



The **Park Point Press** program introduces a new imprint to the Science of Mind Publishing family. Science of Mind Park Point Press is a publishing program that offers authors the opportunity to purchase all services for the production, publication and distribution of their original book manuscripts through Science of Mind Publishing and its exclusive distributor, Red Wheel Weiser.

The constituency of Centers for Spiritual Living and Science of Mind magazine includes many authors and writers — from ministers to laity — who are unable, for various reasons, to find traditional publishing outlets for their manuscripts. Although these manuscripts may not be cost-effective or marketable for traditional mainstream publishers, they are beneficial to Science of Mind Publishing.

Park Point Press extends the Science of Mind philosophy into the world. It forges a legacy of Science of Mind thought in print that will stretch into the future. This is evident by the lasting value of books, in whatever form they take — print or digital. For Science of Mind authors, the Park Point Press program offers publication of their original book titles.

### **Benefits to Authors**

Authors of Park Point Press titles will be able to present themselves as published authors with a prestigious, long-standing publishing house, Science of Mind Publishing.

When traveling for speaking engagements, authors can inform venues that their titles can be ordered from Red Wheel Weiser. Authors can purchase additional bulk units at a discount and resell for profit. Authors also profit from royalties of sales through Red Wheel Weiser.

Most importantly, Park Point Press authors will have the distinction of being part of the legacy of Science of Mind writers that will last far into the future, furthering the growth of the Science of Mind philosophy into the world.

***We are Ernest Holmes's publisher and we'd love to be yours!***

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## **Park Point Press Is Unique**

The Park Point Press program is distinctly different from Science of Mind Publishing and Spiritual Living Press. Because Park Point Press titles are subsidized by the author, the audience for Park Point Press titles is generally expected to be limited to those in the author's circle — congregants, clients and venues where the author speaks or teaches. This is not to say that Park Point Press will publish any title submitted. There will be a review and acceptance process for Park Point titles.

## **How the Science of Mind Park Point Press program works:**

1. Author pays Science of Mind Publishing a fee and supplies a complete, original manuscript.
2. Science of Mind Publishing reviews the work and accepts the manuscript.
3. Science of Mind Publishing provides one copy edit of manuscript and minimal marketing opportunities for the final title.
4. Science of Mind Publishing contracts with printer.
5. Book title is distributed by and available through Red Wheel Weiser, the exclusive distributor for Science of Mind Publishing. The author receives a number of free copies, a discount on bulk orders, royalties of sales, marketing benefits and title availability through a national distribution house and retains all rights.

## **Your Park Point Press Package (\$5,500)**

1. One copy edit of manuscript, provided by Science of Mind Publishing  
*Additional editorial services are the responsibility of the author. Science of Mind Publishing could provide a referral for a supplemental editorial services package (i.e., editing, proofreading, consultation); this could be contracted out and would be in addition to the program fee.*
2. Book design and production
  - a. Cover — choice of two templates
  - b. Interior — choice of two templates
  - c. Two correction passes
  - d. Print management
3. Fifty (50) free copies of the printed book
4. Distribution through Red Wheel Weiser  
*Author has the opportunity to inform various venues and clients that his or her book may be ordered through Red Wheel Weiser. Science of Mind Publishing receives a percentage of sales, and the author receives royalties (same contract as with all other Science of Mind Publishing titles).*
5. Royalties of titles sold through Red Wheel Weiser  
*Author receives 6.5 to 7 percent royalty of cover price for every unit sold through Red Wheel Weiser.*

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6. Title advertised in group Park Point Press ad in Science of Mind magazine  
*Science of Mind magazine will create a one-page, in-house ad for Park Point Press, to run quarterly. This ad would list the group of all titles under the Park Point Press imprint. It would not be redesigned each time; only the list of titles would be updated and kept current. Author will also receive one full-page ad specific to his/her book.*
7. Discounted price for advertising in Science of Mind magazine  
*Should the author want to run an ad for the books in Science of Mind magazine (in addition to the group ad), he/she would qualify for a discount ad price. Authors would be responsible for supplying print-ready advertisement and for paying the discounted price.*
8. Book title featured in Red Wheel Weiser flyer  
*Red Wheel Weiser offers Science of Mind Publishing the opportunity to market titles via flyers inserted in all of its outgoing fulfillment shipments. In this case, Science of Mind Publishing would print a one-sheet flyer for Park Point Press (for example, a photocopy of the Park Point Press ad that will run in Science of Mind magazine). This piece would be sent to Red Wheel Weiser, which will insert it into all orders it ships to retailers at no additional cost to the author.*
9. Book displayed at Centers for Spiritual Living Headquarters  
*Centers for Spiritual Living will provide a small area for the display of Park Point Press titles. This will be a source of pride for authors and a point of interest for those who visit the building.*
10. Book displayed in a Park Point Press display at Centers for Spiritual Living gatherings  
*A display of Park Point Press titles at Centers for Spiritual Living events and gatherings will increase recognition of the Park Point Press Program to constituents and be a source of pride for authors. Authors will also have opportunities for book signings and sales at some Centers for Spiritual Living gatherings.*
11. "SHOP" page at ScienceOfMind.com  
*Science of Mind Publishing has a Park Point Press page at ScienceOfMind.com. Each Park Point title will receive a link to one page with an image of the book cover and purchase information. Once the link is live, it offers advertisement for the title, a way to purchase the title and the opportunity for the author to send potential customers to the site. This will increase site traffic as well as generate online sales.*