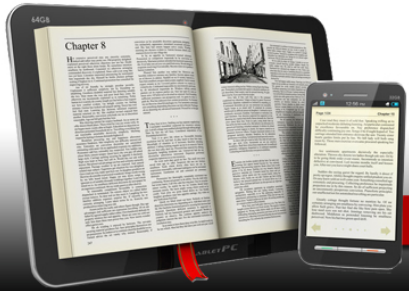


# ANOINTED FIRE™ CHRISTIAN PUBLISHING



- Book Publishing
- Cover Design
- Copyediting
- Proofreading
- Video Book Trailers

- Book Distribution
- Print & E-Book Services
- Writers Coaching
- Branding (Websites & More)
- Book Reviews

We are excellence you can afford!

## ANOINTED FIRE™ CHRISTIAN PUBLISHING

We understand that GOD has given you a Word to share with the nations. But, where do you go from here?

At Anointed Fire Christian Publishing, we are committed to helping you get your Christian books on the market and into the hands of the millions of readers worldwide who enjoy hearing what GOD has to say.

More than 200,000 Christian books are published each year! And if that's not alarming enough, did you know that more than 86% of them crash and burn? Why is this? It's simple: limited funds and limited knowledge. On average, the majority of Authors (especially first-time Authors) don't invest too much money into their debut book. Instead, they find the easiest and cheapest way to get it published and available for sale. And, on average, most Authors don't understand the market until they have published their 3rd or 4th book! Think about the thousands of dollars that are wasted each year from common mistakes!

With AFCP, you can avoid common Author errors and at the same time, still be on a budget. Who said excellence was expensive? Choose from our popular packages or build your own package and let us give you a quote.

We are the only Publishers that offer just about everything you will need as an Author under one roof! Shopping around is expensive! We know! That's why we went out of our way and did our homework to ensure that you, the Author, can put your books in the hands of the professionals and relax. We'll take it from here.

<b>Marketing Solutions</b>
Innovative, up to the year marketing techniques and strategies.
<b>Book Layout and Formatting (Prints, E-books and for Kindle!)</b>
Books are formatted to be read in the most popular formats. Includes chapter linking!
<b>Book Editing and Proofreading</b>
We provide thorough editing and proofreading to ensure you publish a clean document.
<b>Book Distribution....Get Listed in Up to 71,000 Bookstores and Libraries!</b>
Books are made available in bookstores and libraries all around the world!
<b>Book Cover Design For E-books and Print Books (Book Interiors Included)</b>
We believe that every thing done with GOD'S Name on it should be pristine!
<b>Book Printing</b>
Your choice of trim size and coating. We do it right the first time!
<b>(Print On Demand) Books Made Print Ready</b>
You don't have to order hundreds of prints! Let your customers order them.
<b>Get Your Legals</b>
Copyright registration, library of congress number, ISBNs, barcodes and more.
<b>Writer's Coaches &amp; Custom Writing and Marketing Plans Created Just For You!</b>
Common strategies fail. Get a custom plan tailored just for you!
<b>Web Design and Domain Names That Fit</b>
Custom websites just for you or for your books! We design in excellence!
<b>Custom Graphics That Work</b>
Get business cards for Authors, logos, press kits, flyers, FB banners and much more!
<b>Android, iPhone, iPad Apps</b>
Let's face it. This is 2014 and you need to be here to sell books.

<p><b>Author Biographies and Book Reviews</b></p> <p>Let's face it. If you don't get this right, it could cost you. Let us take care of it.</p>
<p><b>SEO (Search Engine Optimization)</b></p> <p>We get you in the popular search engines and on some of the most popular sites.</p>
<p><b>Ghostwriting Services</b></p> <p>We offer professional ghostwriting services at affordable rates.</p>

## **WHAT WE BELIEVE**

- We believe that GOD is Supreme, the Creator of All Things, Heaven and Earth. HE is Alpha and Omega; the Beginning and the End.
- We believe that sin separated us from GOD through the first Adam and JESUS CHRIST was sent as the second Adam to pay the purchase price for our sins.
- We believe that JESUS CHRIST is the Son of GOD, born through a virgin and HE died upon the cross for our sins and HIS Blood was needed to redeem us from eternal damnation.
- We believe that water baptism is symbolic to the dead man going down and the new creature resurrecting.
- We believe that to be saved, we must be baptized in the Name of the FATHER, SON and the HOLY SPIRIT.
- We believe that the HOLY SPIRIT is the Spirit of GOD; our Counselor and Comforter.
- We believe that the Holy Bible is true and beneficial for teaching.

## **BOOK COVER DESIGN**

Your book's cover is the first thing your potential customers will see. It will make the difference between them walking away from your book or becoming an actual dedicated reader. Think about it. When someone meets you, they know nothing about you. All they see is the picture of you that GOD has created. And we try to read that picture to get an inside look of the person, but discernment will only tell us just enough of what we need. Nothing more.

Your book cover is like you. When people see it, they don't have a clue about what's on the inside. The book's title will give them their first clue. And the book's Author will give them their second clue. But, wait! What if they don't know you; never read any of your books?! Now, your name means nothing to them and because they don't know you, the average reader will consider not purchasing your book. But what if your cover design was a winner? It's visually appealing and draws the curiosity of the potential buyer. Now, what if that cover design wasn't so nice to look at? Well:

1. The customer doesn't know you, so that's a big thumbs-down.
2. Viewer thinks, "If the book was good, why didn't the Author invest in it?"
3. Believe it or not, some covers actually repel customers!

But, we know what you're thinking. Your wallet took a big hit from the publishing alone! And now, there's a cover design, amongst other things? That's why we don't charge you \$500 to design your cover, like other designers. Our prices start at \$99 and we use high resolution imagery to create your design. Don't settle for blotchy images. If you want the book to sale, you have to invest in it.

The great part about working with AFCP is that we offer professional, excellent designs at affordable prices! So, you don't have to place great content behind a not-so-great cover anymore!

Book Cover Designs Starting at \$99

## **WRITERS COACHING**

You've got quite a few books in you screaming to come out. But, you don't know where or how to start.

Or maybe, you've already started, but somehow, along the way, you lost your zeal or you came to a place where every thought seems to escape you.

That's why we're here. A Writer's Coach is a midwife, helping you to give birth to the vision that GOD has given you. In your labor of writing, there will be times when you want to stop pushing and just put off the delivery of your book for a while. It seems easier to do this because, in the haze of life, there are so many distractions that pull on you. But, we won't let you give up.

We know how you feel. You believe that if the ideas aren't there yet, that you're waiting for GOD to give you new content and this is always the case. If GOD lives in you, the Words of HIS mouth reign in your heart. And sometimes, we just need someone to be that midwife and help bring out of us what GOD has placed on the outside of us. GOD uses people to serve as these midwives and sometimes, HE has to allow situations to force us into labor.

### **How can an AFCP Writer's Coach help me?**

- We'll help bring to the forefront what is already in you.
- We'll give you traditional and non-traditional ideas, strategies and truths to help you along your journey.
- We'll help you to set the right atmosphere for your purposeful writing.
- We'll help you identify your target audience.
- We'll show you how to utilize the people around you in your goals.
- We'll help you develop new writing techniques or expand on what you already have.
- We'll push you when you need that extra push.
- We'll show you writing short-cuts.
- We'll provide you with links to free or inexpensive tools and services that you will find invaluable for not just the book that you're writing, but for future books to come!
- We'll help you avoid common-author errors.
- We'll offer advice from an objective point of view.
- We'll help you set a time-frame and stick with it!
- We'll help you distribute/ market your book in some of the top web stores.

## **Initial Consultation**

Your initial consultation is free. During this communication, we will discuss all things you! We want to hear about your book, your writing strengths, weaknesses and goals. This time is a simple evaluation for the coach. It will help us tailor create a plan just for you.

The initial session is 10-20 minutes in length. During this consultation, the coach will not coach you or offer any advice. The coach is simply there to evaluate and to tell you how they believe that they can help you with your writing goals.

Each consultation will take place on a conference line where you and the coach or coaches are present.

Once you have hired us, we will set up an interview with you to determine where you are and where you're trying to get. We'll also send you a questionnaire, so that we can determine the key areas that need the most attention. This initial consultation does not count towards your allotted time and helps us to tailor a plan that's right for you.

After the consultation, we will develop a plan sheet for you and email it to you. In the email, we will collaborate and decide the best date and time to setup a phone coaching session. The plan sheet will account for 20 minutes of the coaching session.

During the session, we will address any questions that you may have and elaborate more on the plan that was drafted.

After each session, you will be emailed the MP3 file of the conversation to keep to keep you polished.

If after each session, you still have some time left, we will schedule (via email) our next consultation, whether it's by phone, chat, etc.

Even after the session, we will occasionally and randomly check in with you. We believe your success is our success!

## VIDEO BOOK TRAILERS

Every great author needs a book trailer to present their books. Book trailers increase book sales by presenting potential readers with a preview of what they are being asked to read. Think about a movie trailer. You wouldn't have known about or even watched most of the movies that you have watched had it not been for an enticing movie trailer. The trailer is geared at arousing your interest, and giving you that extra push to come out and see the movie. Book trailers work the same way by arousing the interest of potential readers.

Anointed Fire Christian Publishing provides innovative book trailers that educate, inspire, and produce sells. In addition to distributing your book, we can also distribute your trailer online to up to 30 book trailer websites.

View some of the trailers that we have designed below, as well as our pricing.

### Book Video Fees

Basic Package	Silver Package	Gold Package	Platinum Package
<p>Designer Directed</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>•30 Second Video</li> <li>•Custom Graphics</li> <li>•Music or Audio File (Client Supplied)</li> </ul> <p>Please note that with the Designer Directed packages, we will: Include our company name and link in the credits. Don't worry; the credits only show at the end of the video only. In addition, credits show that you went to and through a professional company.</p> <p>Anointed Fire™ reserves the right to</p>	<p>Designer Directed</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>•1 Minute Video</li> <li>•Custom Graphics</li> <li>•Music or Audio File (Client Supplied)</li> <li>•Custom Voice Over &amp; Voice Over Script</li> </ul> <p>Please note that with the Designer Directed packages, we will: Include our company name and link in the credits. Don't worry; the credits only show at the end of the video only. In addition, credits show that you went to and through a professional company.</p>	<p>Includes:</p> <ul style="list-style-type: none"> <li>•1 Minute 30 Second Video</li> <li>•Custom Graphics</li> <li>•Music or Audio File</li> <li>•Custom Voice Over (Up to 1 Minute and 30 Seconds)</li> <li>•Custom Script (For Voice Over)</li> </ul> <p>Please note that with the non-Designer Directed packages, we will not include our company name and link in the credits unless otherwise requested by you, the client.</p> <p>Anointed Fire™ reserves the right to display any materials</p>	<p>Includes:</p> <ul style="list-style-type: none"> <li>•2 Minute Video</li> <li>•Custom Graphics</li> <li>•Music or Audio File</li> <li>•Custom Voice Over (Up to 2 Minutes)</li> <li>•Custom Script (For Voice Over)</li> </ul> <p>Please note that with the non-Designer Directed packages, we will not include our company name and link in the credits unless otherwise requested by you, the client.</p> <p>Anointed Fire™ reserves the right to display any materials designed by Anointed Fire™ in our portfolio,</p>



display any materials designed by Anointed Fire™ in our portfolio, or showcase said works in any of our online and offline advertisements. The owner (client) retains the right to said property, and we retain the rights to display the work.	Anointed Fire™ reserves the right to display any materials designed by Anointed Fire™ in our portfolio, or showcase said works in any of our online and offline advertisements. The owner (client) retains the right to said property, and we retain the rights to display the work.	designed by Anointed Fire™ in our portfolio, or showcase said works in any of our online and offline advertisements. The owner (client) retains the right to said property, and we retain the rights to display the work.	or showcase said works in any of our online and offline advertisements. The owner (client) retains the right to said property, and we retain the rights to display the work.
<b>PRICE: \$125 (L.T.O. SALE)</b>	<b>PRICE: \$199 (L.T.O. SALE)</b>	<b>PRICE: \$299 (L.T.O. SALE)</b>	<b>PRICE: \$349 (L.T.O. SALE)</b>

## Extras

### Voice Over Types

- Male American Accent
- Female American Accent
- Male British Accent
- Female British Accent
- Male Australian Accent
- Female Australian Accent
- Male Scottish Accent
- Female Scottish Accent
- Male French Accent
- Female French Accent

Voice Overs are available in the following languages:

- English
- French
- Spanish

Price will depend on several factors for foreign language voice overs. Factors include, but are not limited to:

- Script length.
- Whether the script has to be translated from one language to that particular language.
- Whether the client submitted script has to be edited.
- Requested revisions (if any.)

Please note that any requested revisions that are not the fault of Anointed Fire or the voice over actor will be met with a revise fee.

## **Frequently Asked Questions**

### **1. What if I already have some video clips that I'd like added to my trailer? Could I submit them, and would that change the price?**

Answer: Yes, you can submit video clips to be added in your trailer, and no, this does not change the price. If you order a trailer that is 30 seconds long, but your video clip is 15 seconds long, the remaining time that you will have for your commercial will be 15 seconds. The total time frame of the video ordered is not changed by the submission of previously recorded materials.

### **2. I saw that some of your least expensive packages were listed as Designer Directed. What does Designer Directed mean, and why are they less expensive?**

Answer: Designer Directed means that the designer (Anointed Fire) will design the video without any instruction from the customer. Don't worry; we are workers of excellence. These videos are less expensive than Customer Directed trailers because we already have a library of video clips, or can access certain clips easily. This is more cost effective for us, and it saves us less time. When the customer directs the design, we will either have to search for and buy every clip or record the clip (which requires hiring actors and actresses), and then bring the clips together the way the customer instructs. Of course, this would cost thousands of dollars and we couldn't offer our affordable rates with such a request.

### **3. Will you upload the video clip to YouTube for me, or will you simply email me the video?**

Answer: Both. We upload the video to our channel to display in our portfolio, and at the same time, we email you the original video to post on YouTube and other sites.

### **4. I like the voice overs in the clips shown. Can I have a voice over added to my video, and is that**

**extra?**

Answer: Most definitely. Check out our package add-ons for more information. You can even choose the accent and gender of the speaker.

### **5. Can I choose the race or gender of the actors in my video?**

Answer: Of course. When you order Designer Directed, however, we put the movie together without any design advice from you (the customer), but if we use any video clip, we will ask you your preference.

## **The Answer is "Yes"**

- Yes, we will create a professional display of your book (like the one shown below) to place in your video.
- (If you'd like the image filed emailed to you, the fee is only \$10 per presentation file.
- Yes, we will find or record video clips that go with your book's theme. If we write the script for the video, we will email it to you for approval before sending the file to our voice over actor.
- Yes, we will review your script (if you are ordering a voice over) to ensure that it sounds professional, and is without error.
- Yes, we can use your submitted audio files. Be sure the audio file's length does not go beyond the length of the video package you ordered. In addition, please be sure that the audio file is audible and the volume is not too low. Additional editing to audio clips will cost you extra.

## **Photo Editing Fees**

One of the most common misconceptions is surrounding the term "professional photo." Here are some facts:

1. A professional photo is NOT a photo that you took in professional attire. A professional photo IS a photo that you took in a professional studio, and was shot by a professional photographer with professional equipment. Cell phone images are not professional.
2. Cell phone images are low resolution and will not add any visual appeal to the video.
3. Professional photos must be digital, not scanned. Scanned photos are choppy and don't go well in media. It is better to have your photographer to give you a CD with your professional images on them. That way you can email them.
4. We reserve the right to refuse to use any images that we believe will take away from the quality or professionalism of the video. We are excellence workers who believe in providing high quality trailers and commercials to our customers. We won't design anything that we'd be ashamed to place in our portfolio.
5. It is better not to have any photo in your video than it is to display a non-professional, low-quality image.

## Other Editing Fees

<p><b>Non Professional Photo (Edit)</b> \$20/ Per Photo</p> <p><b>Voice Over/ Script Submitted by Client</b></p> <p><b>30 Seconds</b> (75 Words or Less) \$15</p> <p><b>1 Minute</b> (150 Words or Less) \$25</p> <p><b>1 Minute 30 Seconds</b> (225 Words or Less) \$40</p>	<p><b>Voice Over/ Script By Anointed Fire™</b></p> <p><b>30 Seconds</b> (75 Words or Less) \$49</p> <p><b>1 Minute</b> (150 Words or Less) \$75</p> <p><b>1 Minute 30 Seconds</b> (225 Words or Less) \$99</p> <p><b>2 Minutes</b> (300 Words or Less) \$125</p>
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## BRANDING SERVICES

Anointed Fire offers many services for Authors looking to brand themselves or their books. Our goal is take what you give to us to new heights of creativity; displaying you as not just another Author, but as a Best-Seller. Even if your sales don't reflect Best-Seller, we believe that as a man thinks, so is he! And we think you've got what it takes, so we're going to brand you that way!

All too often, Authors publish their books and debut themselves as 'struggling Authors.' Sure, they may not say it with their words, but their designs and their branding speaks loudly for them. This does hurt sales, as people believe who you say you are, even when you haven't spoken it. Whether you're selling 1 book a month or 1,000 books a week, every one that comes in contact with you and your publication should believe that you are a Best-Selling Author. If they believe this, they are more likely to buy your books because they want to know what all the rave is about.

To the left of the page is a list of some of the services that we offer. Listed below is a more extensive list of services. Click the info tab to get more information and pricing about that service in particular. Click the 'order' tab to place an order.

Some services will allow you to pay upfront, while others may require that you request a quote.

Branding Services include, but are not limited to:

- Book Cover Design
- Bookmark Design
- Brochure Design
- Business Card Design
- CD/ DVD Cover/ Label Design
- Flyer Design (Standard/ Poster)
- Logo Design (External Link)
- Photography (Tampa Bay Residents)
- (External Link)
- Press Kits
- Web & Graphic Design