

*How I*  
**WROTE IT**  
*Series*

MADISON + PARK AGENCY

[www.MadPar.com](http://www.MadPar.com)  
[@MadisonParkAgency](https://www.instagram.com/MadisonParkAgency)

# Madison + Park Agency

Madison + Park is a full-service global branding agency that assists entrepreneurs and organizations with aligning their brand and business strategy to become global leaders in their industry. We work intimately with our clients to develop the most effective ways to communicate and leverage their message to enhance their brand awareness for greater consumer action.

We aim to support businesses and nonprofits organizations with the complex world of reconstructing and revitalizing their brands while not losing sight of their mission. We help organizations to establish and implement strategies that produce rewarding results. We specialize in providing personalized solutions for every organization.

# About The Project

**How I Wrote It** is an online series that showcases the journey of Madison + Park Global Authors as they write their books from around the world. The series was initiated during the pandemic by Rahfeal Gordon, Chairman/ Chief Executive Officer of Madison + Park Agency.

Each month, viewers from across the globe are introduced to one of the global authors who share their book idea's inception and the focused process they undertook to complete their books with the Madison + Park Agency.

Additionally, they share some of the amazing opportunities and successes they have garnered since being published with Madison + Park Agency.

The series aims to inspire aspiring entrepreneurs, writers, and individuals with empowering stories to publish their books to make a positive impact on lives worldwide.

# Author's Benefits

- High quality printed books (*hardcover, softcover, eBook*)
- High quality video to use for marketing your brand and book
- International speaking and book signing opportunities
- Increase global visibility of your brand and book
- Increase book sales and paid appearance opportunities
- Attract organic sales and partnerships
- Weekly session with dedicated team of branding and marketing experts for strategies and tips to promote your book



# Distribution Plan for Episodes

HOW I WROTE IT ONLINE SERIES WILL BE DISTRIBUTED ON THE FOLLOWING PLATFORMS:

**MADISON + PARK**  
A Global Branding Agency



**TIDAL**  
HIGH FIDELITY MUSIC STREAMING



Available on  
**iTunes**

**You Tube**



**META**

**LinkedIn**

Episodes will be advertised through specific ad buys on each platform. The entire series will be housed in its entirety on the 'How I Wrote It' website (which will be connected through the branded Youtube channel).

# Book Distribution Channels

## **UNITED KINGDOM & EUROPE**

Adlibris [www.adlibris.com/se](http://www.adlibris.com/se)

Agapea [www.agapea.com](http://www.agapea.com)

Amazon.com [www.amazon.co.uk](http://www.amazon.co.uk)

Aphrohead [www.aphrohead.com](http://www.aphrohead.com)

Bertrams [www.bertrams.com](http://www.bertrams.com)

Blackwell [bookshop.blackwell.co.uk/jsp/welcome.jsp](http://bookshop.blackwell.co.uk/jsp/welcome.jsp)

Book Depository Ltd [www.bookdepository.co.uk](http://www.bookdepository.co.uk)

Books Express [www.books-express.co.uk](http://www.books-express.co.uk)

Coutts Information Services Ltd [www.couttsinfo.com](http://www.couttsinfo.com)

Designarta Books [www.designartabooks.com](http://www.designartabooks.com)

Eden Interactive Ltd [www.eden.co.uk](http://www.eden.co.uk)

Gardners [www.gardners.com](http://www.gardners.com)

Mallory International [www.malloryint.co.uk](http://www.malloryint.co.uk)

Paperback Shop Ltd [www.paperbackshop.co.uk](http://www.paperbackshop.co.uk)

Superbookdeals [www.superbookdeals.com](http://www.superbookdeals.com)

The Book Community Ltd. [www.thebookcommunity.co.uk](http://www.thebookcommunity.co.uk)

W&G Foyle Ltd. [www.foyles.co.uk](http://www.foyles.co.uk)

Wrap Distribution [www.wrapdistribution.com](http://www.wrapdistribution.com)

## **UNITED STATES**

Ingram [www.ingrambook.com](http://www.ingrambook.com)

Amazon.com [www.amazon.com](http://www.amazon.com)

Baker & Taylor [www.btol.com](http://www.btol.com)

Barnes & Noble [www.barnesandnoble.com](http://www.barnesandnoble.com)

NACSCORP [www.nacscorp.com](http://www.nacscorp.com)

Espresso Book Machine [www.ondemandbooks.com](http://www.ondemandbooks.com)

## **AUSTRALIA & NEW ZEALAND**

ALS [www.alslib.com.au](http://www.alslib.com.au)

DA Information Services [www.dadirect.com](http://www.dadirect.com)

Dennis Jones & Associates [www.dennisjones.com.au](http://www.dennisjones.com.au)

Emporium Books Online [www.emporiumbooks.com.au](http://www.emporiumbooks.com.au)

Footprint Books [www.footprint.com.au](http://www.footprint.com.au)

James Bennett [www.bennett.com.au](http://www.bennett.com.au)

Peter Pal [www.peterpal.com.au](http://www.peterpal.com.au)

The Nile [www.thenile.com.au](http://www.thenile.com.au)

**NOTE: THIS IS A SHORT LIST OF OUR GLOBAL DISTRIBUTION REACH.**

# Requirements

- **All books must be published and distributed by Madison + Park Agency.**
- **Books must cover (1) one of the following categories:**
  - Motivational/Inspirational
  - Self-Help / Personal Development
  - Autobiography/Memoir
  - Children's Books
  - Spiritual Based
- **Author agreement signing and deposit payment.**
  - **Deposit is 50% of the total fee.**
- **MUST have a valid passport.**



# Project Process 2024

Step 1

## SIGN-UP

- Author's Sign-Up

Step 2

## DEVELOPMENT

- Manuscript Development for Authors
- Author's Marketing Strategy Development
- Coaching + Editing Guidance
- Planning of Global Tour Locations

Step 3

## GLOBAL BOOK RELEASE

- Book Published
- Book Releases Worldwide
- Preparation for Film Shoot

Step 4

## FILMSHOOT

- On Set Filming (location varies)
- Behind the Scenes Content Footage

Step 5

## EPISODE RELEASE

- Released on all Major Social Platforms
- Shared with Various Media Outlets

Step 6

## PROJECT COMPLETED

- Enjoy the Events and Tours

*\*\*Production schedule subject to shorten or lengthen based upon author's work completion time/dates.\*\**



# Package Fee & Details \$5,000

## Publishing

### Manuscript Publishing & Book Distribution

- Manuscript Review + Publisher Recommendations
- Copyright Preparation
- Book Formatting
  - *hard cover, soft cover, and e-book formats*
- Reader Analysis
- Global Distribution for Books
- Royal Preparation and Agreement
- (10) Complimentary Softcover Books for Author

## Episode

### Featured Episode & Film Distribution

- Professional Filmed Featured Episode
- Featured Episode Distributed on Global Platforms
  - *See Distribution Page*
- Paid Social Media Ads to Promote Featured Episode

## Global Tour & Events

### Project Release Celebration & Global Tour

- Book and Episode Release Celebration at MadPar Headquarters
- Book Signing and Screening Tour at (3) international cities
  - USA | UK | Norway (*locations subject to change*)
  - *Additional fees may apply*
- Copies of pictures and recap video of events for promo usage

# Author's Wholesale Printing

Authors are able to order book prints directly from the agency. Orders can be as small as (1) book to (10,000) books. Below is an example of the breakdown. Print cost varies upon number of book and format type (i.e. color, black/white, hardcover, softcover, etc.)

## SAMPLE OF BREAKDOWN

### Book Printing including Publishing Fee (\$1.00usd)

- **Softcover:** \$4.00usd + \$1.00usd = \$5.00usd *per book*
- **Hardcover:** \$10.00usd + \$1.00usd = \$11.00usd *per book*

**Please Note:** Madison + Park does not cover sales tax and S&H when you directly order prints from the agency. All sales tax and S&H will be added to order based upon number of books and weight.

### Breakdown of Revenue + Expenses + Profit (example)

- **Hardcover Sale Price** (\$20.00usd) - Expense of Printing (\$11.00usd) = \$9.00usd *profit*
- **Softcover Sale Price** (\$12.00usd) - Expense of Printing (\$5.00usd) = \$7.00usd *profit*



# Author's Online Royalties

**Please Note:** All retail stores and online book platforms receive a 55% discount off the retail book price and Madison + Park receives \$0.25 usd cents per book sold. This is because retailers cover the shipping cost and the sales tax of each book sold. Madison + Park covers all distribution fees which allows books to be distributed and easily accessible worldwide. Once book retailers have covered all of the expenses, we receive a payout, which we directly pay you – The author.

## Example Breakdown

### Hardcover Book Sales (per book):

**European Union** € 17.00 (after 55% discount + .25) = Author receives € 1.03 *per book*

**United Kingdom** £ 15.00 (after 55% discount + .25) = Author receives £ 1.09 *per book*

**United States** \$20.00 (after 55% discount + .25) = Author receives \$0.55 *per book*

### Softcover Book Sales (per book):

**European Union** € 11.00 (after 55% discount + .25) = Author receives € 2.02 *per book*

**United Kingdom** £ 9.00 (after 55% discount + .25) = Author receives £ 1.52 *per book*

**United States** \$12.00 (after 55% discount + .25) = Author receives \$1.69 *per book*

# Frequently Asked Questions

**Question:** Do I have to pay for my flight and hotel for the global tour locations?

**Answer:** Yes but we are currently working on sponsorships and partnerships to help lower everyone's travel expenses.

**Question:** Can I order more books to sell on my own?

**Answer:** Of course! You will be able to purchase books at wholesale prices! You can order (1) book or 1,000 books. The choice is yours!

**Questions:** Do I own the rights to my book after being published?

**Answer:** Yes! You own 100% of your content. We believe every writer should own their work.

# Frequently Asked Questions

**Question:** Can I release my book earlier than the specified deadlines?

**Answer:** No. Sorry but we have to follow the project schedule because we want each of you to be very successful with your releases. If we are moving along faster than expected, we will push dates forward as we see best.

**Question:** Where will the filming locations take place for my episode?

**Answer:** They will take place in your country. We will inform you about the specific locations and provide details on travel and accommodation arrangements.

**Question:** Will I receive a copy of my episode to post on my social media platforms and website?

**Answer:** Yes! Of course!

# Production Team



## Creative Director - Rahfeal Gordon

Rahfeal is an International Award-Winning entrepreneur, branding strategist, and author of 20 published books. He is also the Founder of Madison + Park, a full-service global branding and book publishing agency that assists entrepreneurs, corporations, and global influencers with becoming leaders in their industry.

## Videographers & Editors - Shallow Focus Films

Shallow Focus Media is a film production company based in Atlanta that specializes in commercial, digital content, and creative short films.

## Interviewer - Amyr Heard

Amyr has been working with creatives and entrepreneurs for over 3 decades. She has a gift and skill in grasping the attention of those she interviews to bring out the most authentic and captivating interviews of her subjects.



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