

**SXSW**  | Books

**THE PREMIER PUBLISHING PLATFORM FOR CREATIVES**



# EVERY GREAT IDEA DESERVES ITS OWN STAGE.

Join a community of visionaries turning their ideas into books that inspire, challenge, and transform. Whether you're a thought leader, entrepreneur, or creative, we're here to amplify your voice and help you make an impact.



## TRANSFORM YOUR EXPERTISE INTO INFLUENCE.

SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. As a SXSW Books author, you'll support the expanse of innovative ideas and help move your industry forward.

Publishing a book elevates your reputation, showcasing your knowledge and leadership in your field, and helping you capitalize on new opportunities for growth and influence. As an SXSW Books author, you'll experience the support of seasoned editorial, publishing, and media experts.

## OUR AUTHORITY MEDIA PHILOSOPHY.

We believe branding is not a luxury, it's a necessity. When you command Authority, your marketing costs are less and your pricing power is greater.

Elevating your Authority in your field must be an essential component of your business strategy. Whether your objective is to transcend your competition, to open new doors and grow your business, or to influence audiences on a global level with your message, we believe the single greatest accelerator for raising your authority starts with authorship.



# OUR INDEPENDENT PUBLISHING MODEL

## YOUR STORY, YOUR BOOK.

Your book represents your story and hard-earned insights, yet not all publishing models give you full creative or legal control of your work. As a SXSW Books author, you retain 100% of the rights to your work and your intellectual property—unlike traditional publishing agreements.

Our authors are successful entrepreneurs, business owners, and thought leaders. Our ghostwriting matching services allow you to tell your story without ever picking up a pen. As your partner, we bring your vision to life with a compelling cover design and distribute your book to over 25,000 online and offline retailers.

Additionally, we pair our publishing offerings with speaking opportunities, book signing events and more to amplify your message at an even greater scale. While traditional publishers can offer promotional services, they get to decide which authors receive this support and how much they receive. Our independent service allows you to customize your journey and go further, faster.



# THE SXSW BOOKS PROCESS

## A FAST AND EFFICIENT PUBLISHING PROCESS



### WHAT TO EXPECT

Your strategy will be diligently overseen by our highly experienced team of publishing professionals. The process starts with a collaborative ideation session to identify your goals and set the vision for your manuscript. The resulting plan will guide our partnership throughout the publishing process and book launch.

### VISION & BLUEPRINT SESSION

Meet your Book Planning and Strategy team members and discuss your goals. We'll start by delving into your ideas and goals for your book. If you have a complete or partial manuscript we will provide a professional manuscript review. This offers both editorial and structural guidance to transform your manuscript into a retail-ready book. If you're at the beginning of your book journey, our Book Architects will help you develop a Comprehensive Book Plan within 10 days of your session. This book plan provides a highly detailed outline for your book.

### BLUEPRINT SESSION

During this stage, we will walk through your book plan or manuscript review while giving you the opportunity to provide feedback. Following that, we'll create a customized promotional plan for your book and brand, providing strategic insights into the brand and media services that will best enhance your visibility and resonate with your target market.

### GHOSTWRITER MATCHING AND INTERVIEWS

Ghostwriting compatibility is critical to creating a book that reads and breathes like you, the author. To help you accomplish this, we set up interviews with pre-screened ghostwriter candidates who have experience in a similar sector. This step enables you to get a feel for their personalities and discuss essential elements to your book, such as tone, voice, and overarching themes.

## THE SXSW BOOKS PROCESS

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### EDITORIAL TEAM KICKOFF

Next, you'll be assigned a team who can help you through each step of the process. Your team includes your Developmental Editor, Production Editor, and Authority Advisor and others who will support throughout your book's development.



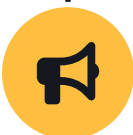
### WRITING, EDITING, LAYOUT, AND DESIGN

Your ghostwriter and team of editors will create your manuscript, providing you multiple opportunities for review and approvals. Once your manuscript is fully developed and approved, it moves to formatting for printing. Our award-winning design team will create your eye-catching book cover.



### BOOK LAUNCH AND DISTRIBUTION

You've finally reached the time for printing, distributing, and launching your book. After your layout is approved, we will manage the complete process of printing and distribution. This includes delivering your book to major bookstores and ensuring it is available as a professionally formatted digital eBook to attract a wider reach of readers.



### BOOK PROMOTION

Launch your book with maximum impact through our tailored promotional offerings. Promotion services are based on your selected publishing program and optional add-ons like PR support. With our strategies, your book has the potential to become an Amazon bestseller.





# JOIN A COMMUNITY OF CREATIVES AS A SXSW BOOKS AUTHOR



## PUBLISHING PACKAGES

	SXSW BOOKS STANDARD	SXSW BOOKS PLUS
<b>BOOK CREATION</b>		
50,000-word manuscript	✓	✓
Dedicated ghostwriter	✓	✓
Audiobook	Optional	✓
250 book copies	✓	✓
Manuscript w/ book coaching	Optional	Optional
<b>BOOK DISTRIBUTION</b>		
Online retail distribution	✓	✓
Offline retail distribution	✓	✓
Library distribution	✓	✓
Foreign language rights distribution	✓	✓
Airport stores promotion	Optional	Optional

 <b>BOOK PROMOTION &amp; MARKETING</b>	SXSW BOOKS STANDARD	SXSW BOOKS PLUS
News release announcing publication on TheAuthorityCompany.com and on the wire	✓	✓
SXSW Author publication announcement	✓	✓
Dedicated social promotion for Author book release on Advantage social, reposted by SXSW on social profiles	✓	✓
Dedicated social promotion for Author book release/speaking/book signing events on SXSW Books social profiles; reposted by Advantage on social profiles	—	✓
Bronze book promotion package	—	✓
Silver book promotion package	—	Optional
Gold book promotion package	Optional	Optional
Amazon best seller campaign	Optional	✓
6-month book launch publicity campaign	Optional	✓
Times Square book announcement	—	Optional
Speak at SXSW event	✓	✓
Speaking prep package with HEROIC partner	✓	✓
SXSWbooks.com Author profile page	✓	✓
SXSW event bookstore presence	✓	✓
SXSW book signing at speaking event	✓	✓
SXSWbooks.com blogs (12/year)	—	✓
SXSW stageside podcast at event	—	✓
SXSW studio interview at event	—	✓
SXSW featured speaker connect	—	✓
SXSW Ideamakers feature on podcast (1/quarter)	—	✓
 <b>EXCLUSIVE COMMUNITY NETWORKING</b>		
Authority Collective Peer Advisory Membership (1/year)	✓	✓
Book Marketing Blueprint Day in-person event	✓	✓



# EXCLUSIVE SXSW AMPLIFICATION



## **SPEAK AT SXSW EVENT**

As a SXSW Books member, you may receive a speaking slot at SXSW in Austin, TX. This entails a 45-60 minute slot to discuss topics either with a moderator or additional panelists with optional Q&A. Advantage will draft a speaking proposal for SXSW's review and approval. Speaking spot is not guaranteed.

## **SPEAKING PREP PACKAGE WITH HEROIC PARTNER**

Members will have the opportunity to attend a 2-day Speaking CORE event at world-class speaking trainer HEROIC Public Speaking facility. This is an invitation-only monthly offering, taking place in Lambertville, NJ. Registration is included. Travel costs are not included. Topics covered include: content mapping for stage presentations, stagecraft, and the business of speaking mastery.

## **SXSW PROFILE PAGES**

Receive an author profile page on [SXSWbooks.com](https://SXSWbooks.com) with a biography, headshot, and link to your book for purchase. If chosen as a SXSW speaker, you will also receive a personalized schedule profile page on [SXSW.com](https://SXSW.com).

## **SXSW BOOK SIGNING AT SPEAKING EVENT**

Your book will be featured in the official SXSW bookstore in the Austin Convention Center during SXSW Austin. Additionally, you'll be able to connect with prospective readers at a book signing event at the SXSW bookstore.



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