinum package. The number of books printed will however be optional as the client may want to print more books than stated. The figures stated above will be applicable for books that have no special features like having a color interior as this will attract extra costs.

To ensure that the clients receive the best possible results, we recommend an intensive coaching program that will require an investment of three session at one hour per session. This normally comes at a cost of R1250 per session, but this will not be invoiced. The coaching program enables the client to develop a business plan/model that will guide the process of making the book a success. (See sample supplied)

Clients' books will be presented to existing retail platforms. This however cannot be guaranteed as the retail platforms have internal red tape issues to deal with. Other special requirements will be discussed as per the request of the client.



BOOK PRINTING AND PUBLISHING PACKAGES			Bronze	Silver	Gold	Platinum
Section 1		Design graphics:				
1.1	Book cover designs	1 design	3 designs	5 designs	7 designs	
1.2	Choice of interior templates	1 template	3 templates	5 templates	7 templates	
1.3	Use of author supplied cover images and photo		Optional			
1.4	Interior graphics/squiggles (for section, chapter division)	3 choices	5 choices	7 choices	9 choices	
1.5	Cover paper, 350gsm (choice of gloss or matt lamination)	✓	✓	✓	✓	
1.6	Cover printing	Color	Colour	Colour	Colour	
1.7	Inside printing	Black and white (colour quoted separately)				
1.8	Colour paper for inside @ 115gsm		(option of white and brown)			
Section 2		Production products: (max of 100 pages – additional pages incur extra charges)				
2.1	Availability of your book in the softcover format	✓	✓	✓	✓	
2.2	Availability of your book in e-book format	✓	✓	✓	✓	
2.3	Book editing and proofreading	✓	✓	✓	✓	
2.4	Proofreading	✓	✓	✓	✓	
2.5	Rounds of alterations & corrections service	3	5	7	10	
2.6	Binding (softcover & pur binding)	✓	✓	✓	✓	
Section 3	Post-publication:					
3.1	Printed copies of book	100	200	500	1000	
3.2	Assignment of International Standard Book Number (ISBN)	✓	✓	✓	✓	
3.3	One-on-one Coaching With Dr. Tich	Optional (Extra quote)	Optional (Extra quote)	2	4	

Our Service

Section 4	Marketing products:				
4.1	Website	N/A	N/A	4-page website	Full eCommerce website
4.2	Flyer	1 design	3 designs	5 designs	7 designs
4.3	Book trailer	N/A	N/A	1	2
4.4	Author interview with Dr Tich Tanyanyiwa	N/A	N/A	2	3
4.5	Upload on Amazon	N/A	N/A	✓	✓
4.6	Social media management for book launch	N/A	N/A	N/A	✓
4.7	Book launch project management	This service	Is offered	And quoted	Per request
		R22 999	R36 999	R59 999	R149 999

Bespoke Publishing Packages

1. Speak to a Publishing Consultant

Contact one of our Publishing Consultants for service customization at info@drtich.com. The inquiry can be made while the manuscript development is in the process or at the conceptualization stage. A formal quotation will be sent to you upon finalization of your package selection. You will also be furnished with the necessary contracts and agreements that protect you and your intellectual property.

2. Select a Publishing Package that suits your need

Upon approval of the selected package and quotation, the client will be required to reserve their publishing package with the first installment or full payment. Once the contract is signed we can move onto the stage 3.



3. Submit your manuscript

Once your publishing service is set, you will be requested to send your manuscript to one of our consultants.

4. Book Editing/ proofreading

Professional book editorial services are provided for ensuring that the final book is of good reading quality.

5. Book review (final cover and interior)

When your book materials are ready, a sample copy will be sent to you. This is a sample copy of how your actual book will look like. You are expected to review and communicate corrections to be made or give us your approval to move ahead.

6. Book distribution

The required printing output will be delivered to your choice of address. Faithland Publishers will start marketing your book and make it available for sale. In addition, Faithland Publishers will submit book reviews on online sites. (Please note that this is as per the selected publishing package)

Please note:

1. You can make up to (4) changes to your manuscript after editing and layout, thereafter changes will carry an extra charge.
2. Time management of your project is vitally important. So, all the deadlines must be met on time. Failure to do this Faithland Publishers will not be held liable for failure to hit book launch timelines.
3. There will be a need to sign off each stage and approve the work done. Because this is a self-published agreement you are expected to be involved in the project until it is completed. The only exception is if you grant Faithland Publishers power of attorney to run with the project all the way to completion.

Final Words.

The journey to publishing may be a daunting one and in the process of birthing your book, your consultant may need to push and prod you along. Please understand that this is being done to help you maintain a good pace to achieve your goal which you have entrusted us to help you achieve.

There may be some tension that will arise, this is perfectly normal as it helps hit targets. Your book consultant and the Faithland team are your friends, however, we are more passionate about your success than having a cup of coffee, the goal is to help you succeed while having a few coffees along the journey.

If during this journey you need to talk and let out some steam, we fully understand, feel free to call us.

Optional Extras (at an additional cost)

No	Additional services	Tick
1	Photoshoot for website, book cover and marketing	
2	Videography for marketing campaign	
3	Bookstubs (state quantity)	
4	Bookmarkers (state quantity)	
5	Hard cover binding (Hard Back)	
6	Spot UV finish or embossed cover finish	
7	3D Book asset quoted per project	
8	Full Social Media campaign assets; flyers, banners	
9	Book in PDF & ePub format	

Bookstubs:

- Bookstubs are plastic cards that display your full-color book cover on the front sides
- The reverse side of a Book Stub displays ordering information and a scannable quick response code so users can easily access your book's detail page in our online bookstore
- Each Bookstub has a unique promotional code that can only be accessed once (optional service)
- BookStubs bring excellence and credibility to your marketing program.

I _____ hereby declare that:

I request a formal quotation for the _____ package.

I acknowledge that this document does not form part of a contract with Faithland Publishers.

Name and Surname of _____

Date _____

Signed _____

Our Products

25 of 250 Books Published





***Connect
With
Us, & Make
Your Vision
Happen***

Our Contacts



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