

Getting To Know, BlackGold

In today's hustle and bustle of budding creatives and inspiring writers - becoming a published author has become more of an obtainable goal than ever before! And even more incredible than that, authors can now produce and distribute quality content that is vastly accessible via a wide range of retailer options at the push of a button. This is why online publishing is quickly becoming the ideal choice for aspiring indie writers everywhere on their personal journey to authorship.

And that's where we come in!

BlackGold Publishing is an online publishing house, operating from the Hampton Roads Area. Incepted in 2016 by our Founder and CEO, Tahara Saron, after discovering a desperate need for the expanded visibility of black and ethnic authors in her area - Tahara stepped up to the plate and decided to change the narrative. BlackGold was hence birthed with inclusion, diversity, and most importantly - community, in mind. We strive to create better opportunities for writers everywhere, while maintaining our promise to deliver quality service, made easy! BlackGold Publishing a member of the IBPA (Independent Book Publishers Association) and is currently under consideration for the AAP (Association of American Publishers). BlackGold has been featured in various publications for our outstanding literary work and anticipated productions. We also pride ourselves on our excellent client merchant relationships with major retailers such as Amazon, Kindle, Barnes & Noble, Apple and local bookstores with open wholesale channels provided through IngramSpark distribution centers.

Thanks to our incredible staff of authors, illustrators, marketing execs and business assistants - we have acquired much success! And our triumphs don't stop here as we look forward to your contribution on our growing team! Your dream is our goal - remember: There are no, "no's" here at BlackGold, so if you have a vision, we can definitely make it happen!



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BlackGold Publishing

Where Literature is Golden.

Product/Service +
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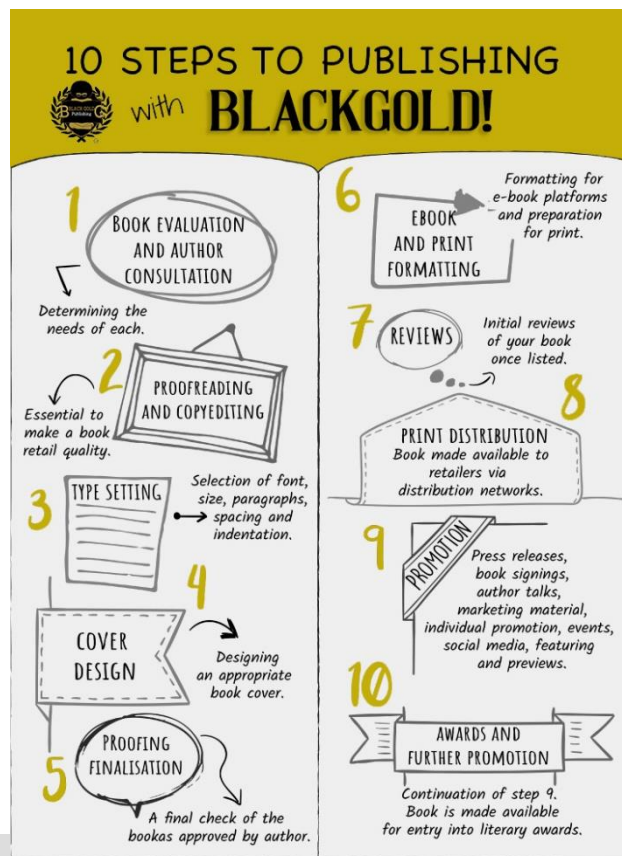
**BlackGold Publishing is an Equal
Opportunity Employer.**

www.BlackGoldPublishing.com

Becoming a Published Author: The BlackGold Publishing Way

Hi there! We want to personally congratulate you on taking the very first steps towards becoming a published author! Woohoo! This is an exciting time but it's also important to us that all new writers and creatives seeking to join our team know exactly what to expect. So, we've created a (fun) streamlined step by step checklist for authors to follow as they begin this process! Step #1 begins as soon as you've sent your manuscript in for us for review!

Ready to make it to #10? Well, let's go!



- [Zoom In to See Image Clearer](#)

HOW SALES ARE DISTRIBUTED

All royalties received from sales through our website and various retail/distribution channels are split 70/30 with the author - with us maintaining the lower amount. With that said, not all profit margins are the same and royalties will vary depending on the channel.

For instance: If we sell your book on our site for \$9.99, we would retain \$2.99 (30%) and the author would receive \$6.99 (70%). Amazon and other retailers take a listing and printing fee however, lowering royalties at most by 50%. So instead of taking our cut from the original \$9.99 - we'd really be taking it from \$4.99. Lowering your 70% from \$6.99 to \$3.49. Etc.

- *Royalty compensation is deposited tri-monthly via payment option of your choice: Check, PayPal, Square, or Venmo. (Authors also receive a quarterly Sales Report to track their sales and keep for their records).*

Tips For Better Book Sales

Book promotion is important but it isn't the only tactic that gets sales going. Nowadays **readers want to connect with the author** of their favorite books on a more personal level.

And It's your job to give the readers what they want! Sign up for readings at your favorite coffee shop or lounge. Go LIVE on Facebook and read an excerpt or two. You can even throw yourself a release party or organize a book tour! However way you do it - social engagement is more than important and you want to make sure that you are not only giving readers a new favorite book - but a new favorite author too!



STAYING AFLOAT IN A COMPETITIVE MARKET

More than ever before, independent writers are choosing to self-publish taking the industry by storm. Hence, creating a high supply of multi-genre independent literature in today's market. With mainstream book industries flooding with an exceeding amount of new works than meets demand - it can be hard for authors to maintain individuality and consistent sales amongst the competition. What we've observed is an inevitable drop in sales the very first year (Book sales are recorded quarterly).

See Figure 1. 1st Qtr = Most Sales.



Making The Come Back

Sales at BlackGold don't maintain this nationwide margin however. With our incredible marketing execs and unique promotions, we have managed to beat the odds as our authors celebrate rising sales after their first year - regardless of the competition or market. With dedication and a little elbow grease, all BlackGold authors will turn and maintain a profit.

HAVE ADDITIONAL CONCERNS THAT NEED ANSWERS? USE THIS PAGE TO KEEP TRACK OF ANY AND ALL NOTES, QUESTIONS AND/OR IMPORTANT INFORMATION/MATERIAL THAT A REPRESENTATIVE CAN ADDRESS.

List of Commonly Asked Questions + Answers for Author Consideration

- Does BlackGold Publishing offer full printing options once my book is available? And will I be able to buy my own copies to sale?

BlackGold does offer full printing options through our printing press locations that ship and distribute our titles all around the world. Authors who choose to purchase their own copies may do so using our publisher discount via Paypal. This will allow authors to purchase their book at low costs and resale for any price they set.

- What's your average turnaround time from start to finish to complete my book?

BlackGold has an average turnaround time of 3-6 months for production completion. Depending on the state of the manuscript upon receiving, an author's average time may increase (if the manuscript needs extensive editing, ghostwriting, illustrations created, etc... times may increase).



NOTES

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