

**Kellan  
Publishing**

**Manuscript  
Submission  
Guide**

## **Table of Contents**

[Introduction](#)

[Our fees](#)

[Before you submit](#)

[Inside your manuscript](#)

[Kellan Publishing's Submission Process](#)

[Step 1: Query](#)

[Step 2: Chapters](#)

[The Process](#)

[Wait time](#)

[Acceptance/rejection](#)

[Authors Commitment](#)

[Getting Started](#)

[Pre-publication](#)

[You're published!](#)

[Where will my books be sold?](#)

[Publisher's Commitment](#)

[Communication](#)

[Marketing](#)

[Why choose us?](#)

## **Introduction**

Congratulations! This is an exciting time. After torturing yourself to tears trying to get your book finished, it's now time to get it published. We, at [Kellan Publishing](#), know how stressful, terrifying and exciting this process can be. We also know that it can be very frustrating. We hope to alleviate some of these emotions with this guide.

Although our process for submitting a manuscript is very simple, this guide will be valuable in helping you to prepare as well as to get an idea of what to expect through the process should your submission be accepted.

It is important to note not all publishers are the same. While the general rules for submitting a manuscript will apply to all publishers, the actual submittal process and what to expect are solely the processes for [Kellan Publishing](#).

This guide will also answers some of your questions about what our authors are expected to do if accepted, what we do and more so that you can make an informative decision before you submit your work to us.

Please keep this guide to answer questions you may have down the road.

Note: We do not accept all submissions. To better your chances for approval, be sure to follow our guide and tips.

[\*\*How to really tick off a publisher\*\*](#) is a blog we posted some time ago, and may be useful to read before submitting your book for consideration.

Kellan Publishing

## Our fees

How much do we charge authors?

**\$0**

Again, we charge absolutely \$0 to our authors for publishing a book. We do not charge for:

- Light editing
- Publication
- Book cover or design
- Marketing
- Formatting books
- Communication
- Author page on our website

If you are looking at other publishers that charge a fee, STOP! Don't waste your time and money.

### **What authors may spend money on:**

Although not required, some authors do spend money on their own marketing campaigns. This is entirely up to you and is never a requirement. Most of the sources we list offer free services.

We do require book trailers from all authors. Authors can make their own, BUT if they WISH us to make it for them, the fee is \$25.

Purchasing your own books. Many authors purchase books to use for book signings and other events. Many publishers require their authors to purchase a minimum amount of books. We do not. Authors do, however, get a discount on any books they purchase through us – about 50 percent less than in our bookstore.

And there you have it. We do not charge authors for anything. Any money they spend is up to them.



## Before you submit

Stop: Before you submit, make sure everything is in order.

Go over this brief checklist and the information to make sure you are 100 percent ready to submit your manuscript for consideration. Otherwise, your submission could be delayed, or even rejected.

Before submitting, be sure your...

- ✓ Manuscript is unpublished
- ✓ Manuscript is complete
- ✓ Bio and synopsis is complete (can be finished later)
- ✓ Time allows for marketing
- ✓ Book is in an accepted genre

### Unpublished works

Kellan Publishing only accepts unpublished works. This includes self-publishing. If you've published your book on Amazon and didn't have any sales, so you figured you would try a publisher, know that we do not accept these submissions. All Kellan Publishing works are unique, never-been-published works.

Sometimes we do make exceptions such as for an author who only published their book on their website and their website only had a few visitors. But, if the book has sold even one copy, we would not publish it.

We do this because we advertise all of our books are unique and can only be purchased through us (and outlets we use). To manage this, we have to stay strict and not accept any previously before published works.

### **Complete manuscript**

We do not accept ideas for new books that haven't been completed unless we put out a call for them. All manuscripts must be completed and 100 percent read to publish.

By "complete" we mean:

- Obviously, completely written
- Edited
- Proofread
- Edited again

We only provide a very basic edit, so all books must be publish-ready. It is highly recommended you have a professional, or at least someone else proofread and edit your work first. It is not uncommon to miss obvious errors because you have read the work so much, your eyes will automatically see what you meant to write. Having someone else go over your work will help eliminate these errors.

### **Author bio and book synopsis**

Every author needs a great bio and every book needs a great synopsis.

Note: You do not have to have these finished to be able to submit your manuscript. But, if you haven't done so already, you should get to work on them.

If your manuscript is selected, your author bio and book's synopsis are put on your Kellan Publishing-provided author page (see our website [www.kellanpublishing.com](http://www.kellanpublishing.com)), in your book and used for various marketing adventures.

It is important to make sure your bio and synopsis are not written as quickly as possible just to get them finished. These are powerful tools, especially the synopsis, to help sell your book.

Author bio: Don't just list your achievements and where you live. Make your bio enjoyable, witty, clever and don't be afraid to add some humor. You are reaching out to readers trying to get them to know your book. Let them know a little about you, too.

Synopsis: This is probably one of the most important pieces you'll write – and the shortest. Your synopsis will go on the back of your book as well as your website, so it needs to be short enough to fit on the book cover, but enticing enough to make readers want to buy your book. Really think about your synopsis. What is there about the plot that really pops out and will hook a reader? Which scenes/sub-plots will really get their attention? Put yourself in the customer's mind: Would you buy your book based on the synopsis?

## **Marketing**

If you think writing your book was the most work, it's time to rethink that logic. Marketing is an author's biggest task. It doesn't matter if you are self-published or your book has been picked up by a publisher. All authors, no matter how well-known, have to market their books.

If you don't believe this, try watching television commercials. A lot of famous authors put out commercials to draw attention to their books. There are ads in magazines, radio and television talk shows, Internet marketing, guest speaker events, book signings and so much more.

**If they do it, what makes you think you won't have to?**

Our authors are expected to participate in marketing for the length of their contract (3 years). More on this in a later chapter.

## **Is your book's genre accepted?**

Even though it explains it on our website, many authors still try to submit manuscripts in genres we do not accept. Many try to argue that, while it is erotica, for example, it's not 'true' erotica. To us, erotica is erotica, and we do not accept it.

Young adult (YA) is a popular genre, but not one that we accept right now. If your main characters are under the age of 18, that's YA. If your plot centers on high school and the students, even if it's a horror story, it is still YA.

This doesn't mean you can't have supporting characters under the age of 18 – you can.

We do **NOT** accept:

- YA (Young Adult)
- Poems or poetry
- Gay/lesbian

- Cult/hate stories (in mystery/suspense and crime/detective, the “bad guys” can be a cult)
- Erotica

If your book falls into one of these genres, it will be rejected. Please be sure before you submit your manuscript.

A list of which genres can be downloaded at:

<http://www.kellanpublishing.com/index.php/manuscript/>

While it in no way encompasses every genre and every sub-genre, it will give you a good idea of what we do accept.



## Inside your manuscript

Before you submit your manuscript query, or while it is being considered, take the time to really go over it again. So many times we like the idea, then after reading the sample chapters we have to reject it.

There are several reasons for rejecting a manuscript including; poorly written, too many errors, story doesn't flow, tone of writing keeps changing and so on.

### Style

A little about style. If your book is fiction such as fantasy or romance, then make sure it is written in that style. In other words, do not write using a scholastic tone. You are writing a fantasy novel, for instance, not a dissertation.

### “That” is that

Did you know in most cases the word “that” can and should be left out? For instance, the previous sentence could have read “did you know **that** in most cases the word ‘that’ can and should be left out?”

Go through your manuscript using the “find” feature and type in the word “that.” See how many times it pops up. Go to each sentence with the word and see if it absolutely has to be in there. Take it out if it doesn’t. Or, if the sentence doesn’t seem to flow without the word “that,” then try a substitute word such as “which.” This isn’t the case for each instance of the usage, but eliminating many of them will improve your book.

### Spell and grammar check

This should be obvious, but time after time we find mistakes which would have been caught if only the author had performed a spell and grammar check. Remember, your manuscript is supposed to be publish-ready, and it wouldn’t hurt to perform another check, even if you’ve already done so.

### Characters

Believe it or not, a lot of errors we find are in the spelling – or misspelling – of characters' names. This is especially true if the names are of a unique spelling. Go through your manuscript and make sure the characters' names are all spelled correctly.

We also find dialogues and actions attributed to the wrong character. For example, John says something, but the quote is attributed to Jake. Double-check to make sure everyone is getting their credit.

While these may seem like simple irritations, they become huge problems in a book. These errors can cause your book to be sent back to you for editing and revisions, which will greatly set back your publishing time, or, if missed, will see your book published with all of these errors. Which none of us want.

# **Kellan Publishing's Submission Process**

## Step 1: Query

A query is an introduction of yourself and your book. In our case, the query is the synopsis you will submit into the form on our website.

Think of this as an interview for a job. Hopefully, you wouldn't go to a job interview in pajamas, old jeans, dirty or otherwise unprofessional. The same concept is applied to the query/synopsis portion of submitting your manuscript.

It is frankly surprising, and a bit frightening, how many "authors" submit a manuscript to us and in their query/synopsis, they write as if they were sending a text message to their friends.

Example of an actual query/synopsis:

*"...i am sending my book 2 u. Its @ a man who escapes being kilt. It will be a best saler!!!!!!"*

Obviously, this was rejected immediately. Then came the numerous emails after the rejection, telling us how we made a huge mistake; how we don't know anything about publishing; how we're stupid and inept... and so on. Well, this certainly changed our minds, right? WRONG.

So, what do we look for in a query/synopsis?

### **#1: Your writing**

As already mentioned, this is your interview. The very first thing we consider is your writing ability. Since we do not provide editing for our manuscripts, it is important that your query/synopsis is well-written to show us that you actually do know how to write.

This doesn't mean you should agonize and ponder over what to write. This is a short section in the process. Just make sure your grammar and punctuation are correct and what you've written makes sense.

A valuable hint: Many times manuscripts are rejected just because the initial contact writing is full of mistakes.

#### **Introduction:**

A brief introduction explaining a little about yourself is always welcome. This doesn't have to be long; a couple of sentences should do fine.

#### **Synopsis:**

Now it's time to sell your book. What makes your book special? What type of plot and characters can we expect to see? How is this book different than other books in the same genre?

You do not have to actually answer these questions. Keep them in mind when you are writing your query/synopsis.

A query/synopsis that is well-written and engaging will get you much further, and may also keep your manuscript from being rejected.

Take your time and do it right. While we are not extremely picky, we do not like reading submission requests like the example given earlier. Also, this is not a lengthy submission. You should be able to "sell" us your manuscript in a couple of paragraphs. Please do not try to write pages and pages of information. Keep it simple, elegant and engaging.

## Step 2: Chapters

As part of the submission process in the form on our website, you are asked to submit the first two chapters of your manuscript. Make sure these chapters are perfect.

The first step towards acceptance is your query/synopsis explained in the previous chapter. It gets you to this point – whether your manuscript will be accepted.

Kellan Publishing, unlike many other publishers, does not require an entire manuscript before accepting it. If we like what we see from your submission, we provide a contract. It's that simple, and that frustrating.

### What we look for

While reviewing the chapters, we look for several things:

#### Writing style

Does the writer have a grasp on the written language? Is the writing style consistent?

A common error we find is switching between tenses. A writer will start out writing in present tense, let's say, and throughout the book intersperse it with past tense. Or vice versa. Although personally we do not care for present tense, if your book is written that way, make sure it is consistent throughout the book.

#### Content

A reader's attention needs to be grabbed from the onset. Manuscripts, unless they are DIY or other instructional works, which start out with a lot of descriptions and back story are many times rejected.

We look for books that grab our attention and have a good plot with strong characters.

#### Flow

How well does the story flow? Scripts that jump from scene to scene and character to character without a smooth transition will need to be revised.

How easy is it to follow along? You won't be able to keep a reader's attention if your book is jumping around. While it may make sense to you – since you are the one who wrote it and knows what is going on – readers are not able to read your mind and will need to be able to keep up. Otherwise, the book is put down without finishing, and the likelihood of them buying another book from that author is slim to none.

#### Dialogue and punctuation/grammar

This is a HUGE consideration. It involves punctuation and the content of the dialogue. Manuscripts are often rejected just because of the dialogue.



Punctuation is the number one problem with dialogue. Let's take a look at a common example of incorrect punctuation:

*"I went to the store and bought seven cases of eggs for the party." Said Sharon.*

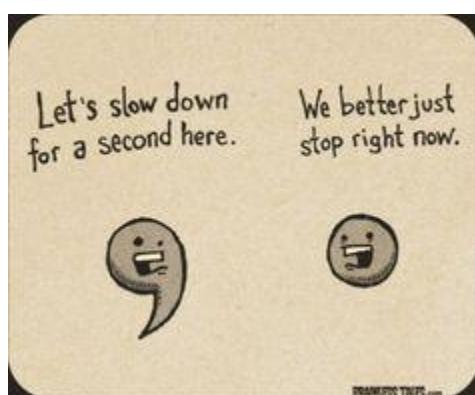
Can you tell what is wrong in the above example? There are two errors.

Error 1: The period at the end of "party." It should not be there because Sharon is speaking.

Error 2: "Said" should not be capitalized.

Correct version: *"I went to the store and bought seven cases of eggs for the party," said Sharon.*

(Note: "said Sharon" is okay to use, but it is more formal and detracts from the fictional story. Instead, "Sharon said" is much friendlier and flows better.



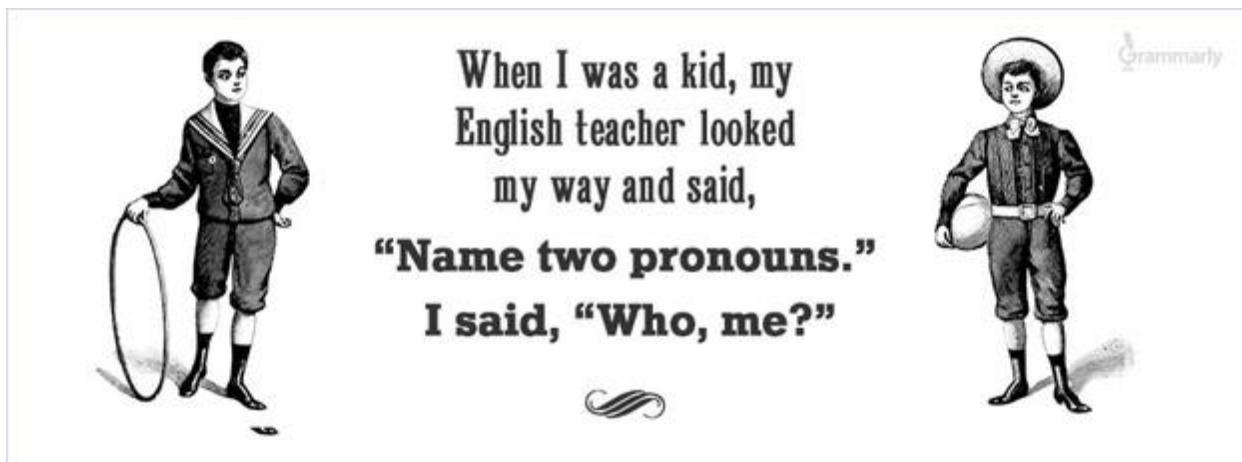
Another example:

"I won't get in your way, I promise," Sharon crossed her fingers behind her back.

Do you see what is wrong in the above sample?

The comma should be a period. In this case, Sharon is performing an act; therefore, a period is required to close out the dialogue.

Correct: "I won't get in your way, I promise." Sharon crossed her fingers behind her back.



Now let's talk actual dialogue. Dialogue between characters should be smooth. This means our characters cannot speak exactly like us, or always in perfect grammar. Imagine if they spoke like we do...

"I um went ta th store and got some eggs."

We speak with a lot of pauses and insignificant words that our characters shouldn't use.

When writing dialogue, only put in what is necessary. We don't need to read the word "Hello" every time they answer a phone call. If the dialogue isn't necessary to the plot, keep it out.

Dialects are also a deep contention. If your character is Scottish and speaks with an accent/dialect, be sure you know what you are doing first. Make sure you are using the correct phrases and words, not only for the dialect, but for the time period in which your book is set. It is best to choose several words to use as part of the dialect throughout

the manuscript. Trying to make every word they say into a dialect will not only be difficult to write, but extremely hard to read for your customers.

Abbreviations in dialogue are a no-no. For example:

**"I asked Lt. Kane if he was available," John said.**

Written this way, John is actually saying... "I asked L T Kane if he was available."

Correct: **"I asked Lieutenant Kane if he was available," John said.**

Do you see the difference? Because John is speaking out loud, his dialogue needs to reflect how it would sound out loud.

### **Numbers and abbreviations**

Numbers, in stories, should be spelled out for the most part. Do not write "2-year-old" in your stories; instead, "two-year-old" should be used. The exception is for address or actual names of places.

Manuscripts should not have symbols and abbreviations unless they are proper names of places, events, titles, etc. The & sign is something we find a lot of in books; not for a proper name, but in a regular sentence.

In short, before sending in your first chapters for consideration, make sure they adhere to our guidelines, are free of grammatical and spelling errors, and are ready to publish. Then go over your entire manuscript and do the same thing.

# The Process

## **Wait time**

This is probably one of the most frustrating aspects of getting a book published – waiting to find out if it was accepted. Unfortunately, there's not much you can do about it but ... wait.

Let's take a moment to consider what goes on at (our) publishing house to get a better understanding of why it can take up to 4 weeks (usually less) to get an answer on your submission.

We receive submissions on a daily basis. All submissions are considered by a humanoid, not a technical process. Submissions are also reviewed in the order they are received.

Plus, we use your submission as the basis for determining whether to accept your manuscript. Almost all submissions are accepted (or rejected) without further action needed just from this process, so we tend to take a little time for consideration first.

We are a growing business and do not have a lot of staff. However, even with a big publishing house with an infinite number of staff, you will likely wait eight weeks or longer for a response.

On a daily basis, we are working on:

- Answering emails (just imagine how many!)
- Answering phone calls
- Receiving submissions
- Reviewing submissions
- Setting up/creating blogs
- Updating the website (always an ongoing process with up-to-date information)
- Creating book covers
- Launching new releases
- Assisting authors
- Assisting customers with book orders
- Marketing ( too much involved to go into detail)
- Formatting books for digital
- Formatting books for print
- Placing books on various website outlets (Amazon, Barnes and Noble, etc)
- Tons of miscellaneous chores

This is just a short list of what we do every day, seven days a week. Some things are more urgent than others and can set back or interfere with other, less time sensitive duties.

Unlike many publishers, we do not have a trash bin where your submission will go without a word. We do respond to each and every submission with a reason for rejection or, a contract with acceptance.

All of these things take time, but we do answer as soon as possible.

While you're waiting, join some of our groups and pages to meet other authors and customers and get involved.

Get our [\*\*FREE APP.\*\*](#)

Become an [\*\*Affiliate\*\*](#)

Like us on [\*\*FACEBOOK\*\*](#) and chat with others.

Join in our conversations on [\*\*LINKEDIN\*\*](#).

Join our [\*\*FORUM\*\*](#) for authors, readers, publishers and viewers

Follow and participate in our [\*\*BLOG\*\*](#).

## Acceptance / Rejection

After you have submitted your query/synopsis and you've waited patiently while getting involved in our social media and forums, you'll get either a response telling you your submission was accepted or – let's hope not – rejected. The answer will come via a reply to your submission form/email.

Here's what to expect:

### Rejection

Let's pull off the band aide and start here, with a dreaded rejection notice. As mentioned, we have a lot to do and not a lot of time to do it. So, our notices are usually pretty brief.

We will let you know your submission has been rejected and a little bit about the reason for the rejection. This doesn't mean you can't resubmit it after the problems have been corrected. We always welcome submissions, even multiple-times submissions. So please don't get too discouraged.

Please do not send us multiple emails asking us for more details. We are not editors and we are not providing a critique of your writing. We actually had one author whose work was rejected whose editor contacted us asking what all was wrong with the book. Well, in our opinion, if the editor had to ask us, then they are not a true editor. In this instance, the book had glaring punctuation and grammatical errors, misspelling of words, and it was obvious this was a first draft and not a finished product.

### Acceptance

Congratulations, your book has been accepted! You will get a response via a reply to your submission email letting you know your book has been accepted. The email will also contain the contract.

The three-year contract is pretty generous and can be continuously renewed.

**Please, do NOT ask to change the contract. All contracts are the same for all authors and are not individualized.**

### Some highlights of the contract:

- Authors receive 50 percent of royalties after fees. The fees refer to what Paypal charges to process the sales. *Most publishers pay about 35 percent.*
- Kellan Publishing has all publishing rights and authors retain their author rights.

- All authors are paid quarterly after reaching \$25 in sales.
- **Authors are ONLY paid via Paypal**

You will be asked to review the contract and physically sign it. Only the first and last page of the contract are to be sent to us, in a separate and fresh email (not a reply).

Once we have received the signed contract, you'll get an email with Author Pack 1 documents (explained in a later chapter), which will get you started in the process.

Congratulations, your work has only begun!

# **Authors**

# **Commitment**

## **Getting Started**

Getting a book published isn't too terribly tough in today's electronic world, but making it successful is.

There are always projects, marketing campaigns and work to be done for your book, beginning the day your book is accepted by Kellan Publishing.

To aid you in this, we've developed "Author Packs" which are designed and timed for different timelines in your book's pre-publishing, launch and publication phases. Once you've signed and sent us your contract, we will send you Author Pack 1, which has several tasks for you to complete.

These tasks will need to be completed before a date is set for publication.

We won't go into all of these here since you will get them if/when you are offered a contract, but here are just some of the ideas so you know beforehand what to expect.

### **Author Pack 1**

This pack includes instructions and a checklist to be used throughout your time with Kellan Publishing. Here you will need to create and turn in several documents including your author bio, book synopsis, provide a professional looking author photo, interview form and more.

This pack also contains writing guides and the formatting guideline. Pay special attention to the formatting guideline as you will likely need to reformat your manuscript to fit in with our specifications.

This is the basic format for us. From this format, we reformat your manuscript for our different digital and print publications. It is essential you format it to our guidelines to prevent rejection and revision requests.

The tasks in this author pack are designed to get you and your book ready to set a publication date. Until everything is received, your book will not get a date. It is important to get these in to us in a timely manner because: 1. Your book will not get a date without them; 2. If you take too long, we may discontinue your contract and you may or may not be asked to sign a new one; 3. Publication dates are set in the order we receive all of the information from the authors; and 4. Books are scheduled to publish about one month AFTER a publication date has been set. The longer you wait, the longer it will take to get published.

## **Pre-publication**

Once everything from Author Pack 1 has been submitted, you will receive Author Pack 2 which has all the information to start working on marketing and promotions for when your book is published.

It is important to understand the time between submitting everything from Author Pack 1 to receiving Author Pack 2 may be a little while. There is a lot of work on our part to get you ready for this step. So please be patient.

### **Author Pack 2**

Again, we will not describe everything in this pack, but enough to give you an idea of what to expect.

This step in the publication process is all about letting people know you have a book being released soon. This author pack is geared towards that with instructions on making a book trailer, sending out press releases and having a pre-release party.

When you receive this pack, you will also receive the following (which is why it takes a while as we have to set everything up first):

- Your own Kellan Publishing author page on our website. [See an example author page.](#)
- Book cover (if we designed it)
- Book cover in 3D
- Publication date

Your job at this point is to pre-promote your upcoming book.

## You're published!

Everything you've been working towards since you first picked up that pen or hit the first key on your computer has come down to this: becoming published. It's been a long, tiring road, but you've done it!

But, you're still not finished. Not even remotely.

Who will buy your book if they don't know about it? You may get a few bites here and there, but writing the book is only the first step. You must continue to promote, promote, promote your book. Just because you have a publisher doesn't mean you get to sit back and watch the royalties come rushing in. Being a successful author takes a lot of work, and our Author Pack 3 is designed to help you.

### **Author Pack 3**

The instant your book becomes available in our bookstore, we will send you an email with Author Pack 3 documents in it. You will also receive digital copies of your book (PDF, ePub and Mobi).

These documents are designed to help you promote your published book. There are ideas on holding book signing events, publishing parties and more.

Now that your book is published, you will be required to write a monthly blog (due at the first of each month) and send it to us. These blogs are for Kellan Publishing only (not copies of any blog posts you may have elsewhere) and are used on our blog for promoting you.

Now that you know some of your responsibilities, let's see what Kellan Publishing does for you and your book.

## **Where will my books be sold?**

Although you wrote your book for enjoyment or because you had the writer's need to do so, you still want to know where and how your precious work will be sold so that others can enjoy them too.

We highly, strongly, urgently recommend selling your books through our [bookstore](#). This is where the authors and Kellan Publishing make the most money. Through our bookstore, the only fees taken out of the sales are the small Paypal fees used to process the sale. In many instances, this amounts to approximately 33 cents.

Also, we are trying to build up our company and our bookstore, which means we want to promote it as much as possible. Our books can be purchased in digital and paperback directly from our bookstore.

However, we also use other venues to sell our books including. But these venues take a lot of the profits. For example, Amazon takes 65 percent! That's right. So if your book is selling for \$10, Amazon takes \$6.50 of the profits, leaving the author and Kellan Publishing to split \$3.50 – or \$1.75. So, a book that sells for \$10 on Amazon will only generate \$1.75 in royalties to you!

The same scenario for our bookstore. The book sells for \$10. Paypal takes, let's say, \$1. Now you get \$4.50 in royalties (50-50 split with Kellan Publishing). Big difference.

We also sell the books at Barnes and Noble and Kobo. These venues do not take nearly as much profits as Amazon, but they still take more than our bookstore.

# **Publisher's Commitment**

## **Communication**

Communication is vital in any type of relationship, and that holds true between publisher and author. At Kellan Publishing, we like to have a strong communication with all of our authors. We do not just accept your work, publish it and move on.

We do not charge a single penny for publishing your book, unlike a lot of publishers, so we continue to work with you once your book is published.

We send out group emails explaining any updates, changes or progresses we've made. Our authors are kept informed on most everything we do.

On the same token, we expect our authors to communicate regularly with us. Communication does go both ways and it will not be successful if both parties do not participate.

So, let's keep the communication channels open for better success.

## **Marketing**

As explained in our “fees” chapter of this guide, Kellan Publishing does not charge authors to be published, or any of its processes. Therefore, it is only advantageous of us to market the books we publish. How else are we going to make money?

Our marketing efforts grow daily, but here are some of the things we do for our authors and their books.

### Facebook campaigns (including Twitter)

Every time a book is released, it’s announced. Every time we have a special sale, it is announced.

We have an Author Focus Week in which one author and their book is focused on for six days – the link is posted daily on our page.

### Author Pages

Every published author gets an author page on our website with links to the bookstore where their book is published, a free chapter for visitors to read, a place to write a review and more.

### Blog

Here is where we feature our Author Focus Week. Authors’ monthly blogs are also posted here and linked to our Facebook page. We also have guest bloggers and more.

### Trending Now

On our main “Readers” page we have four books featured as the Trending Now books. These are the books that are most popular at the time and are changed as frequently as needed.

### Book of the Month

Each month we select a book to be the book of the month and display it on our website and posts in Facebook.

### Raffles

Whichever book is being featured during Author Focus Week is in our weekly free raffle giveaway.

### Reading Room

Our Reading Room is a book club where readers join for free, get a free book for joining, then go into a raffle to win a free book each month.

[Phone App](#)

We offer a free phone app which has every book we publish listed, snippets of the book to be read on the app, author profiles, social chat and more.

[Catalog](#)

This (when completed) catalog will be available for free and list all of our books in genre and new release categories. It will be updated frequently.

We do much more, but this is an idea of some of the programs and marketing techniques we use.

## **WHY CHOOSE US?**

It is so easy to publish a book today, and there are a plethora of publishers out there. Self-publishing has never been easier. So, what makes Kellan Publishing so special?

### **COMMITMENT**

If you think your work is cut out for you as an author, just imagine how much we do.

We are a small publishing company and every author is invaluable to us. We work seven-days a week promoting, improving and expanding.

### **COMMUNICATION**

True, sometimes it may take a few days to answer your emails, but we do answer them. Depending on the publishing house, you may or may not get a response to your queries. Or you may get such a vague answer you'll still be scratching your head in wonder.

We always communicate with our authors – individually and within the group.

### **COST EFFECTIVE**

What can be more cost-effective than free?

How much money you spend on your book is up to you. On our end, we do not charge authors to publish their books.

### **MARKETING**

You are not alone in your marketing efforts. Simply because we do not charge to publish books is a great incentive to market them. We work hard and timeously on marketing our books, right along with the authors.

### **PARTNERSHIP**

It truly is a partnership with Kellan Publishing. We need each other to be successful and we do not stop working with an author once their book is published. The partnership continues beyond the first publication.

### **WE'RE A FAMILY**

Our authors work with Kellan Publishing and each other. We're a close-knit group helping each other to succeed. Authors have formed reading and critique groups with each other.

Our slogan: "It takes a village of authors to raise an author."

## **CONTENT**

We only publish new and unique books, so our readers know they will not be choosing a book that had been picked up and didn't sell from another publisher only to be recycled here.

## **CONTINUED SUCCESS**

As we continue to grow, you and your books will continue to grow in success. The cycle is never ending. Our authors are not limited to publishing only one book with us. Once you're in, it's much easier to get another book published with us.

We hope this guide has helped you in such an important decision as where to publish your book.

Now it's time to rub those fingers together, break out the keyboard and submit your manuscript for consideration.

Thank you for taking the time to consider us for your book.

Kellan Publishing

A large, red, rounded rectangular button with a slight gradient. The word "Submit" is centered in white, bold, sans-serif font.

**Submit**