



THE TENTION BOOKS DEAL

(Version of 17 July 2019)

“I don't think there's any story worth dying for, but I do think there are stories worth taking risks for.”

~ Anthony Shadid

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SO, YOU'VE WRITTEN A NOVEL?

Especially if it's your first book, maybe you're wondering what to do next. Perhaps you've submitted your manuscript to various traditional publishers and grown weary of the time they take to respond – that's assuming they're prepared to look at your book in the first place.

It may be that the prospect of self-publishing, with its steep learning curve and bewildering assortment of choices and decisions, appears daunting to you.

Or maybe you'd like to deal with a publisher who will give you a quick decision on your novel and get it to market fast, while guiding you step-by-step along the way as to what you need to do.

If any or all of the above strikes a chord, you might want to take a look at Tention Books to see if we could be the right partner for you.

ABOUT US

Tention Publishing Limited (trading name 'Tention Books') was set up in the UK in 2012. The Company's initial intention was to be the sole publisher of the novels of John Dolan, the Company's owner and founder. Since then, over 325,000 copies of John's books have been sold and downloaded. As the Company's experience grew in matters of publishing, the decision was taken in July 2019 for the Company to accept submissions from other authors for publication.

We only publish fiction novels written in English of 80,000-100,000 words in the following genres: Mystery, Thriller, Suspense, Literary Fiction, Science Fiction/Fantasy, and Romance. We do not publish Erotica, Young Adult, Children's Books, Poetry, or any Non-fiction (including Memoirs).

Furthermore, we only publish electronically for Amazon Kindle - though books can be added to other eBook retail stores later depending on author preferences.

See the Appendices to this document for details of how the Tention Books Deal evolved, and for Q&A on author profiles.

PUBLISHING IN THE 21ST CENTURY: THE NEW PARADIGM

Times have changed. The old model, where the writer either had to rely on the *noblesse oblige* of established publishing houses or else resort to vanity publishing, has been blown away. The introduction of the electronic book, championed and expanded by Amazon among others, has brought self-publishing into the mainstream. Authors now have a real choice as to how to get their books to market, and are exercising that choice in their tens of thousands. Traditional publishers are having to adjust their way of doing business to accommodate this new reality. Bricks-and-mortar bookshops are under pressure. The entire industry is undergoing a period of turmoil.

Small niche electronic publishing houses are springing up, offering a variety of business models which resemble vanity publishing or self-publishing at one end of the spectrum, and are akin to more traditional publishing at the other end.

Tention Books sits somewhere in the middle of this continuum. We have designed a streamlined system aimed at getting our books to market as quickly and efficiently as possible, with a minimum of huffing and puffing. We only publish electronic books - save in the case of one specific author - as we do not believe at present that the paperback business is profitable other than for medium-to-large publishing houses with substantial

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backlists. Perhaps this situation will change as the market evolves further. We will be monitoring this closely as we move forward.

Supposing you can't face the learning curve and time involved in self-publishing, what are your publishing options and the differences between them? The table below offers a summary. Note that there are TWO different ways of publishing with Tention Books (discussed later).

Item	Vanity Publishing	Traditional Publishing	Tention Books Publishing Author Choice	Tention Books Publishing Standard
Manuscript subject to accept/reject process?	No	Yes	Yes	Yes
Book typically is published and gets to the market fast?	Yes	No	Yes	Yes
Author controls selling price?	Yes	No	Yes	Yes
Author controls design and look of the book's cover?	Yes	No	Yes	Yes
Author controls marketing?	Yes	No	Yes	Yes
Publisher provides advice to author on marketing and other matters?	No	No	Yes	Yes
Author keeps all of book sales royalties?	Yes	No	Yes	No
Publisher carries out editing of author's manuscript?	No	Yes	Yes	Yes
ISBN assigned to book?	Typically not	Yes	Yes	Yes
Publishing contract can be terminated at short notice by author and all rights returned to him?	Not applicable	No	Yes	Yes
Publishing Fee payable?	Yes	No	Yes	No

☞ So, what *is* the Deal with Tention Books?

We offer authors two different ways of publishing with us. These are known as the ‘Standard Publishing Contract’ or the ‘Author Choice Publishing Contract’. Whichever contract is selected, the submission to us follows exactly the same procedure and is subject to an evaluation process: see the *Tention Books Submission Guide for Authors*. We will only publish books that we like, and that we consider to be of suitable quality and commercial attractiveness. Both publishing contracts give the author a high degree of control, but the financial aspects of each contract are different (see table below). We ask that you state which contract you are interested in at the time you make your submission.

If we like your submission, we will offer you a one-book publishing contract.

Author Choice Contract	Standard Contract
Author retains all royalties earned on the eBook	Author pays 20% of all royalties received on the eBook to Tention Books quarterly in arrears
Author can terminate the publishing contract with one month’s notice at any time after publication with no termination payment	Author can terminate the publishing contract with one month’s notice at any time after publication with a sliding scale termination payment – this reduces to zero after seven years plus one day
Author pays a one-off Publication Fee of GBP 499	Author pays nothing to Tention Books upfront
Contract continues indefinitely until terminated by one of the parties	Contract continues indefinitely until terminated by one of the parties

☞ So, the author gets to choose which of the two contracts he wants?

Yes. The author chooses at the outset which contract he wants, but under either scenario we will only publish the book if your submission is approved. We expect to reject most of the manuscripts sent to us: we are a small publisher and do not have the resources to publish them all.

The *Standard Contract* is really a 'traditional' publishing contract with the following 'tweaks':

- It gives the right of early termination by the author which traditional publishing contracts do not
- It places much more control in the hands of the author than a traditional publishing contract
- Gross royalties earned are paid directly to the author and the author pays Tention Books their share after the event: with traditional publishing houses the gross royalties will be paid to the publisher who later pays the author his share. Ours is therefore a *trust* system.

☞ What are the main pros and cons for an author to consider when selecting which contract he prefers?

With the *Author Choice Contract*, the author pays a one-off fee of GBP (British Pounds) 499 to Tention Books and nothing thereafter. With the *Standard Contract*, the author will be required to keep accounting records of all royalties received and to make quarterly payments to Tention Books for so long as the contract lasts, and will have to make a payment to Tention Books if he wishes to terminate the contract. This payment is necessary because Tention Books, in common with traditional publishers, expects to earn back its initial investment and costs over a period of time which would can often run into years particularly for new or unknown authors. However, unlike traditional publishers we make it easy for an

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author to opt out of publishing with us and set our termination payment at a reasonable level. The quantum of the Tention Books termination payment from publication is set out below (note this is in addition to our 20% share of any royalties not yet paid to us):

Within 36 months	GBP 500
Between 36 months plus one day, and 48 months	GBP 475
Between 48 months plus one day, and 60 months	GBP 450
Between 60 months plus one day, and 72 months	GBP 400
Between 72 months plus one day, and 84 months	GBP 100
After 84 months plus one day	GBP NIL

HERE'S WHAT HAPPENS IF YOU SIGN A TENTION BOOKS AUTHOR CHOICE PUBLISHING CONTRACT

- We edit and format your manuscript for Amazon Kindle
- We give you control of your eBook's pricing – both before and after publication – and supply you with a Guide on pricing
- We design a cover for you – though you are free to have your own cover designed if you want to
- We add all necessary front and back material to your eBook, including an 'About the Author' section if you want one
- We assign a Tention Books ISBN to your eBook and register it with Nielsen
- We enter all the requisite metadata and publish your eBook on Amazon Kindle
- We send you a Kindle MOBI file of your eBook for approval before publication, along with a file of the changes we have made to your original manuscript

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- We set up an Amazon Kindle Preorder Deal and enter your eBook into the Kindle Select Program if you so wish – and we supply you with notes on how these work
- We send you Guides and Notes on marketing and post-publication actions
- We set up your eBook on Goodreads
- We put you on the Tention Books website on the Authors Page and place your eBook on our Books Page, along with buy links to Amazon US and UK
- We allow you to terminate your publishing contract with Tention Books at one month's notice without any payment to us. All other rights to your work remain with you from the outset (e.g. paperback, film, and merchandising rights)
- You keep all royalties earned on your eBook
- You pay a one-off Publishing Fee of GBP 499. If you want to know approximately how much this is in US Dollars, go to <https://www.xe.com/>

☞ As there is a fee payable, isn't this vanity publishing?

We don't think so! See Appendix II to this document as to how our publishing model came about and its rationale. If you can find a vanity publisher that will do for an author what we do, we'd be happy to hear about it! Plus, we will *only* publish eBooks that have passed our evaluation process: neither we nor our existing authors would countenance the devaluation of our respective brands that would ultimately flow from our publishing works which have not been properly screened and appraised.

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HERE'S WHAT HAPPENS IF YOU SIGN A TENTION BOOKS STANDARD PUBLISHING CONTRACT

- We edit and format your manuscript for Amazon Kindle
- We give you control of your eBook's pricing – both before and after publication – and supply you with a Guide on pricing
- We design a cover for you – though you are free to have your own cover designed if you want to
- We add all necessary front and back material to your eBook, including an 'About the Author' section if you want one
- We assign a Tention Books ISBN to your eBook and register it with Nielsen
- We enter all the requisite metadata and publish your eBook on Amazon Kindle
- We send you a Kindle MOBI file of your eBook for approval before publication, along with a file of the changes we have made to your original manuscript
- We set up an Amazon Kindle Preorder Deal and enter your eBook into the Kindle Select Program if you so wish – and we supply you with notes on how these work
- We send you Guides and Notes on marketing and post-publication actions
- We set up your eBook on Goodreads
- We put you on the Tention Books website on the Authors Page and place your eBook on our Books Page, along with buy links to Amazon US and UK

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- After publication, we allow you to terminate your publishing contract with Tention Books at one month's notice provided you have made the requisite termination payment. All other rights to your work remain with you from the outset (e.g. paperback, film, and merchandising rights)
- You pay us quarterly in arrears 20% of all income earned from your eBook. We require you to keep adequate accounting records of revenues received and the number of units sold/borrowed/etc, and to supply a statement of same to us when you make the quarterly payment. Tention Books may require you to supply supporting evidence (e.g. screen shots) from third party sellers (e.g. Amazon).

☞ Does it matter which publishing contract I choose as to the likelihood of Tention Books publishing my book?

No and yes. We will evaluate an individual submission in exactly the same way whether you opt for the *Author Choice Contract* or *Standard Contract*. Our assessment is therefore 'blind' to the author's choice of contract. The only issue for Tention Books will be that, as a small publisher, there will be more of a financial and resource constraint on how many eBooks we can publish under a *Standard Contract* each year.

ARE YOU INTERESTED IN BECOMING A TENTION BOOKS AUTHOR?

If so, download our *Tention Books Author Submission Guide* from our website tentionbooks.com to see what is involved in making a submission to us.

Not sure? Take a look at Appendix I of this document.

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If you have any further queries, please go to our Contact Us page on our website and send us an email: tentionbooks.com/contact-us

APPENDIX I: HOW DO YOU WANT TO PUBLISH?

Which of these profiles sounds like *you*?

“I want to see hardback and paperback copies of my book in every bookshop, and for sale in paper and digital form everywhere I look online – maybe even audio books too. And I hate the idea of marketing, so I want somebody else to do all that for me.”

☞ Get good representation and a contract with one of the major publishing houses. You’ll need to be patient and have thick skin. But, hey, people do it!

Only the major publishers can do this for you – and the bad news is, you will *still* have to do some marketing. Medium-size and small publishers just don’t have the marketing budget and reach for this: unless you’re with one of the biggie publishers, you’ll likely be handling the bulk of your book’s marketing if you want sales.

“I want control over every aspect of my book – editing, formatting, design, pricing, marketing. The lot.”

☞ Self-publish. It’s a steep learning curve for a newbie, but thousands of authors do it.

“I like the idea of retaining control over certain aspects of my book, but I find the prospect of full-on self-publishing daunting. I’d like to sign up with a publisher who won’t tie me up in knots (or lock me in with him forever), and who will give me guidance about the important decisions I’ll need to make, and some practical advice on marketing matters.”

☞ Consider sending a submission to Tention Books. Either of our Publishing Contracts may well give you what you want – provided we like your book, that is!

If you don’t fit any of the above profiles, and would like to discuss whether or not dealing with us *might* suit you, feel free to email us via the Contact Form on our website tentionbooks.com/contact-us

APPENDIX II: THE EVOLUTION OF THE TENTION BOOKS DEAL

In the first half of 2019, the Company considered ways to expand its business. Two models were developed and examined.

The first model was to offer to new authors a Self-Publishing Services Package ('SSP'). Under SSP, the Company would edit the author's manuscript, produce a cover for the eBook, and provide the author with a Guide to Self-Publishing. The author would do everything else. For these services, the Company would charge a one-off Services Fee of GBP 499.

The second model was for the Company to become a traditional publishing house ('TPH'), i.e. to screen and evaluate manuscripts, offer a long-term publishing contract on a book-by-book basis, and take a share of the author's royalties. This would be for eBooks only.

It was felt that neither model was viable for us. The SSP model moved too far away from the Company's roots as a publisher, and the TPH model was a stretch too far: the ongoing administrative commitment of royalty accounting would be too onerous for a small publisher like ourselves.

Accordingly, an alternative publishing model was devised which, it was felt, would combine the best aspects of the SSP and TPH models. This is what we now term the *Tention Books Deal*, which contains two different publishing contracts: *Author Choice* and *Standard*. Under both of these contracts, as you have previously read in this document, the author is provided with various services/material, is given a high degree of control in publication and post-publication, keeps 100% of royalties under the *Author Choice Contract* or 80% under the *Standard Contract*, and has the ability to take back his eBook rights at short notice should he so choose.

From the Tention Books perspective, we only publish books we like, and we do not under either contract have the long-term burden of royalty accounting.

Accordingly, we believe that Tention Books is a publisher geared for the needs of the 21st Century!