

# Publishing Academy

# Faculty Handbook

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Version 1.0

[www.publishingacademy.com](http://www.publishingacademy.com)

# Quick Reference & Tips

## The Golden Rule

We sincerely appreciate your involvement as a Publishing Academy expert and we realise you have your own things to do too. So, if you need any help adding content or if anything is unclear (as you're one of our pioneers) the golden rule is this...

### Ask If You Need Help!

Either email [debs@bookshaker.com](mailto:debs@bookshaker.com) or [joe@bookshaker.com](mailto:joe@bookshaker.com) and we'll get back to you as quickly as we possibly can. We're here to help and want to make it as easy for you to get involved as possible.

## Essential Links

- Login <http://publishingacademy.com/wp-login.php>
- New Post <http://publishingacademy.com/wp-admin/post-new.php>
- Edit Post <http://publishingacademy.com/wp-admin/edit.php>
- Edit Profile <http://publishingacademy.com/wp-admin/profile.php>
- Support & FAQ <http://publishingacademy.com/faculty-faq>

## Turning All The Formatting Options On

Click CTRL+ALT+Z to toggle the full set of formatting options on and off - you should have two rows of buttons when it's on which gives you much more control over the design and layout of your post.

## Choose Just One Category if Possible

Be sure to select a category (try to choose just one from the 6 main categories) for your post from the "Category" checklist on the right to ensure your post can be found easily by members. If your post contains video then also check "Video" and if it contains audio check "Audio" as well as a relevant category.

## When To Use The Series Option

There is an option to create a series near the bottom of the input page. If your article is particularly large then you may want to split it into parts. So create a new series with a short descriptive title and assign each part of your post by numbering 1, 2, 3 etc,

## Fill The All in One SEO Fields

Use these fields to include relevant and keyword rich content to get good and fast Google visibility for you and your post. This works better if you choose keywords that actually exist within your article and you should consider including your strongest 2-3 keywords in the "title" field, while providing a useful summary of the article in the "description" field.

## Adding Images & Downloads

You can add video, audio, images and even PDFs to your post quickly using the 4 small buttons above the main editor window where it says "Upload/Insert". We recommend that you only upload PDFs and images (to include JPG, GIF or PNG format) using this feature and if you have video/audio then you should email us [debs@bookshaker.com](mailto:debs@bookshaker.com) or [joe@bookshaker.com](mailto:joe@bookshaker.com) for help and instructions.

## Editing Your Profile

1. Login at <http://www.publishingacademy.com/wp-admin>
2. Go to <http://publishingacademy.com/wp-admin/profile.php> (Membership Details)
3. Add your LinkedIn and Facebook links (if you have them)
4. Include your Skype username if you are happy to be contacted this way.
5. Provide a short bio/by-line (to appear at the end of your posts) including links to your book(s) etc. Please keeping this information to a sentence or two.
6. Upload your photograph – this will appear at the bottom of all your posts and on your profile page
7. Scroll down to the 'Share A Little More' section - and add your full biography and business profile in the 'Your Business Details' box. This is where you should promote to your main products/services and can be as long as you like.
8. Include your 'Speciality' as it relates to your association with Publishing Academy and, finally, tell people where you're based in case they're looking for someone in their country/area.

## WP To Twitter Settings

You'll notice at the bottom of the page a section entitled 'WP To Twitter Settings' – this is a really useful feature for automating your posts and raising your profile via Twitter and other social networks automatically whenever you post new content at [www.publishingacademy.com](http://www.publishingacademy.com)

Here's how to use it:

1. Add your Twitter Username and Password in the boxes provided
2. Select how you'd like your content to be automatically tweeted. We recommend you click the third option. This means your content will be automatically tweeted at <http://www.twitter.com/PublishAcademy> with a link *back* to your own twitter profile, which as it grows, will provide you with a new (and automatic) source of followers and also feeds directly to other social networks we've set up.
3. Follow us at <http://www.twitter.com/PublishAcademy> so you can track your tweets and responses

## Promoting Publishing Academy To Build Recurring Income

In order to promote Publishing Academy to your contacts and earn your 50% from sales of Publishing Academy guidebooks and your monthly recurring income per member (£7.50 per member per month) you need to set up an affiliate account at...

[www.publishingacademy.com/affiliates](http://www.publishingacademy.com/affiliates)

Once your account is approved you will be able to get sample emails, twitter posts and code to add banner adverts to your website, emails and social networks.

### Make Sure You Get Your 50% Recurring Income

1. Go to <http://www.publishingacademy.com/affiliates> and click "Sign Up"
2. Complete the form (making sure to include your Paypal email so we can send your payments)

3. Once you've logged in take a look at the "**marketing materials**" links in the left margin and copy the code to use on your website, blog, via twitter and in emails.

## Your Badge of Honour

One thing you should add immediately to your website and blog is your Badge of Honour. This badge will enable you to publicly display your esteemed position as a Publishing Academy Expert and if you copy and paste the code it will also contain a built-in affiliate link ensuring you get 50% recurring commission from people who click it.

1. Go to <http://www.publishingacademy.com/affiliates/account.php?page=7> (Banners)
2. Add the 150x150 'badge of honour' to your blog or website - to signify your expert status
3. You may also want to use one of the other banners - the 320x250 "Free Videos" banner will be best for the launch

## Banner Adverts

We'll continue to add new banner adverts over time and to coincide with the release of new official Publishing Academy Guidebooks so keep checking back for new content.

1. Go to <http://www.publishingacademy.com/affiliates/account.php?page=7> (Banners)
2. Choose other banners based on the ideal size you need. I recommend the 320x250 "Free Videos" banner as a good starter banner.

## Twitter Messages

Sending tweets via twitter is a great way of quickly sharing information with a wider network.

1. Go to <http://www.publishingacademy.com/affiliates/account.php?page=28> (Email Templates)
2. Choose any of the templates beginning with "Twitter" (and feel free to tweak them)
3. If you want to shrink your special link then copy it and shorten it with a service like <http://bit.ly> or <http://tr.im>

## Email Templates

If you have a responsive mailing list then this could be a good way to create a nice boost of income for you and provide ongoing income over time each time a new book is launched.

1. Go to <http://www.publishingacademy.com/affiliates/account.php?page=28> (Email Templates)
2. Choose any of the templates beginning with "Email" (and feel free to tweak them)
3. Paste the email into your email programme/ezine software and send it

## Other Templates

We'll be adding page peels (that allow people to click the top right corner to open them) and free reports (which you can give away complete with your affiliate links inside) soon so it's worth taking a look at all the options available and using a mixture that works best for you.

## Passive Vs Active Marketing

We define the marketing materials here as either **passive** or **active** and recommend you experiment with a range of tools to get the best response from your list. Obviously, **active** marketing items will provide you with quicker gains but really rely on you having a good level of trust from your network and contacts. So, if you're not sure you have their trust you may decide to take things a little more gently using the **passive** banners and links.

## Adding Your Initial Content

For your initial Content Dump we require at least 20 pieces of content - which will ideally include:

- 12-14 Written articles - 400-600 words (serialise if longer)
- 2-4 Audios - 5-10 minutes (split/serialise longer audios)
- 2-4 Videos - 3-10 minutes (split/serialise longer videos)

This first wave of information is non-exclusive content so we'd strongly urge you to re-use and re-cycle your existing articles and blog posts making any additional tweaks to ensure they're up-to-date and relevant to our audience of authors.

The main categories we provide to authors are as follows...

1. **Creativity** – coming up with winning book ideas and improving creativity
2. **Viability** – identifying and measuring your target market and forecasting the likely financial success of a book idea
3. **Productivity** – getting the book written, overcoming writer's block and employing the skills of editors, typesetters, proof-readers and illustrators
4. **Tangibility** – Getting the book in print – from winning mainstream contracts to self publishing
5. **Publicity** – Selling and promoting your book and raising your profile through the media – plus getting distribution, book launches and building demand for your book
6. **Longevity** – Turning one book into a lifetime income via licencing, upselling, public speaking and recycling content in new formats

Ensuring your content can fit neatly within one (or more of these categories) will ensure you're on target and relevant to our overall aims.

## Adding Monthly Content

Once you've added your initial content dump your involvement becomes much easier:

**The minimum we expect is 2 new pieces of content (though you may wish to add more) every 30 days.**

This content can be text (500-1,000 words), audio or video (max 10 minutes) and it's possible for you to split larger pieces over several months.

Monthly content will always be members-only content (and exclusive to PublishingAcademy.com) for 90 days. After this initial 90-day period you are free to re-use and re-post your content where-ever you like and our rights to your content revert to non-exclusive only.

If you need help creating useful video and audio quickly, easily - and for free (you won't even need a video-camera) then email us and we'll help you get set up.

We're also happy to do a final proof of any content you upload so you may want to save your new post as "draft" and email us so we can check it, make any amendments and "publish" it on your behalf.

## Video & Audio

If you have video or audio you would like to include then please send it to [joe@bookshaker.com](mailto:joe@bookshaker.com) using the free service at [www.yousendit.com](http://www.yousendit.com). We will then review the content, optimise it for display on our website, include branding and an author credit, where relevant, host the video and add the media post in your name to the Publishing Academy website.

## Resell Guidebooks For Big Profit

As a member of our faculty you can buy any guidebooks you like from us at cost + £2.50 per copy. This provides you with plenty of profit (approx £9.50 per book) from direct sales of guidebooks to your customers, clients and delegates at events/speaking engagements. Contact [debs@bookshaker.com](mailto:debs@bookshaker.com) for a quotation.

## Write An Official Guidebook

If you'd like to write an official Publishing Academy Guidebook then let us know your plans and we'll help to get it published. Benefits of publishing guidebook with us include...

1. Active promotion to our lists and growing Publishing Academy membership
2. Access to our affiliate programme – so you can incentivise people to share your book
3. 50% profit of RRP from direct sales – and we even handle shipping
4. Your book will have your special link built in – meaning you will get 50% recurring income from anyone who becomes a member after buying your book via Amazon or traditional bookstores.
5. If you've already published a book for writers/authors as an ebook you will get a licence to keep 100% profit from direct sales of your ebook

# The Publishing Academy Covenant

This covenant lays out our agreement for the Publishing Academy partnership between yourself (known as “Publishing Academy Expert” or “Publishing Academy Faculty Member”) and Lean Marketing SL (known as “Us” or “Publishing Academy”).

By using or accessing Publishing Academy, you are accepting the practices and terms described in this agreement.

Although this document is written in plain English it is a legally binding contract so please take a good look.

## OUR PROMISE TO YOU...

We want your involvement with Publishing Academy to be one of the most profitable writing and promotional activities you undertake. We aim to do this by...

1. Presenting you and your knowledge in the most positive light to our members and prospects.
2. Promoting our site as effectively and efficiently as possible to provide you with a large platform of targeted prospects eager to learn from your experience.
3. Using the most effective marketing strategies to ensure people you introduce sign up and stay members so you keep getting paid.
4. Supporting you wherever possible to ensure you make the most of your association with Publishing Academy.
5. Preserving the quality and exclusivity of our content to ensure your association with Publishing Academy is something to be proud of for the long term.
6. Providing you with a recurring income vehicle without the hassle and cost involved in starting from scratch.
7. Ensuring all experts adhere to their end of the bargain so that we all gain from our collective efforts.
8. Directly promoting your author-related events, books and products to our members to ensure your main business thrives.
9. Looking after members by supporting them and providing valuable content to ensure a steadily increasing long-term income to our experts.
10. Offering you unprecedented 20-50% royalties on any books you publish with us under the Publishing Academy brand.
11. Providing you with your own Expert Profile page (with links to your main business) and the opportunity to showcase your expertise.
12. Paying you 50% recurring monthly income from members you introduce to Publishing Academy for the lifetime of their membership.
13. Granting you Free access to all the paid-for “members only” content (video, audio, slides, checklists and articles created by fellow experts).
14. Providing you with your own “Publishing Academy Expert” badge to display on your website and in your promotional literature to show your affiliation and respected status.

## WHAT WE EXPECT IN RETURN

The main thing we need from you is your commitment to sharing your expertise with people who are eager to learn from your experience. As a minimum you shall:

1. Provide 2 original and exclusive (for 90 days) pieces of content to the Publishing Academy members area every 30 days.
2. Provide your content in a variety of formats as necessary including: video, audio and text.
3. Keep your expert profile up-to-date and include a photograph of yourself.

4. Link to Publishing Academy from your main site or blog using one of our unique “badges of honour”.
5. Actively promote your work with Publishing Academy by sharing free videos, articles and content with your contacts and (at your discretion) promoting Publishing Academy Guidebooks in order to increase membership.

### **DISCLAIMER**

We will do all in our power to uphold our end of the bargain but this agreement is not a service level agreement and we will not (and can not) be held liable for any damages you feel may have occurred due to accident, error or negligence on our part.

While we will use all reasonable efforts to provide the products and services we offer, our liability in so far as we can exclude it in law, is so excluded except up to the amount of monies paid to us by you for the products and services in question.

No warranties whether explicit or implied are given in relation to Publishing Academy or the services it offers.

We fully disclaim any liability for consequential loss and we disclaim any liability for loss of profit or any other loss except that allowed by law.

### **THREE STRIKE RULE**

We have a strong sense of fair play and believe people who understand and apply the the principles of mutual effort for mutual gain deserve to be rewarded. As such, we reserve the right to remove the privileges of Publishing Academy Experts who consistently fail to uphold their end of the bargain.

We select our experts very carefully and invite people we believe are hard-working and honourable. However, we're only human and we sometimes get things wrong. So, to protect all our good Experts from people who are only along for a free ride we use a 3 strikes rule. We will inform you each time a strike has been earned to give you all the chances you need to get back on track.

### **Things that will earn you a strike...**

1. Blatantly plugging your products in your content. There is no need to do this as we're committed to helping you launch and promote all of your author-related products as part of our commitment to you as a Publishing Academy Expert.
2. Failing to provide 2 pieces of original and exclusive content in each 30 day period unless you have previously informed us that; a) you are on holiday and unavailable for a specific period or b) there are special circumstances such as illness that mean you'll be unable to deliver content.
3. Spamming or otherwise harassing members of Publishing Academy in an effort to sell your products or services. Again, there is no need to do this – if you have something to sell you can provide a link on your profile page and we will promote it for you.
4. Publicly criticising the Publishing Academy site -either on our own forums or on third party sites. We expect you to talk to us first if you're unhappy about anything. If your criticism is particularly damaging or defamatory we may withdraw your status immediately and may take legal action against you to recover any damages.
5. Failing to promote Publishing Academy to your contacts within a 90 day period. Promotion is little more than signposting people to free content so we don't expect our experts to do any hard selling.
6. Poaching/Soliciting Publishing Academy members or other Experts in an effort to build your own competitive membership website. If you do this we will instantly withdraw your status and access and may take legal action to recover any damages.

7. Passing off copyrighted material as your own. This includes using images without permission or using content that does not belong to you. In the case of serious breaches we may terminate your Expert status immediately.
8. Writing inflammatory or defamatory remarks about other individuals or organisations. If in doubt – check with us first.
9. Any other act, at our discretion, that we feel jeopardise our competitive position or the rights of our members and fellow experts.

If you rack up 3 strikes within a 12 month period your Publishing Academy Expert status will be revoked. If we have reason to believe that a serious violation of this agreement has occurred, we reserve the right to revoke your Expert status and remove your access without warning.

If your status is revoked we will pay you any income due for the active quarter but you will forfeit your right to future recurring income.

### **YOUR RIGHT TO CANCEL**

You have the right to leave our Faculty at any time by giving us 14 days notice. Any income due to you for the active quarter will be paid in full and (as long as you have no strikes against you) you will continue to receive recurring income from members you have introduced. If you have one or more strikes against you when you cancel then you also forfeit the right to any future recurring income from Publishing Academy.

### **TERMINATION**

We can terminate this agreement by giving 28 days notice (or immediately if we have reason to believe you have breached the terms of this agreement). You can terminate any agreement made with us providing you have complied with all terms of this agreement by giving 14 days notice. We will not terminate this agreement unless there are exceptional circumstances such as war, terrorist action, wholly unexpected interruption of supply to us or other such circumstances.

### **COPYRIGHT & IPR**

All content at PublishingAcademy.com is Copyright Lean Marketing SL unless otherwise stated and may not be copied, distributed, licensed, or reproduced in any way without our express permission.

When a Publishing Academy Expert provides original content to the Publishing Academy website they are granting us exclusive rights to this content for a period of 90 days from the date of first publication – including (without limitation) the right to: copy, distribute, transmit, publicly display, publicly perform, reproduce, edit, translate, reformat and sublicense this content. After this 90 day period has expired the exclusive rights revert to non-exclusive lifetime rights as set out below.

When a Publishing Academy expert provides Publishing Academy with content that has previously been published elsewhere (whether in a book, on your own site or a third party website) you are granting us non-exclusive lifetime rights to this content – including (without limitation) the right to: copy, distribute, transmit, publicly display, publicly perform, reproduce, edit, translate, reformat and sublicense this content.

No compensation will be paid with respect to the use of your content. We are under no obligation to post or use any content you may provide. We reserve the right to remove any content at any time at our sole discretion. We reserve the right to amend any of your content without notice (though we will always strive to notify you where possible) to correct any errors or omissions. We reserve the right to change headlines, formatting and images to make content more attractive to members.

Your cancellation of our agreement does not affect our rights for content you have already submitted. In other words – we maintain full rights (as granted to us by this agreement) to copy, distribute, transmit, publicly display, publicly perform, reproduce, edit, translate, reformat and sublicense this content.

We will always credit you as the author of any original content you supply.

#### **OWNERSHIP OF DATA**

Lean Marketing SL owns the data in our database and on our Publishing Academy website. You cannot copy it, publish it or reproduce it to any third party without our express written permission.

#### **INDEMNITY**

You agree to indemnify us against any loss or damage caused to our site or us or it's reputation as a result of any failure by you or on your behalf to comply with these terms & conditions. In other words – if you post defamatory content on our site or otherwise breach a third party's intellectual property rights you're on your own.

#### **AMENDMENTS**

This agreement may be amended at any time and amendments will take effect within 14 days. We provide easy access to this agreement for you to review and will do all in our power to notify you of changes to this agreement. However, you agree that it is ultimately your responsibility to check here for any changes.

#### **LAW THAT APPLIES**

This agreement will be governed in accordance with English law. No effect will be given to any conflict of laws.

#### **SEVERANCE**

If any part of this agreement is found to be unenforceable, void, illegal or invalid then it shall be severed from this agreement and all the other provisions shall remain in force.