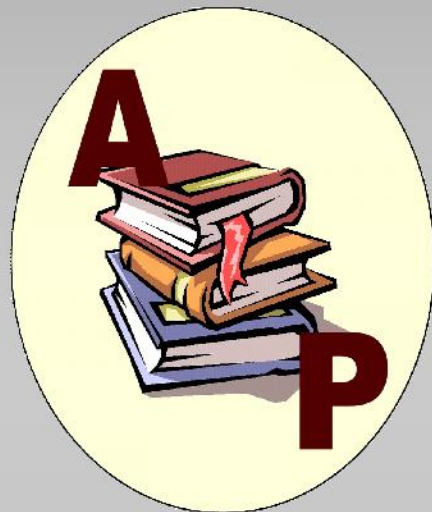


Aleo Publications

Division of Professional's First Choice Supply Co, Inc



Premium Quality Book Publishers

#108 180 South Western Avenue, Carpentersville IL 60110

Conventional Publishing—Pros & Cons

There are 10's of thousands of writers / authors in the United States. Without a doubt, the majority feel that their work is a masterpiece. They have no doubt that it will be accepted by tens of thousands and that any publisher would be ready with hands open wide to publish their work. Are you one of these aspiring authors?

The sad truth is:

The average publishing house in the United States:

- Receives and reviews nearly 1,000 manuscripts each and every week.
- Less than 100 books per year are produced per publisher (on the average).
- That means for every 520 manuscripts reviewed, only 1 makes it to print.

What are the results of those that make it to print?

Each year, 172,000 new books are published in the U.S.

Of the 172,000 published:

- Only 1,000 sell more than 50,000 copies
- Less than 25,000 sell more than 5,000 copies
- 83% of all books published sell less than 1,000 copies

If a book is accepted and published by a trade publisher whose business includes contracting with the authors to publish their work; that effort could include hiring editors and publicists, printing and distributing the book, as well as handling all the promotion (including, in most cases, author tours). In this arrangement, the author is usually given an advance against royalties. After the advance has been satisfied, any additional royalties tend to be about 10% of the discounted distributor cost. The author usually has minimal control over how the book is edited, the cover design and any interior illustrations, or the way the book is promoted.

Scenario: 1st time author receives an advance of \$2,000. 3,000 books are published. The book retails for \$20. Distribution discounted price is \$10. 10% of \$10 = \$1 per book. The advance has been satisfied at 2,000 copies being sold. Potential profit is an additional \$1,000 totaling \$3,000 if all 3,000 copies sell.

This is the best case scenario if:

1. You are the recipient of a successful publishing contract.
2. The book sells out.
 - *The odds of #1 are 1 in 520.*
 - *If you get past #1, the odds of #2 (selling more than 1,000 copies) are 1 in 15*

In this scenario, the publisher has assumed all financial risk. In exchange for this, the author has given the majority of the control to the publisher, including book and cover design and layout features including illustrations. The majority of all future potential profit has been handed over to the publisher as well.

The sad reality: more than 99% of all authors never get published. Their work may be fantastic, they may have great faith that it would do well. If the publisher doesn't think so, your dreams are sunk. Did you know that the Harry Potter manuscript was initially rejected by 4 or 5 publishers? Today, J.K. Rowling (the author) is the world's most successful author!

Your potential for success hinges on two key questions:

- 1. Are you passionate about your work?**
- 2. Do you have total confidence in its success?**

*If you can answer both questions with a resolute Yes,
then please read on.*



Aleo Publications - A Niche Publisher

Having produced a manuscript is an art in and of itself. Every person alive is endowed with a special gift. Learning to express it, increase it or share it with others is perhaps one of the greatest accomplishments one can have in life.

The special gift of writing is magnificent! Others can partake of your gift anywhere on earth at the time of their choosing. The issue is being able to make it available to them. Aleo Publications is a niche publisher that can bring this to fruition for you.

With years of experience in writing, editing, formatting, designing and publishing books, Aleo Publications has established a unique program for helping authors publish their work.

For a nominal fee, Aleo Publications brings the work up to the position of "Press Ready". We have established relationships with top quality commercial printing houses within the States as well as abroad. We pass on our special super competitive prices to you, the author.

Aleo Publications fee includes marketing assistance as well. All books published are added to their website and are listed on Amazon.com. Large book store chains are solicited as well, including Barnes & Noble.

The author initially funds the project. The huge benefit to the author is that he/she is now in a position to reap the benefits of the profits. Rather than making a nominal 10% of the profit, the author is now put in a position of reaping all the profit.

Prior to any project, a written quote is prepared, including the costs in bringing the work to production; the potential profit; and a marketing plan.

As in all cases, using a conventional publisher, self publishing or otherwise, the author would also want to take an active role in marketing their work.

If you want to publish your work, contact Aleo Publications today!

Example

Individuals need to know the following: the cost to produce a book, the potential profit and the level of risk involved. Aleo Publications assists in all of these areas. The quote below is an example of what an aspiring author would receive:

Mr. Jones brings an 80 page manuscript and numerous photographs that he would like to have inserted into his work. Wanting to produce this into a book, he has come to Aleo Publications:

Aleo Publications prepares a quote for Mr. Jones, including total costs and potential profit:

Aleo Publications
 Division of P.F.C. Supply Co. Inc.
 PO Box 1085, Dundee IL. 60118-1085
 Phone-(847) 507-8311 Fax-(847) 426-5361

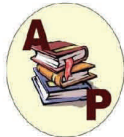
Quote # 110558

Job Title Mr. Jones Vacation

Date: 01/01/11

Bill To: Mr. Jones
 123 Anywhere
 Your Town, USA 00000

Ship To: Mr. Jones
 123 Anywhere
 Your Town, USA 00000



Quote Request By:

Job Description:

Compile, edit, design and format data into a finished book. Includes 35,000 words, 40 photos total.

QTY ORD.	ENT CARTON SHIPPED	BACK ORD.	UNIT	ITEM NUMBER	DESCRIPTION	PRICE	AMOUNT
1			Ea		Charge to Compile, edit, format and design raw data into finished book. (Includes all Publishing Prep Costs)	\$3,000.00	\$3,000.00

PRINTING COSTS

1000	1000		Ea		Perfect Bound Soft Cover 8.5" x 11"	\$6.00	\$6,000.00
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Cost Sub Total

\$9,000.00

* Printing Costs are based upon 1000 Copies. 108 Page Book

* Total Gross Sales \$ Based upon sales of 1M Books at:

\$21.00

\$21,000.00

Profit For Mr. Jones:

\$12,000.00

* Break Even Point (Qty of Book Necessary to sell to Break Even)

\$21.00 per Book

429

Projected costs are based upon paper costs at time of quote.

Thank you for the privilege of quoting on the job listed above!

Printing—1,000 Copies
 Cost Per book: \$6.00

Total Cost: \$9,000.00

Books sales required
 to break even: 429

Gross Profit Potential:
 \$21,000.00

Net Profit Potential:
 \$12,000.00