



THiNKaha
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

408-257-3000
<http://thinkaha.com>

Dear Prospective Author,

We at THiNKaha® work everyday to help foster better business practices, and help workers to create a successful workplace. THiNKaha publishes books on business and leadership in the workplace, with a team of experts behind the scenes helping to ensure that our authors deliver insightful content. As a company that deals in creating learning opportunities, we know the importance of a constant flow of high quality information across a broad range of subject matters. Our selection of published books covers a range of business-related subjects, helping to make us a premiere business resource online and in print.

Using the THiNKaha book publishing service can be a very beneficial choice for your business. Our books are comprised of 140 Twitter-sized quotes (i.e., in 140 characters or less) that can typically be written in one to three days (20-60 hours). After we publish your book, we distribute it to a large number of different locations online. Authors receive 100 copies of their book, as well as 25% of the ongoing net profit on all purchases. This allows you to use an economical and highly effective marketing method, while establishing you and your business as a published expert within your industry.

Having officially published and distributed material with your brand on it is an excellent marketing tool, and it will instantly establish credibility for you and your business. Thought leaders, or those that lead the innovation and creative thinking charge within companies, can use the material published through THiNKaha to build their brand more effectively, and give them additional material to work with for years to come.

It only costs \$2,500 to publish a THiNKaha book and you can have your book in your hands in as little as five weeks. You won't need a full-blown book proposal to publish with us; to start, you only need to answer six questions about you and your book topic. If you are a first-time author or need to expeditiously create a niche book for a keynote or client, explore publishing with THiNKaha. If you've published before, you will find THiNKaha to be an easy and refreshing difference to your last experience.

Please call or e-mail us with questions. We hope to welcome you to our family of authors! Be sure to check us out at <http://www.thinkaha.com/easy-book-authoring>.

Warm regards,

Mitchell Levy, CEO & Author, THiNKaha
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Appendix A: Author Business Model for the THiNKaha Elite series

Cost to Publish

\$2,500 includes 100 books (paperback) and the following services

Coaching

Description	Details/Fee
Individual Coaching	1 Session
Project Management	Included
Developmental Editing	Included
Marketing Coaching	1 Session

Production and Distribution

Description	Details/Fee
Book Cover & Jacket Design	Included
Copy Editing and Proof Reading	Included
Page Layout	Included
e-Book (PDF, Amazon Kindle, iPad, Kobo, B&N Nook, etc.)	Included
Approximate Time to Market once the Manuscript is Received	1-2 Months
e-Commerce Engine through Happy About & THiNKaha websites	Included
Distribution through the Book Channel: Amazon, Baker and Taylor, Ingram	Included
Distribution through the THiNKaha iPhone App	Included



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Create a custom edition of your book for a client or company

- Insert a personalized letter inside the book from the CEO or thought leader in the company
- Starburst or logo on the jacket that says “Brought to you by {insert name of the company}”
- See an example of what is possible: Custom edition of #POSITIVITY tweet book for Walmart.com: <http://bit.ly/Walmart-Positivity>

Author Quantity	Author Prices	Author "Custom" Prices	Customer Quantity	Suggested Customer Prices	Suggested Customer "Custom" Prices
51-100	\$10	\$13*	10-99	\$15.96 (20% off)	\$16.96 (15% off)*
101-200	\$9	\$12*	100-249	\$14.96 (25% off)	\$15.96 (20% off)*
201-499	\$9	\$11**	250-499	\$13.96 (30% off)	\$14.96 (25% off)**
500-2499	\$8	\$9**	500-749	\$12.97 (35% off)	\$13.97 (30% off)**
			750-999	\$11.97 (40% off)	\$12.97 (35% off)
2500-9,999	\$6	\$7	1,000-4999	\$9.98 (50% off)	\$11.98 (40% off)
			5,000-9,999	\$8.99 (55% off)	\$9.99 (50% off)
10,000-99,999	\$5	\$6	10,000-24,999	\$6.99 (65% off)	\$7.99 (60% off)
			25,000-99,999	\$5.99 (70% off)	\$6.99 (65% off)
100,000-999,999	\$2.50	\$3	100,000-999,999	\$3.99 (80% off)	\$4.99 (75% off)
1,000,000+	\$1	\$1	1,000,000+	\$1.48 (93% off)	\$1.99 (90% off)
eBook			eBook		
1-10	\$7.50	\$7.50*	1-10	\$11.95	\$11.95*
10-999	\$7.00	\$7.00*	10-999	\$7.50	\$7.50*
1,000+	\$3.25 in lots of 1000	\$3.25 in lots of 1,000**	1,000+	\$3.50 in lots of 1000	\$3.50 in lots of 1,000**

* Plus \$500 customization fee

** Plus \$250 customization fee

NOTE: Will add shipping (and tax in CA)